

CHRONICLES

QUARTERLY NEWSLETTER || JUL - SEP 2024

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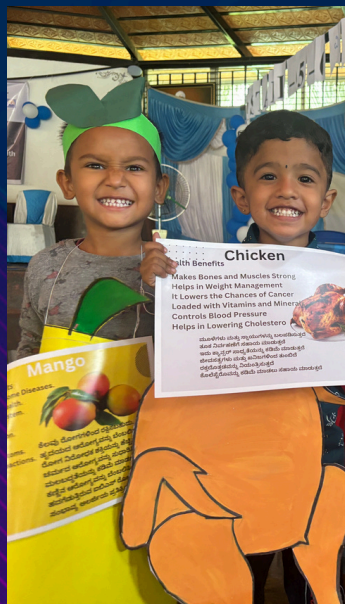
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About Us



Dear Readers,

Welcome to our 2nd Quarter newsletter for the year 2024. It has been a very eventful, exciting and challenging quarter for us and as always it gives a great pleasure to share an account of all the interesting updates through this newsletter.

In the previous quarter report, I had highlighted the thought of developing impactful strategies for effective outcomes, technology adoption and forging new partnerships. We have taken huge steps in this

direction in the last quarter by creating a dedicated team to work on the STRATEGIC thought process of the organisation and at the same time ensure greater focus on quality in the implementation of the projects.

We believe that the ultimate success of our initiatives lies in the long-term sustainability of the outcomes and the ultimate impact that we create in the communities. This is the main reason we adopt approaches like our Saturation approach to create a sense of ownership and accountability among stakeholders. This quarter saw these approaches reap dividends when we saw some amazing outcomes being celebrated and owned by our communities.

At this point, my heart also goes out to those families who had to bear the brunt of the massive landslide at Wayanad. We have been working in Wayanad for the last 2 years and to see this devastation unfold was heart wrenching. Our team on the ground immediately sprang into action to support with the relief and rehabilitation.

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.

The team at United Way Bengaluru always uses this phrase which keeps reminding us of our character.

“We are what we repeatedly do.
Excellence, therefore, is not an act, but our habit.”

Gratitude
Rajesh Krishnan



TheCSRUniverse Social Impact Award 2024



We were proud to be bestowed with the **Award of Excellence** at **TheCSRUniverse Social Impact Award 2024** in the category of **Rural Development in Special areas** (Adivasi/Tribal Community Welfare, Manual Scavengers, Rag Pickers, etc.).

UWBe has been working in **Wayanad**, an aspirational district in the state of Kerala, where tribal communities make up around 19% of the population. We began our interventions in 2022 in Noolpuzha Panchayat, Sultan Bathery block of Wayanad district, strengthening **Anganwadi Centres with safe and conducive infrastructure** and providing **Cooked Meal Interventions**.

Working alongside our highly dedicated and trained **Nutrition Promoters**, we are raising awareness about the importance of nutrition and how that can be ensured and sustained among children. In addition to children receiving regular healthy meals, there has also been a shift in the attitude of mothers towards providing suitable food.

This work is possible because of the faith and support provided by our **Corporate Partners Herbalife and Broadcom**. This recognition is as much a recognition for them as it is for us.



Tech Enabled Futures: Integrated Digital Inclusion

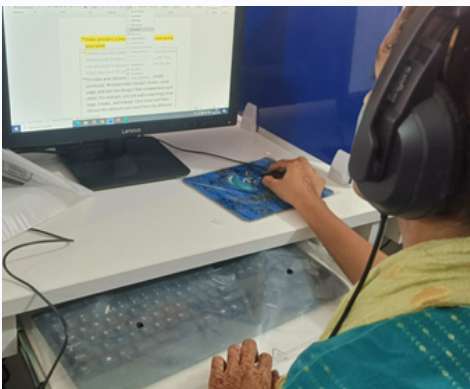


Objective: To bridge the digital divide and bring technological opportunities to girl students in underserved areas.

As part of our ongoing initiatives in Mulbagilu, Kolar, we collaborated with CSR partner **Applied Materials** to establish an **integrated computer lab** for the 300 students of Mulbagilu Girls PU College. Prior to this, the college had no dedicated computer lab, and students had limited access to technology-based learning. The establishment of this lab, with 17 internet-connected systems, has become a pivotal moment, unlocking new opportunities and paving the way for a brighter future for these young learners.

As a result of this lab's establishment:

- The School Education Department (Pre-University Education) approved the introduction of a distinct **Computer Science course** at the college.
- The first **batch of 25 young women** is now learning essential software and programming skills, equipping them with a competitive edge in today's tech-driven job market.



Courses installed include:
Spoken English, Coding, Web Development, Database Management, & Programming Fundamentals



The newly established lab at PU Girls College is not just a facility; it is a stepping stone in the students' journey towards becoming confident, capable professionals ready to navigate the future of work.

Lake Revival Brings Water Back to Community

With support from CSR partner **Northern Trust**, we have worked on water conservation initiatives at **Jaulke Lake in Rajguru Nagar area of Maharashtra**.

The Problem (July-Aug 2023)

- The lake bed retained no water despite monsoon rains
- Villagers had to rely on tankers for water
- Farmers struggled with fields drying up, and cattle lacked grass for grazing
- Borewells and open wells were drying up
- Farmers were being forced to migrate to towns nearby

Aug 2023



Action plan & meeting on the dry lake bed

The Solution (Aug 2024)

- A mini reservoir was created with a capacity of 12.6 crore litres of water.
- 21 acres were restored
- Population of 3000 locals and 4000 livestock benefitted
- 1 village and 6 tribal Hamlets directly benefitted from the intervention

Aug 2024



Tribal School Students visit the mini reservoir



This project demonstrates the power of inclusive planning and collaboration, underpinned by a shared purpose. As our environmental projects give back to the earth, they also have direct, measureable impacts for the communities around them.

Celebrating Poshan Maah: Making Nutrition Fun

Our Born Learning Campaign emphasizes the importance of health and nutrition in women & children, in order to meet holistic development goals in young children. As September is celebrated as *Poshan Maah* or Nutrition Month, we had multiple events towards raising awareness about the importance of nutrition.

Supported by **HCL Foundation**, we brought Anganwadi workers, mothers, and children in Jigani together for a fun event that **highlighted the importance of proper nutrition** as well as the **contributions of Anganwadi workers**. There was engagement and enthusiasm from all participants, with mothers participating in a fireless cooking competition, and children dressing up as their favourite healthy foods!

The event concluded with an address from the Child Development Project Officer (CDPO), emphasizing the significance of Nutrition Month.



Cooking competition



Children dressed up as their favourite foods

Working with the Anganwadi Centers, multiple trainings, awareness workshops, and events are conducted. Recent events have included, among others:

Breastfeeding awareness

Informing & celebrating mothers, importance of breastfeeding, addressing common misconceptions & mime performance



Health & Nutrition Day:

Dengue Fever

Focus on dengue fever, prevention & control.

Rabies awareness

Focus on prevention, symptoms & treatment of rabies & importance of vaccination

Children's Health Camp

Checkups for children aged 6 months to 6 years, with active participation from mothers

Heart Day

Focus on heart diseases, prevention strategies, importance of exercise, stress management, etc.

Health & Well-being of the LGBTQIA+ Community

Through Aikyam, we work to create integrated safe spaces for LGBTQIA+ community members with access to resources that enhance mental, physical, and emotional wellbeing. We aim to enhance community acceptance and a dignified standard of living for the beneficiaries.

We are happy to report that we have conducted a number of different activities towards these goals this quarter, and are connecting with many community members who continue to benefit from these.

There were two Health Camps organized for LGBTQIA+ community members. One was at the Aikyam Safe Space Centre, which provided access to comprehensive healthcare services in a safe and inclusive space. The second was a special outreach health camp organized in collaboration with a community-based organization in celebration of Ganesh Festival. There were general health check-ups, consultations, and preventative care offered. It also served as a space to strengthen community bonds in light of the festival and provided a space for people to celebrate together.



The 2 LGBTQIA+ Health Camps benefitted **423** people from the community

Other parts of this intervention have included helping community members apply for various social entitlements & schemes:

- 12 community members have recently applied for & received **transgender cards**
- 2 community members have received ABHA Cards (Ayushman Bharat Health Account)
- 75 community members have applied for Karnataka's Gruha Lakshmi Scheme, which provides financial aid to women who are the heads of their households



Counseling sessions organized:
37 community members



Eye check-up camp:
73 individuals tested, **48** received spectacles

Consent has been obtained from participants whose photos have been shared

CLIMATE ACTION: Water Conservation Making Progress Towards One Billion Drops



Percolation wells have been built at various sites including parks, Police Campuses, Military Campuses, and Defence Campuses across Bengaluru.

As of this quarter, we have over 4,900 percolation wells that have been constructed and are contributing to groundwater recharge - well on our way to meeting our goal of building 10,000 wells.

Third Year of Partnership With Mphasis

Our One Billion Drops project collaboration with **Mphasis** was renewed for its third year at City Armed Reserve, North Thanisandra. So far, we've constructed more than 1300 percolation wells together and are on track to build **1,200** more, driving lasting positive change both for communities and the environment.



CLIMATE ACTION: Green Cover Plantation Events Alongside Our Corporate Volunteers

In addition to the various efforts of our teams on the field towards Afforestation and Mangrove Rewilding, we have had much support towards these goals from our corporate partners who lend their time to us on the ground as volunteers.

1. Urban Forestry



Where: Bengaluru, Chennai & Hyderabad



Who: 8,000 volunteers from Wells Fargo



What: 8,500 saplings were planted at school, college, and army campuses

2. Social Forestry



Where: Sidhlaghatta, Karnataka



Who: 50 volunteers from Happiest Minds



What: 500 fruit-bearing saplings were planted across 1 acre of land.

3. Mangrove Rewilding



Where: Pulicat, Tamil Nadu



Who: 15 volunteers from Mphasis



What: 200 propagules were sowed in nursery bags

Saturation Approach | Yellampalli, Chikkaballapur

A unique aspect of our integrated rural development program is our **saturation approach**. Once we identify an area for our intervention, there are multiple types of support that are provided to the members of that Gram Panchayat.

With the support of CSR Partner **Zebra**, in Yellampalli Gram Panchayat, we have contributed to:

- **livelihood interventions** for people with disabilities
- **skill training** and opportunities to empower women socially and economically
- **sustainable community infrastructure** including solar lights & toilet block constructions
- enhanced **quality of education** throughout the life cycle



Members of this SHG built a **successful business**, producing and selling bags to ensure a **steady income**. They find business around festivals & through custom orders.



This Anaganwadi Center was recently revitalized from a critical, unsafe state, to a **holistic and nurturing environment** for young children with multiple facilities to grow & learn.



The installation of solar lights has made the panchayat **safer, more convenient**, and more sustainable. Children can study in the evenings, there is less harm of snakes, and overall higher levels of security.

Education initiatives begin with mothers and infants through early childhood interventions & revitalization of AWCs, infrastructural development in government primary and high schools in the form of multipurpose hall, STEM labs, washrooms, etc., and scholarship and mentorship support to older students.



Saksham Anaganwadi Center revitalized:
26 Children under 6,
4 pregnant/lactating women



Multipurpose Hall constructed at GHPS Achepalli:
128 school students

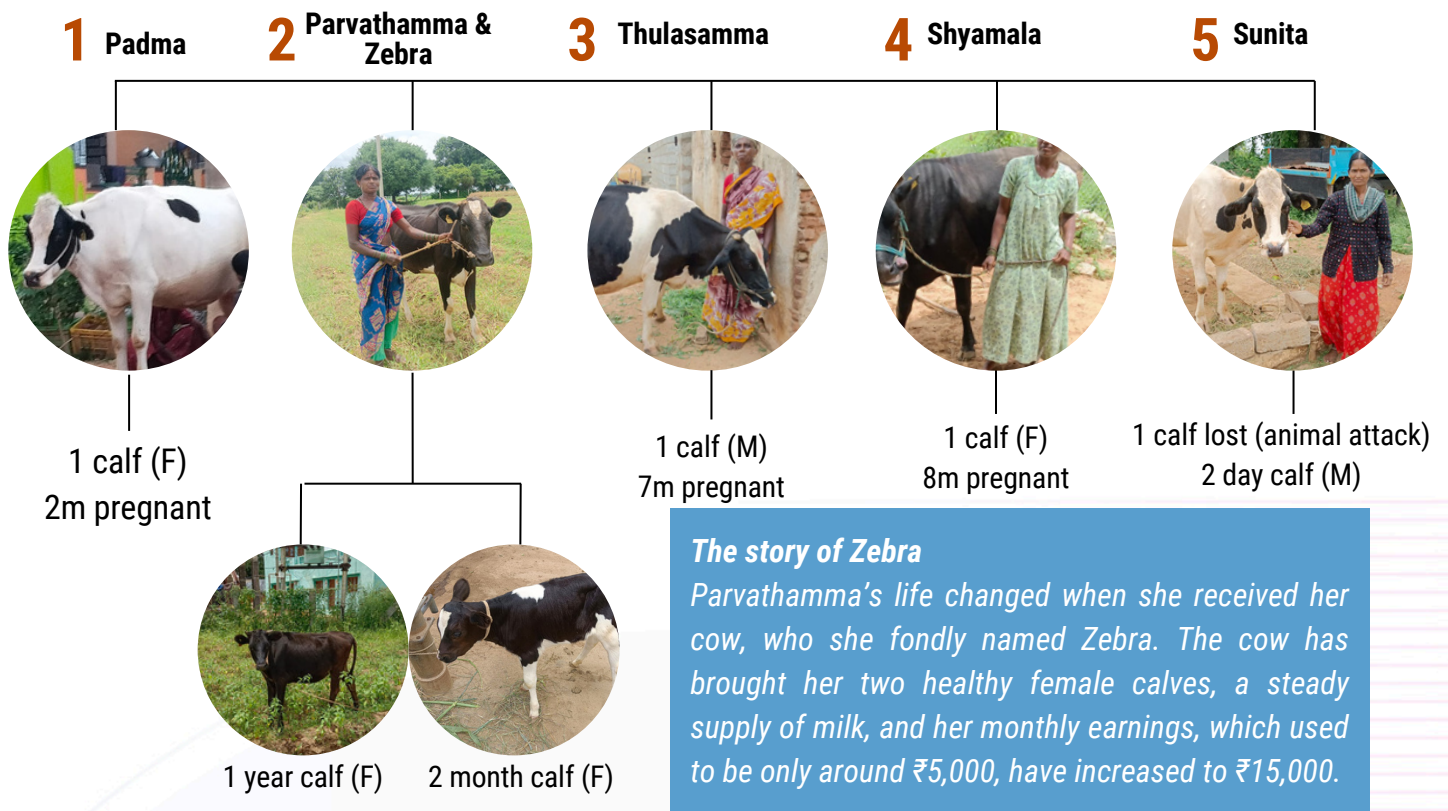


STEM Lab & WASH established:
85 high school students



Scholarships & mentorships provided:
165 College Students

Livelihood & Beyond | Yellampalli, Chikkaballapur



Another aspect of the RR program in Yellampalli was distribution of livestock. 5 families were chosen to receive a female cow each, who would continue to provide them with milk and baby calves over the upcoming years. As the calves can be distributed within the community over the years, the number of beneficiaries will increase in a **multiplier effect**. As of now, each cow has borne 1-2 calves and some are pregnant again.



By selling juice, stationery items & snacks on a busy road, this Juice & Bunk Shop meets the needs of the community members, bringing in consistent income to the SHG women who manage it. Their financial independence has improved along with the ability to support their families.

PRICE approach to address livelihood needs

Participatory selection of beneficiaries - based on socio-economic needs

Relevant - local context through interest of beneficiaries and market demand is taken into account

Inclusive - the intervention those in need without biases

Capacity enhancement - training and skills are provided

Entrepreneurship - linking beneficiaries to the market & providing skills exposes them to entrepreneurship opportunities

Zebra's Global Week of Service

As a part of their Global Week of Service, **Zebra** provided **3 months of essential rations** and a care kit to the 60 residents of **Aaraike, a local destitute orphanage**. 9 Zebra volunteers visited the orphanage, interacting with the residents, and serving them a special lunch. This act of kindness, along with the much-needed provisions, was met with heartfelt gratitude by the residents.



Enthusiastic efforts to throw the seedballs far

Zebra's volunteers also planted **300 native tree saplings** & dispersed **3,000 seedballs** at the **Center for Counter Terrorism in Thathuguni**. This initiative to increase green cover in the locality was much appreciated by the Campus authorities.

Creating Teaching & Learning Materials with Bazaar Voice

Volunteers from **Bazaar Voice** participated in an activity that involved making TLMs (Teaching & Learning Materials) at their corporate office.

The event was facilitated by our partner NGO **ASHA (Academy for Severe Handicaps and Autism)**.



The materials created will be used by children with special needs to help them develop and utilize their potential.



It brings us joy to see volunteers contribute their time and efforts to give back to the society.

Volunteering & ESG : How We Join The Dots



10,463
Volunteers



31,389 Hours
(Average 3hrs/Volunteer)

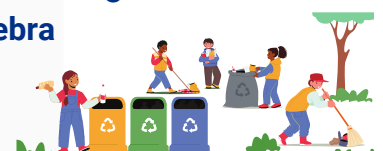


Volunteers from Corporate Partners (Jul-Sep'24)

Alstom
Amazon
AMD
ANZ
Applied Materials
Baker Hughes
Bazaar Voice
Caterpillar
CBA

Deloitte
Delta Airlines
Empower
Enfusion
Epsilon
Flowserve
GE Aerospace
GE Vernova
Happiest Minds

LM Wind
Microsoft
Mphasis
Okta
Parexel
Paychex
Swiss Re
Wells Fargo
Zebra



UWBe Champion



Madhizhagan. M

Manager - Projects & Donor Relations Deloitte

Now entering his third year with UWBe, **Madhi** brings a vast background of disability and inclusion development to his role. A certified rehabilitation professional, his lifelong interest and passion for disability rights have been at the heart of all the work he has done. Over his career, he has worked as a grassroots field worker focusing on slum rehabilitation, created documentaries and developed media on disabled communities, and focused on the accessibility of educational materials. Madhi has even represented disability and inclusion rights for India and South Asia at international forums. He draws from his experience on the ground to inform what he does and ensure that the people and communities are at the center of his work.

Madhi is very committed to the work that he does, and always finds a way to get things done. His co-workers find him supportive, flexible, and very patient to work with. Going forward, he hopes to continue to bring in more support not just for disability but also for holistic inclusion, as his role expands to include projects on gender and LGBTQ rights.

Onam Celebration

Celebrations with our diverse office team! For Onam this September, the UWBe Team came together to celebrate the homecoming of Maveli. There was beautiful floral rangoli made, we played team games, and, of course, ended with a grand Onam Sadhya.



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
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United Way of Bengaluru

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