

CHRONICLES

QUARTERLY NEWSLETTER || APR - JUN 2024

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About Us



Dear Readers,

Welcome to our first quarter newsletter this financial year! As we step into the new financial year, we're excited to share our focus for this year. This year, our strategy centres around:



Develop an impactful strategy
to drive meaningful outcomes



Enhancing our
operations



Embracing
technology



Forging new
partnerships



In an ever-evolving CSR landscape, adaptability and flexibility are key. We're committed to staying ahead by leveraging tech advancements, and innovation and communicating effectively.

This quarter has been particularly dynamic, with several new initiatives already underway. We started with a successful Day of Action initiative, celebrated Pride Month with impactful events, and launched the Student United Way program.

We are also proud to announce that we have been recognized with awards and certifications. Each accolade reinforces our commitment and adds weight to our responsibility to continuously uphold and improve our practices.

As we navigate this journey, we are reminded of the words of Robert Frost:

"The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep."

Gratitude,
Rajesh Krishnan

ASSOCHAM Award, Winner - Excellence in Employee Volunteering



We are thrilled to announce that we've won the **ASSOCHAM** South Award for **Excellence in Employee Volunteering**.

Here's what went into earning this recognition:

- Sweat of over **1,00,000 volunteers** since 2015
- More than **3,00,000** hours of volunteering
- 15 years of engagement with **80 corporate partners**

.....and beyond the numbers countless moments of partnership, mutual support, shared skills and divided responsibilities.

This award is dedicated to every single person who has volunteered with us and supported us. Doing good together made us better and proud of what we've achieved!

GuideStar India Platinum Certification

For the fourth time in a row, we have been recognized with the prestigious **GuideStar India Platinum Certification**, the highest level of recognition for transparency and accountability in the non-profit sector. However, this does not make us complacent in our commitment to maintaining the highest standards in governance, financial accountability, transparency and ethical practices. We will keep giving our best with your support.



www.guidestarindia.org.in
Ask for our Due Diligence Report for details.
GuideStar India Certifications: Platinum, FY 2019-20, FY 2020-21, FY 2022-2023
Subject to validity of registration under IT, FCRA and registration as NPO

Half a Century of Impact under the 'Wake the Lake' Campaign – 50 Lakes Rejuvenated



We have reached a significant milestone with the launch of our **50th lake rejuvenation** project at **Kithaganur Lake**, in Bengaluru under the '**Wake the Lake**' campaign.

United Way Bengaluru's lake restoration efforts began in 2011 as a volunteering initiative. This experience led us to develop a dedicated flagship program, 'Wake the Lake'. Today, we've successfully embarked on our 50th lake rejuvenation project, impacting urban and rural areas.

Example of our efforts

Bidare Agrahara Lake

Before



Rejuvenation period: 2023- 2024

After



Water holding capacity
18 CR Ltr



Increase in
groundwater level



Community members
benefitted -14074



A CSR Initiative by

ALSTOM

Begihalli Lake

Rejuvenation period: 2021-2024

Before



After



Water holding
capacity - 3.97CR Ltr



Increase in
groundwater level



Community members
benefitted - 14405



A CSR Initiative by

**WELLS
FARGO**

Bommanahalli lake

Rejuvenation period: 2023-2024

Before



After



Water holding
capacity - 3.97 CR Ltr



Increase in
groundwater level



Community members
benefitted - 15000



A CSR Initiative by

Herbalife

Our journey has touched the lives of **7 lakh+** community members, led to the formation of **60** lake associations, and strengthened our commitment to preserving and revitalizing natural resources

Solar Solutions: Life in the Light



In Kaverinagar village, the villagers lived in fear of nocturnal elephant invasions. These elephants would routinely enter the village at night, causing havoc by trampling crops and damaging homes. The villagers' anxiety peaked when one tragic incident resulted in the death of a cow and the loss of vital crops for a local farmer.



In the village of Kothakondapalli, women once faced the challenge of being confined to their homes after sunset due to the absence of street lighting. Stepping outside after 6 PM was fraught with risks, severely limiting their social interactions and freedom.



As a mother of two daughters and a young son, Saraswati grappled with constant worry. Her daughters attended tuition classes three kilometres away and returned home after dark, navigating poorly lit streets and facing potential dangers lurking in the darkness.



Addressing the above challenges, **United Way Bengaluru** in collaboration with CSR partner **Caterpillar** installed solar streetlights at three remote gram panchayats in Krishnagiri District. Our team reached to understand the need to install the lights in these remote areas, overcoming rugged terrain to install the lights where vehicles couldn't go.

Here's what we have achieved

- Addressed challenges from daily threats by elephants, snakes, and insects, enhancing safety and livelihoods.
- Improved safety for women and children, and protected livestock and crops.



**343 solar
streetlights installed**



3 Gram Panchayats reached



**Over 14000+ community
members benefitting**

From GendHer Training to Classroom Impact

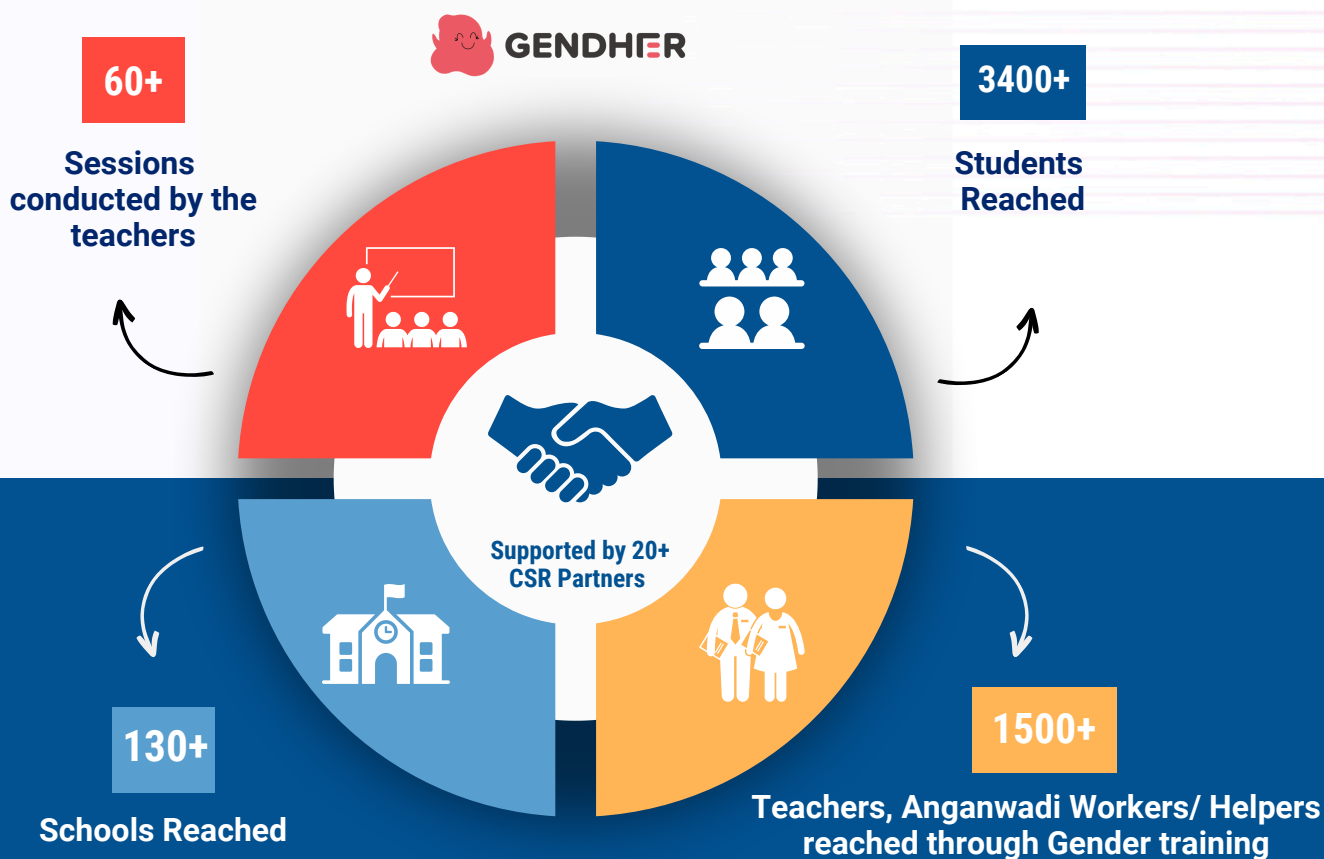
While certain topics are still discussed in ringing silence, it's time to bring about a change by addressing them openly. Our **"GendHer"** campaign emphasizes the importance of discussing gender sensitivity and reproductive health without shame or judgment. The sessions organized for teachers and students have helped :



Bridge the communication gap between teachers and students to discuss reproductive health



Students emerge confident when talking about reproductive health and menstruation



Commitment to Early Childhood Development in Raichur

In collaboration with CSR partners, **Broadcom, GEBE, Apotex, 41 Anganwadi Centres (AWCs)** in Raichur, an aspirational district, were strengthened through various initiatives, as illustrated in the infographic below. Anganwadi Workers (AWWs) received capacity-building training and a new training centre was established to carry out learning and development activities for AWWs.

Our Approach (2022-25)



Strategic Partnership
& Capacity Building of
ICDS Functionaries



Early Childhood
Education &
Health, Nutrition



Community
Mobilization &
Participation



Support in Creating
Safe & Conducive
Learning Environment

Direct Reach



75 AWCs



9695 Children (0-6yrs) and
Mothers



554 AWWs

A recent inauguration event marked the official handover of these centres to the Women and Child Development (WCD) Department. The event was attended by delegates from WCD, Broadcom, and United Way Bengaluru

Celebrating Milk Day

Children from 40 Anganwadi Centres visited a nearby goshala (cow shed) to witness first-hand milking process. To create awareness on the importance of milk products, mothers were encouraged to bring various milk products to the Anganwadi centres, educating children about their nutritional benefits.

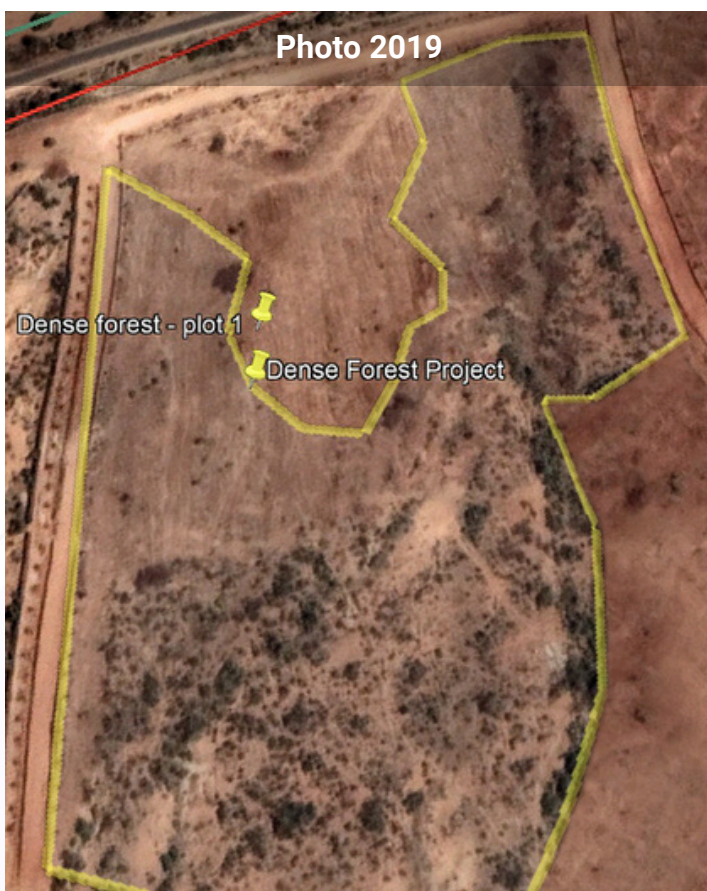
The event was celebrated across **40 centres** supported by the **HCL Foundation**, bringing **284 mothers** and **700 children** together in a joyful and educational experience.



Transformation from Barren Land to Lush Forest



James Godfrey-Faussett, Lead SUGi Forest Maker, said, “Within a forest, biodiversity means balance, birds control pests, insects pollinate plants, and beneficial fungi keep the trees healthy. Every organism has a role to play, and all these roles interact. And if you build a healthy, biodiverse habitat that can look after itself, it becomes self-sustaining. You can step away and let nature get to work.”



The photo from 2019 shows the barren land at Dr MH Marigowda Botanical Garden at Doddasagere, Koratagere in the Tumkur district of Karnataka. By 2023, this once barren land has been transformed into a lush forest, spread over 250 acres and surrounded by villages and farmland.

United Way of Bengaluru, with support from **Mphasis** and the **Department of Horticulture, Government of Karnataka**, initiated the botanical garden development project to enhance the management and governance of the garden through dense forestation and water conservation measures.

This initiative has resulted in the planting of **100,000 saplings of 45 diverse native species**. These efforts aim to improve biodiversity, ecological health, natural habitat, and moisture levels in the area.

Sustainable Initiatives at the Police Training School, Thanisandra

In partnership with **ANZ**, **United Way Bengaluru** has undertaken significant initiatives to address water scarcity and promote biodiversity at the Police Training School in Thanisandra. These efforts include the construction of an open well, percolation wells and the creation of a Miyawaki forest.



The **open well** has become an essential resource during times of water scarcity, providing a reliable water source benefiting over **1,000 community members** in the area.



The **percolation wells** have proven to be highly effective during heavy rainfall, thus mitigating the risk of water shortages.



Additionally, the **Miyawaki forest**, known for its dense and diverse plantings, has significantly increased the greenery on campus and promoted biodiversity.

Through these initiatives, we aim to alleviate water scarcity, improve groundwater recharge, and foster biodiversity, ensuring long-lasting environmental benefits for the community.

Did You Know?



Ancient Survivors - Having existed for over 50 million years, mangroves have adapted to significant changes in sea levels and climate.

Global Distribution and Diversity - Mangroves are found in 123 countries and territories, covering a total area of over 150,000 square kilometers.

Nurseries of the Sea - Mangrove forests serve as nurseries for many marine species, including commercially important fish and crustaceans.

Underground Carbon Storage - They sequester up to five times more carbon than tropical rainforests, primarily in their root systems and soil.

Wave and Storm Surge Protection - Their dense roots and branches act as natural barriers, reducing wave energy and protecting coastlines.



Finding Purpose and Reconnecting with the Community

The 'Rural Rising' integrated rural development program, focuses on supporting livelihood initiatives in rural and aspirational districts. One of the notable success stories is Imanavel's journey from confinement to confidence and from dependence to dignity.

A resident of Kurdi Gram Panchayat in Manvi taluka, Raichur district, for the past 30 years, Imanavel had been confined to his house with 75% locomotor disability. His wife is a wage labourer, and his son, also impaired, works seasonally. Their annual income was less than Rs. 60,000.

With the support from CSR partner **Apotex India**, Imanavel received a bunk shop, enabling him to sell snacks. Wanting to grow his business, he constructed a makeshift shelter adjacent to the shop to rest during the afternoons, avoiding the need to travel back home. This intervention boosted his family's income to Rs. 800-1200 daily, allowing them to repay loans and cover expenses.

Beyond financial improvement, Imanavel found renewed purpose and community connection, highlighting the true impact of the initiative.



4 years of association with CSR partner Alstom and several lives impacted

In our ongoing commitment to rural development, we are delighted to highlight the invaluable support of our CSR partner **Alstom**. For the past three years, Alstom has been a cornerstone of our efforts, actively contributing to our mission of creating a sustainable society.

Key Initiatives in Coimbatore, Chennai and Baroda



**180 women
received skills
training**



**254 solar streetlights
installed, benefitting 5140
people**



**2 waste management vehicles
provided benefitting 5263
community members**



16,500 Mangroves planted



**1 community toilet
constructed benefitting
3926 members**



**955 students participated in
'GendHer' and child rights
sessions**

A scalable and sustainable approach towards Early Childhood Care and Education

Success in any intervention hinges on a unified team with a shared vision. Our Rural Rising program in the Wayanad district, an aspirational district in Kerala, aimed to create a nurturing learning environment for children, particularly from tribal communities.

One of our key efforts was to build a robust foundation by empowering Anganwadi Workers (AWWs), who closely work with children at the Anganwadi Centres and play a crucial role in implementing the ICDS scheme. Scaling this effort rapidly required a strategic approach.

We created a cadre of master trainers. By training 4 **Child Development Project Officers (CDPOs)** and **31 supervisors**, we swiftly mobilized them to train **874 AWWs** across **23 gram panchayats** and **3 municipalities**.

These trained AWWs are making a significant contribution to the lives of **13,000 children** between **3-6 years** who are enrolled in the Anganwadi centres.

Our heartfelt thanks to the District Administration of Wayanad for their support and guidance throughout this transformative journey.



International Plastic Bag Free Day

On May 25, 2024, we joined forces with **Telstra** for a meaningful lake clean-up and plantation drive at Hullahali Lake, Bengaluru. The event was further enriched by the LGBTQ+ community from Pride Cafe, who added a special touch with their refreshment stall.

Event Highlights



55 kg of plastic waste collected by dedicated volunteers



110 saplings planted to promote environmental conservation



Celebrating World Environment Day with a Seed of Change!

We partnered with **HCL Foundation** for a four-day mega volunteering event at **40 Anganwadi centres** to raise awareness and provide a hands-on learning experience about environmental conservation.

Event Highlights



5,000+ paper seed balls were created by volunteers



These biodegradable seed balls promote recycling, urban gardening, and the growth of organic, chemical-free vegetables and greens.



Volunteers also made **teaching and learning materials (TLMs)** from locally available resources and waste materials, emphasizing the importance of land restoration and recycling.

It was inspiring to see people from diverse backgrounds come together with a shared mission.

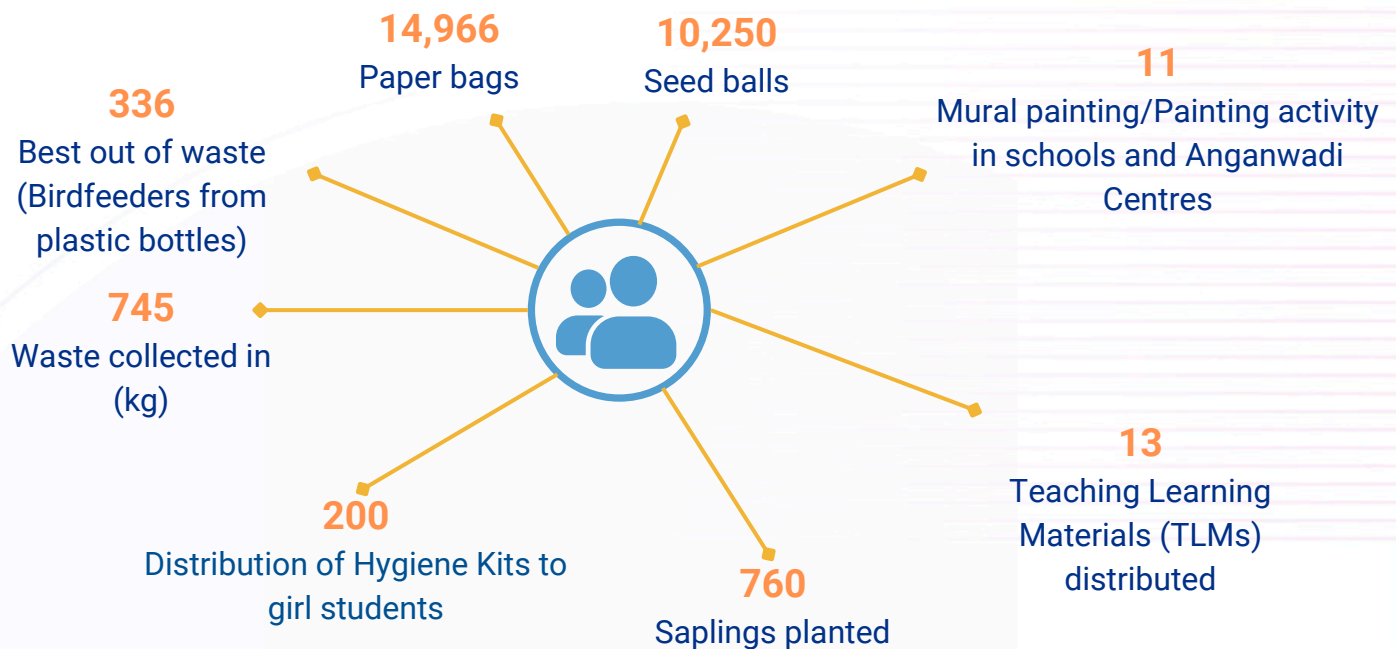
Volunteering & ESG : How do we join the dots?



3358
Volunteers



145 Hours
(Average
3hrs/Volunteer)



Volunteers from Corporate Partners (Apr-Jun '24)

Alstom
ANZ
Applied Materials
Bread Financial
Collins Aerospace
Cytiva
Deloitte
Enfusion
Wells Fargo
Wesco

EY
Green Initiative
Happiest Minds
Hitachi
LM Windpower
Marvell
Morgan Stanley
Pratt & Whitney
Swiss Re
Telstra



UWBe Champion



SHERLY INFANTA J

SENIOR EXECUTIVE – PROJECTS
(RURAL RISING)

Based in Coimbatore, **Sherly** has played an important role in executing many significant rural development initiatives of **United Way Bengaluru** in the area. United Way Bengaluru stepped into Coimbatore in 2021 to implement the 'Rural Rising' flagship program, and a team member like Sherly has been crucial in building strong relationships with the community and officials from various government departments who collaborate with us. She makes extra effort to know her stakeholders, which helps her develop trust and bond with them. Her command over implementing projects in the field, addressing challenges and coming up with practical solutions is commendable.

Sherly is a fantastic team player with exceptional interpersonal skills. Sherly's energy and laughter are infectious, and her aura is impossible to ignore. We look forward to seeing Sherly continue to grow and spread joy with her wonderful presence.

A Day of Action by United Way Bengaluru Team



With a little imagination and a lot of teamwork, our team at United Way Bengaluru transformed seemingly ordinary unused materials into beautiful bookmarks, stationary boxes and eco-friendly paper bags, as a part of the **Day of Action** event.

Student United Way

As part of our **Student United Way program**, we recently welcomed two batches of interns from various universities and disciplines for internships. They were introduced to a range of CSR initiatives and given hands-on fieldwork experience across different locations. The objective of Student United Way is to inspire and support the next generation of leaders, helping them realize their potential to create positive change.



https://www.linkedin.com/posts/united-way-of-bengaluru_worldyouthskillsday-skilldevelopment-responsible-activity-7218611218729553920-Neu1?utm_source=share&utm_medium=member_desktop

Driving Change with Data

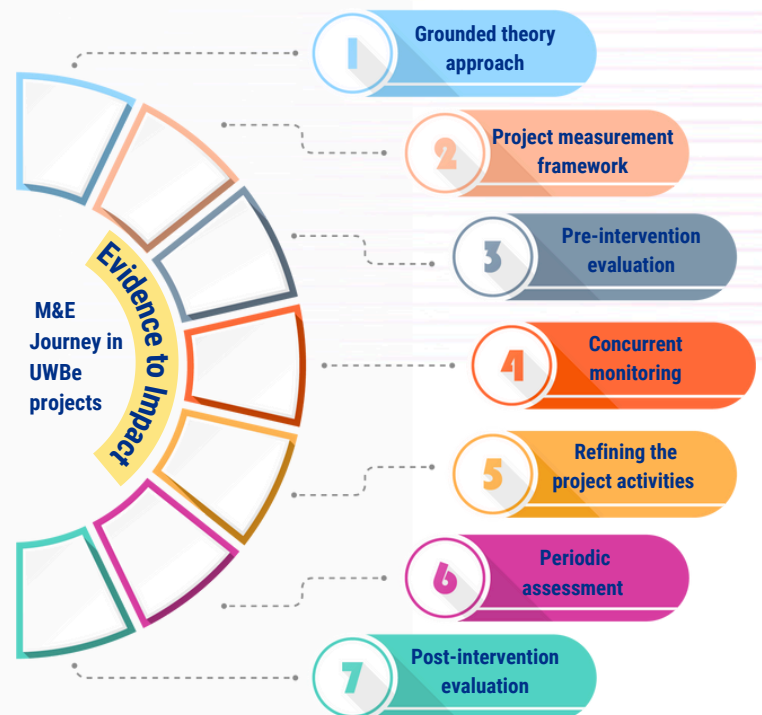
However, putting this into practice requires consistent effort in reaching out to various internal stakeholders, explaining the concepts and their usefulness, and gaining their support. The principles of rigor and outcome are fundamental to this vertical.

Last year, the team completed nearly sixty studies across education, rural development, and environmental sectors, including needs assessment, baseline and end-line evaluations, pre-and post-training assessments, and post-training follow-up evaluations.

In the first quarter of fiscal year 2024-25, the team has conducted over ten needs assessment studies in various regions, including Bihar, Gujarat, Tamil Nadu, and Karnataka. They have also started three extensive baseline evaluations in Wayanad district in Kerala, Chikkaballapura district in Karnataka, and Coimbatore district in Tamil Nadu.

My team has completed practical onsite training in each vertical of Rural Development, Environment, and Education projects. This has made them well-rounded professionals capable of handling assessments in any vertical, bringing great flexibility to the team."

"As the saying goes, "Measure what matters" is exactly what the **Monitoring and Evaluation (M&E)** team at **United Way of Bengaluru** does. They track and measure project progress and benefits (in a more complicated term called 'Evaluation'). So does this add any value? Yes, but only if the information converted into data is used by the stakeholders. The value of M&E data is directly proportional to the usage of data!



It is crucial to instill a data-driven mindset in every employee within a growing organization, and the Monitoring and Evaluation (M&E) vertical at UWBe is working hard to achieve that.

Lokesh Gujjarappa,
Specialist M&E Process Excellence

About Us

United Way Bengaluru (UWBe) is a part of United Way Worldwide, the largest NGO network of over 1,100 chapters in 37 countries. Since 2008, UWBe has been dedicatedly working in underserved locations and marginalized communities. UWBe marked a significant milestone this year as it completed its 15-year journey. Over 15 years, the organization's reach extended beyond Karnataka to eight other states, with a special focus on remote areas and aspirational districts. United Way Bengaluru works in a few key areas: Education, Health, Rural Development, Environment and Volunteering. Aligned with its mission, the organization brings together unified efforts from CSR partners, civic bodies and local communities to work collaboratively towards solutions. The organization carries a global image with a 'local heart' committed to creating meaningful change in the lives of the local communities.

VISION



United Way Bengaluru envisions a world where all individuals and families achieve their human potential through education, income stability, and healthy lives.

MISSION



United Way Bengaluru seeks to improve lives by mobilizing the caring power of communities around the world to advance the common good.

Our Flagship Campaigns



**RURAL
RISING**



GENDHER

ONE BILLI'N DR'PS
Sustainability Through Water Security



**Mangroves
Matter**



**born
learning**



alkyam



We are
Great Place To Work® Certified™

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United Way of Bengaluru

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