

THE DISCOURSE

Edition 12, July 2023

Ethical Fundraising



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Editorial

Here we are with the 12th Edition of The Discourse. We are particularly thrilled to share this one with our colleagues, collaborators, partners, supporters, well-wishers!

In the domain of social development, fundraising plays a crucial role in channeling resources to organizations dedicated to addressing the most pressing issues of our time.

As an organization involved in the dynamic and exciting territory that is fundraising, the last five years of our existence have been nothing short of invigorating. We at INDIADonates often say fundraising is about innovation, excitement and exploration. Primarily because the fundraising landscape in India has gone through a 'disruption' in recent years, which is to say the way fundraising was conceptualized and executed has changed completely with new opportunities and new methods.

More and more change agents within the sector are talking about the growing scope of fundraising especially in the realm of technology and digitization. As the importance and scope of fundraising grows, so does the need for ethical considerations, and their complexities, to ensure that the processes and practices surrounding it uphold the values of transparency, integrity, and accountability. In this edition of The Discourse, we delve into discussions around ethical fundraising, shedding lights on critical aspects like digital fundraising and its accountability to its stakeholders and the ethical use of imagery in fundraising, the principle of an empowering visual language.

In the first article, "Ethical Considerations in Digital Fundraising," our founder, Dr. Sanjay Patra delves into the evolving landscape of fundraising in the digital age.

With the rise of technology and online platforms, development organizations have unprecedented access to potential donors, allowing them to reach wider audiences and secure much-needed funds. However, this new frontier also brings ethical challenges. Dr. Patra has explores how, as the bridge between donors and beneficiaries, charity organizations must strike a delicate balance. They are accountable not only to their donors, who entrust them with their hard-earned resources, but also to the beneficiaries whose lives they aim to improve. The article discusses how organizations can navigate this complex terrain, emphasizing the importance of transparency, responsible resource allocation, and impact centricity. The second article by Dr Nivedita Narain and Deepanwita De of Charities Aid Foundation (CAF) India explores in depth the inter-connections between ethics, safety and privacy and how these connections influence the current philanthropic context.

As we reflect on the articles presented in this edition, it becomes clear that ethical fundraising is not merely a moral obligation but also a strategic imperative. Organizations that embody ethical fundraising principles foster trust, loyalty, and sustainability. We hope this edition of The Discourse stimulates discussions, encourages introspection, and prompts positive action within the Indian development sector. Together, let us strive for a future where ethical fundraising becomes the norm—a future where the powerful potential of fundraising is harnessed responsibly for the betterment of society.



Puja Biswas

Manager- Partnership
and Communication,
INDIADonates

Ethical considerations

in Online Fundraising in India

-Dr. Sanjay Patra
Co-Founder, INDIAdonates

Fundraising is an essential function for any not-for-profit organization as it ensures the success and sustainability of their work. In today's context, fundraising has become increasingly complex with multiple parameters and various sources of funding. While traditional fundraising methods are more structured, their nuances are well documented and commonly understood, raising funds from individual donors commonly referred to as retail fundraising and especially fundraising through digital mediums are still uncharted territories and pose challenges.

In recent years, both individual fundraising and online fundraising have gained significant momentum in India, providing a convenient and accessible space for individuals and organizations to raise funds for various causes. However, with the rise of digital platforms, it becomes crucial to address the ethical considerations associated with online fundraising. Ethical fundraising can be understood as a process that aligns with a set of values and principles, ensuring the highest standards of integrity and responsible practices. Ethical fundraising protects and enhances a charity's reputation, leads to better donor relationships, retention, and development, saves money by only targeting interested donors, and ensures the practice aligns with the values of the organization.

Ethical considerations in online fundraising are intricate and require

more than simple reporting and compliance. Fundamentally the core of fundraising is to function as an intermediary between the donor and the end beneficiary. If we dissect it further, the organization becomes a trustee of the funds of the donor till it reaches the end beneficiary. This means that the organization should be 'trust worthy' from a donor's perspective. How would an organization demonstrate 'trustworthiness' to the donor? One of the very powerful ways of demonstrating 'trust' is through building ethical framework in fundraising.

Ethical fundraising can be understood as a process that aligns with a set of values and principles, ensuring the highest standards of integrity and responsible practices .

FUNDRAISING

Considering 'Ethics' are a core and internal attribute to people and organizations, the question then arises how does one build an ethical framework. Creating an ethical framework is to determine the 'don'ts', in other words, what the organization will never do. This is how the boundaries or ethical framework is defined. Secondly the framework needs to decide the methodology or 'how'; what is the road map for fundraising and how it would be implemented within ethical framework.

Thirdly, the ethical dimensions need to be clearly communicated to the donors from whom funds are being raised. This would build trust in the ethical framework and the organization. This article proposes that ethical fundraising should be defined by two parameters: accountability and transparency.

Accountability becomes the foundation of ethical fundraising because not-for-profit organizations follow the principle of trusteeship. In this context, accountability is a conscious choice made by an entity, while transparency is the manifestation of that choice.



Through transparency, an organization can successfully establish and showcase accountability. At its core, ethical fundraising involves a commitment to accountability however, this commitment should be equally

towards the interests of both donors and beneficiaries, creating a balanced and equitable approach to fundraising.

Charitable organizations are entrusted with the resources and assets, and it is non-negotiable that they ensure the intent of the donor, known as the doctrine of cy-pres. This overarching principle influences the need to be accountable to wishes of those who have provided the resources, hence, the donors, irrespective of the amount and

scope of gifts or donations made. At the same time this larger overarching principle also ensures accountability to the cause the organization supports, and thereby its intended beneficiaries, as it is ultimately the donors' intention to support and further the cause.

Accountability is a conscious choice made by an entity, while transparency is the manifestation of that choice.

As established earlier, accountability to donors manifests into the transparency that is maintained. To establish the very foundation of transparency, firstly, it is the fundraisers' responsibility that donors do not have the scope to



experience the slightest doubt as to where their gifts are going. This starts with providing clear and accurate information about the cause or project they are seeking funds for. This includes outlining the goals, objectives, and expected outcomes of the fundraising campaign.

Additionally, fundraisers should be transparent about how the donated funds will be utilized and provide regular updates to donors regarding the progress and impact of their contributions. To ensure transparency to its full scope, fundraisers should also make the organizations' financial records available to donors, ensuring that the funds are managed with integrity and used for the intended purposes. Regular audits and financial reports, that are showcased on the organization's website or shared with donors as part of annual report, can further build trust among donors.

Additionally, it is important to understand that donors may have certain expectations from their charitable giving. If the philosophy of quid-pro-quo is to be considered, an individual donor may have the expectation to 'feel good', it may even be their expectation to gain fame and recognition for their generosity. On the other hand, there may be donors who want to remain

completely anonymous and do not want to be venerated or even contacted further. Ethical dimensions to dealing with donor communication or communication around donations would suggest that it is not the organizations' place to offer value judgement and impose their belief system on the donors. Rather the organization has to fulfil the wish of the donor and try to meet their expectations without prejudice. In this context, it is safe to assume, most donor would look for the satisfaction of having helped those in need through their donation which means it is the organization's responsibility to provide sufficient information regarding the donation and how it has changed the lives of the beneficiaries.

On the other side of this, it is also crucial that the organization does not deprioritize its cause to serve the beneficiaries in order to fulfil each individual donor's wish. Any fundraising cannot be ethical or even effective without those involved in it acknowledging that accountability to beneficiaries is tied to the organization's existence and its very reason for being and therefore, non-negotiable. Finding the right balance between meeting donors' expectations and serving the beneficiaries is where ethical fundraising thrives. In addition to being accountable to donors, fundraisers also have a responsibility towards the beneficiaries. To fulfil these responsibilities, organizations must ensure that the resources collected are utilized effectively to address the intended beneficiaries' requirements.

A magnifying glass is positioned over a stack of Euro banknotes, with the focus on the intricate patterns and colors of the currency. The background is a soft, out-of-focus light blue and white.

Finding the right balance between meeting donors' expectations and serving the beneficiaries is where ethical fundraising thrives.

This involves regular monitoring and evaluation of programs to assess results and make necessary adjustments to improve outcomes. At the same time the organizations are accountable to ensure language, images, and actions used in online fundraising should empower beneficiaries, be non-exploitative, and promote participation and inclusivity.

This accountability to beneficiaries can be practiced through demonstrating transparency to beneficiaries.

Organizations should communicate with beneficiaries and keep them informed about the objectives of the fundraising campaign and how it will directly benefit them. This can make the process of

fundraising empowering to beneficiaries. Providing feedback mechanisms and involving beneficiaries in the decision-making process can empower them and ensure their voices are heard. If the beneficiaries' lives and struggles are being documented for the purpose of fundraising, it is essential that beneficiaries are informed exactly how such pictures, videos or narrative will be used so that they can give informed consent.

Here it is also important to contextualize accountability within the wider perspective of philanthropy.

Voluntary organizations are duty bound to uphold empowering philanthropy. And this larger perspective needs to be translated onto fundraising practices.

So it is essential that fundraisers, individuals or organizations, do not look at online fundraising from individual donors as a unilateral donor driven process. It is important that beneficiaries are provided a space to be active stakeholders of the fundraising process and are not simple relegated to the role of 'poor souls' dependent on 'charity and handout'. Just as donors are owed knowledge about the beneficiaries' lives to make decisions about their donations, beneficiaries are also owed dignity.

Providing feedback mechanisms and involving beneficiaries in the decision-making process can empower them and ensure their voices are heard

It is essential to avoid exploiting their vulnerability or cherry-picking narratives that only highlight misery. Instead, true spirit of philanthropy would be focusing on ensuring beneficiaries are

'seen' and 'heard' and showcasing their potential, resilience, and the positive change that can be achieved through their empowerment. Philanthropy, and by extension fundraising, needs to be conceptualized as a process where beneficiaries are being empowered with resources and at the same time individual donors are being empowered by knowledge.

It is essential to avoid exploiting their vulnerability

To elaborate further on this idea of empowering philanthropy, there is a huge scope of donor education in online, individual-focused fundraising. To invoke the philosophies of quid pro quo, often we

understand quid pro quo as 'give and you shall receive'. But as organizations working for social causes it is important to make individuals understand that it can also be 'since you have received, you should give' which is to say those of us more privileged

have a responsibility to those who are not privileged at all, who are vulnerable and need support. Donor education also involves educating donors about the impact of their contributions and the causes they support. Donor education can help individuals make informed and just choices, enabling them to understand the long-term implications of their contributions and the difference they can make in the lives of beneficiaries.

Another crucial aspect of building an ethical framework to fundraising is ensuring safety. Fundraisers have a critical responsibility to ensure the safety of both donors and beneficiaries. Donor safety can be safeguarded by implementing robust data privacy measures, securing payment transactions, and protecting financial information. The responsibility lies completely with the fundraising organization that the privacy and safety of the donors are not compromised in the slightest. It is also crucial to establishing trust, that donors are reassured their personal data will be handled securely. Similarly, fundraisers must be cautious not to deepen the vulnerability of beneficiaries. Respect for their privacy is paramount.

It is especially important to not publish personal information of beneficiaries belonging to protected groups for example children or women who are survivors of violence. Any picture of beneficiaries whether used in fundraising campaigns or shared with donors as update also needs to be

critically examined from this lens. In India and globally there are government regulations restricting use of certain types of pictures and personal information especially when it comes to children. These regulations, of course have to be followed at all costs. However, the responsibility associated with ethical fundraising goes beyond just following government directive rather it requires fundraisers to go above and beyond to ensure safety and dignity of beneficiaries.

For example, fundraisers need to think whether it is truly worth it to show children in deplorable conditions to curry sympathy among potential donors! Similarly, is it acceptable to share children's identity with donors along with their pictures just because these children have received aid! Questions and considerations such as these are integral part of building an ethical



Fundraisers have a critical responsibility to ensure the safety of both donors and beneficiaries.



framework of fundraising. However, these are not black and white questions with simple answers. It is the ethical dimensions at the core of each organization, ethical priorities of each organization that will inform the decisions and build guidelines around such questions. To conclude, it can be safely summed up that ethical fundraising involves upholding a high level of accountability and transparency towards both donors and beneficiaries. Ultimately, Promoting ethical fundraising fosters trust and builds an eco-system that's positive, progressive and inclusive for all. Maintaining donor relations with a foundation of enhanced trust also ensures donors become champions for the cause of the organizations and ultimately inspire others within their sphere of influence to support the organization and its cause. Thus, ethical considerations to fundraising ultimately helps to expand the sphere of influence and engagement of the organization significantly. At the same time organizations and fundraisers have a responsibility to the larger eco-system of social development. This is particularly applicable for those organizations primarily focused on fundraising for the sector through crowdfunding and other mediums. They have a broader accountability to the larger ecosystem. Individual fundraisers and fundraising organizations face complex and multi-layered ethical decision-making processes. Fundraising platforms or similar eco-system builders have added layers of ethical considerations. They should particularly enable voluntary organizations to make optimum use of resources, maintain transparency, and educate donors about diverse social issues. Their accountability, as eco-system influencers, also includes educating the general public about the importance of philanthropy and building awareness about social causes.

Such entities need to communicate with the outside world effectively, emphasizing the impact of their work and inspiring others to get involved. Furthermore, fundraisers and fundraising organizations have a responsibility to capacitate individuals and communities rather than creating dependency. They should empower others, especially grassroots and community driven organizations by sharing knowledge and best practices, thereby fostering a culture of sustainable giving. By enabling donors, beneficiaries, and other stakeholders, fundraisers have to contribute to the growth and development of the philanthropic ecosystem.

About the writer



Dr. Sanjay Patra
Co-Founder, INDIAdonates

Starting his journey as a Chartered Accountant, he found his footing in the social sector, during the early 90s, when the civil society movement was going through a tumultuous change and lent his critical voice in many national and international deliberations. Dr Patra, known for his quick wit and logical approach has served for more than two decades in the Financial Management Services Foundation (FMSF), which works in building capacities of Development Organizations in the areas of Governance, Financial Management and Legal Compliances. He served as a member of the Planning Commission task group for drafting policies on the voluntary Sector from 2005-07. In the realms of Financial Management, Governance and Legal aspects of Civil Society Organisations, he has been a resource person in many national as well as international workshops, having facilitated more than 500 workshops till date. He is also a visiting faculty for Birla Institute of Management Technology (BIMTECH), India, and teaches stewardship at Haggai Institute, Hawaii. A recognized social activist and writer, Sanjay serves on a number of boards and committees of National and International non-profit groups. As a founder and thought leader for Indiadonates, he would be the flag-bearer of accountability and transparency as well as a mentor to the team.

Ethics, Privacy and Security

in the Current Philanthropic Context in India

-Dr.Nivedita Narain
and Deepanwita De

Fundraising is an essential aspect of sustaining and expanding the mission of non-profit organisations in India. However, the means by which funds are raised can significantly impact an organisation's reputation and effectiveness. Ethical fundraising practices are vital for fostering trust, transparency and enhancing credibility. Fundraising professional ethics encompass applied ethics and are articulated through different codes of practice. With the burgeoning growth of retail fundraising and reliance on digital pathways to mobilise individuals for a cause, we are witnessing a growing awareness and commitment to ethical fundraising i.e. ensuring that the funds raised are utilised responsibly to drive positive social change, working in conjunction with the regulatory rules of the land. However, the shift in light of the emerging security, cyber laws, privacy, and web thefts, has given rise to a chaotic fundraising model, which the NGO sector has yet to comprehend and decode.

The essence of Aristotelian ethics lies in guiding people towards living a virtuous and fulfilling life, emphasising the pursuit of personal excellence and moral development. But before we take a dig at understanding ethical fundraising in the current context, there are two broad pathways, that involve the philosophical examination of the moral aspects of human behaviour and the establishment of rules and principles to guide it.

Ethical fundraising practices are vital for fostering trust, transparency and enhancing credibility.



Ethics encompasses the social or civil codes of conduct considered appropriate, which vary among different groups, professions, or individuals. Robert Payton, the first director of Indiana University's Center on Philanthropy once said, "There are no ethical answers, only ethical questions" While ethics gives us the intent and constructs our language, it is essential to note that it does not necessarily gives the correct answer, it is not a choice of right and wrong, but instead of differentiating between what is right and what is wrong. For example at Charities Aid Foundation India- Accountability and Transparency are two of our values that give us direction in conducting ourselves and demonstrating it through our interventions. Over the last two decades, CAF India has been pioneering in setting standards that helped us to create an ethical framework. To prove a case in point - while working on children's issues, it is our intent to collaborate with institutions and agencies that have rigorous child protection policies in place; we also have privacy and consent form that seeks to protect the identity and further use. Similarly, being a gender-first organisation, we also strive to work with organisations at all levels of interventions who are like-minded in approach and guided by the gender diversity and inclusion framework.

The ethics, privacy, and security dilemma


Ethics is the bedrock on which organisations are built. The systems, processes, regulations, checks and balances together contribute to building accountability. A deliberate attempt to disclose information brings in transparency and thereby builds credibility. Though there is no Hippocratic Oath for civil society organisations, the nature of the work makes us accountable and responsible through deeds and actions. However, understanding the code of ethics becomes fuzzier in an AI and robotics-ruled world. In an era, where machines can order pizza and self-driving cars are modelled to manoeuvre ethical conundrums,




While ethics gives us the intent and constructs our language, it is essential to note that it does not necessarily gives the correct answer

human-led fundraising ethics are becoming notorious, raising questions and assuming importance beyond the lens of good deed and intent. Such as, - while our presence has become ubiquitous digitally, transference of information (personal details) within platforms raises questions on privacy. Hundreds of litigations are filed every year, which in some or the other way encroach upon privacy security, digital competition, violations, etc. It is often observed that fundraisers uses business tactics of competitive benchmarking to get an edge – but the depth of this interference is unknown and anecdotal; however, it still raises questions on information exchange without permission. While keeping a tab on all these developments is hard, ethical dilemma necessitates a deeper understanding of the existing rules and any pre-emptive move. Fundraising through various mediums fall under the purview of ethical standards, especially digital fundraising, which is targeted through algorithms. Based on data analysis and algorithms, donors are often targeted repeatedly, to create a brand recall. While the intent might be transformative change, using exploitative images or stories, to elicit emotional responses from donors is found to be unethical. Similarly, using high-pressure tactics (both online and offline) to coerce or manipulate donors into giving is unethical and can damage the reputation of the non-profit and the entire charitable sector.

However, we need to be cognizant that ethics are ever-evolving and acquires a certain sense of fluidity when it comes to individual fundraising, especially in the realm of digital giving. India has a mushrooming market of digital giving. According to a report Digital for Good: A Global Study on Emerging Ways of Giving, undertaken by CAF India, and Indiana University,



"Digital giving was the preferred method of giving for 70 percent of the 1,061 survey respondents during the pandemic and after; Among the givers, 70 percent agreed that a monthly or periodic giving plan would be helpful to streamline their donations. Millennials and Baby Boomers were especially in agreement with the idea of giving regularly."



There are various schools of thought which debate and argue on normative ethics and effective altruism i.e. maximise good for those in greatest need. For example, the Association of Fundraising Professionals (AFP) and the National Council of Nonprofits agree that compensating fundraisers based on a percentage of the money raised is not considered ethical, as it can create conflicts of interest and prioritise short-term gains over the nonprofit's mission. The former raises a contentious issue on the existential cost of sustenance. Of course, digital fundraising is not the sole propriety of NGOs but is used by businesses widely, however for NGOs, the larger question which we need to answer within the ethical framework is how do to meet the escalating cost of digital fundraising.

Conclusion

As crypto and digital money become a go to medium of spending, coupled with the rising growth of digital giving, ethical fundraising assumes a vital position. India has witnessed a growing awareness to ethical fundraising, mainly driven by donors of large scale, to ensure funds raised are utilised responsibly to drive positive social change. However, as civil society professionals, it is our duty to put the literature in practice. One way to do so is to create An Ethical Code of Practice for Fundraising Professionals, which can succinctly spell out the Do's and the Don't. Within our own scope of influence, we encourage NGO partners to adopt strengths-based messaging and asset framing, for example, instead of magnifying deficit of the community, the communication prioritises a person's dreams, tools and strengths. Similarly, it could also touch upon other norms and benchmarks, that will help NGOs to institutionalise ethics. It also needs to be noted that such a document cannot be a prerogative of NGOs, but needs to bring in the expertise of communication, data security, privacy, analytics, crowdfunding agencies, and donor perspective. While the legitimacy of such doctrine can still be contested, it would atleast provide us a direction and help us to differentiate between right and wrong, and could also encompass the legal boundaries of functioning.

About the writers



Dr. Nivedita Narain

CEO, CAF India

Dr. Nivedita Narain is a development professional with nearly 35 years of experience as an organization builder, researcher, teacher, and trainer. Her work is driven by a commitment to social equality and collaborative work across institutions: government, non-profits, academia, and business. Currently she heads Charities Aid Foundation India (CAF India) as its Chief Executive Officer. She has worked with PRADAN from 1987 to 2021, holding various leadership positions, apart from short stints at the World Bank and with community organizations in the United States. She has done pioneering work in the areas of gender, livelihoods, organization development, and human resources management for non-profits and has set up development practice as an academic discipline in many contexts. During her career, she has consulted with business organizations and partnered with Indian and international philanthropic foundations, non-profits, social enterprises, universities, and research institutes. Dr. Narain has a PhD in management from the Indian Institute of Technology Delhi, a Masters in Rural Management from the Institute of Rural Management Anand, and a Masters in Development Policy from Cornell University. She also serves as an adjunct faculty member at the SoPP at IIT Delhi and Charles Sturt University (CSU), Australia and is associated as Fellow with multiple prestigious national and international universities including the Georg August Universitat Gottingen (GAUG), London School for Economics and Political Sciences, McGill University, Ambedkar University, Delhi.



Deepanwita De

Lead Marketing and Communication
CAF India

Deepanwita comes with a decade-long experience in strategic communications, fundraising, and program design. She started her career as a journalist before venturing into the development space. She is a writer, speaker, and facilitator, and has facilitated organisational development, fundraising, and communication for nonprofits in India.

What we did



Empowering Differently abled through Entrepreneurship

A report published in 2021 revealed that India is home to nearly 30 million people living with disabilities. Among them, 13 million individuals possess skills and are employable. However, only 3.4 million of them are currently employed, spanning across various sectors such as organized and unorganized industries, government-led schemes, and self-employment opportunities.

Partnering with Pure India Trust, INDIAdonates is dedicated to supporting and empowering 25 individuals with disabilities in the Karauli district of Rajasthan. Through a one-time grant that serves as capital, comprehensive training in business management and accounting, assistance in branding and enhancing visibility, and aid in designing and printing communication materials, we aim to foster their entrepreneurial journeys.



Promotion of Health and Livelihood for Elderly Persons

With the trend of rural-to-urban migration and the prevalence of nuclear families, a significant number of senior citizens find themselves either living alone or lacking adequate care. This situation greatly impacts their mental and physical well-being. The plight of elderly individuals in India has become increasingly concerning over the past decade. Kerala, in particular, has witnessed a rise in its senior citizen population, estimated at 19.6% in 2011, 26.1% in 2021, and projected to reach 34.3% in 2031, making it the state with the highest proportion of elderly people in the country. Moreover, the elderly population in Kerala heavily relies on the support of the younger generation. To safeguard the lives of elderly individuals, INDIAdonates, in collaboration with its partner, Kottayam Social Service Society, aims to address the challenges faced by senior citizens in six panchayats of Kottayam District.

As part of this program, we will provide nutrition and hygiene kits containing dry ration, bathing soap, and detergent to improve the health of 30 families led by the elderly. Additionally, we will offer livelihood opportunities to these individuals by establishing high-tech poultry units.



Special Nutrition Kits for TB-affected senior citizens of Mumbai

Tuberculosis (TB) is a debilitating disease that severely weakens those affected by it. Individuals battling TB often require emotional, financial, and specific healthcare support. However, elderly individuals residing in urban slums, abandoned by their families or living alone, lack such assistance. While the government is working towards eradicating TB by providing medical aid, there are still numerous areas that need attention.

Identifying 250 beneficiaries (senior citizens) residing in the slums of Mumbai who are fighting against TB, INDIAdonates, in partnership with the on-ground resource partner, Dignity Foundation, aims to alleviate their suffering and aid in their recovery process.

Through this project, we will provide monthly nutritional ration kits for one year, facilitating their recovery and improving their overall well-being.



Power to Empower 2000 Children with Special Needs (CWSN)

Children with special needs face significant challenges that may persist throughout their lives. These children require extensive assistance and services. Early intervention plays a crucial role in enabling children with special needs to reach their full intellectual, emotional, and social potential. Rajasthan Mahila Kalyan Mandal (RMKM) faces a major obstacle in providing comprehensive care—the high cost of electricity. The requirement for special machinery for therapy and vocational training further exacerbates the electricity expenses. In collaboration with our on-ground partner, RMKM, INDIAdonates is working towards the holistic development of 2,000 children with special needs in Ajmer, Rajasthan, by addressing the electricity issue and establishing centers equipped to serve their diverse needs.



Pragati Enabling Persons with Psycho-Social Disability

People with psycho-social disabilities are often burdens on their families and struggle to contribute financially. Their identity is reduced to their mental health condition, and the stigma surrounding them deprives them of their social and economic rights. INDIAdonates, in collaboration with its on-ground resource partner Iswar Sankalpa, aims to improve the lives of individuals dealing with psycho-social disabilities. The project aims to benefit 115 beneficiaries, both men and women between the ages of 18 and 60, residing in shelter homes in Kolkata and urban poor/slum communities.



Provide Aid to Families Devastated by Assam Flood, 2023

Floods have been a recurring catastrophe in the state of Assam, affecting the lives of countless individuals each year. In June 2023, the region experienced catastrophic flooding that indiscriminately destroyed homes and affected over 400,000 people. The floodwaters caused significant damage to roads, embankments, bridges, and other vital infrastructure in several districts. Displaced individuals continue to struggle to find suitable accommodation, with many seeking shelter on highways and elevated areas.

Recognizing the urgency of the situation, INDIAdonates has partnered with Gramya Vikash Mancha (GVM), an on-ground organization, to provide aid to those affected by the floods in the Barpeta and Nalbari districts of Assam. These districts are currently among the worst affected. Together, we aim to extend support and assistance to those displaced, helping them rebuild their lives in the aftermath of this devastating natural disaster.

Partnerships and Collaborations

NGO Partnerships



Thematic Area: Disability & Health

Area of Operation: West Bengal

Email Id: chitrangana@isankalpa.org

Website: www.isankalpa.org/



Thematic Area: Disaster and response, Education, health, income generation, water and sanitation.

Area of Operation: Assam

Email Id: gvmassam@gmail.com

Website: www.gvmassam.org/

Corporate Partnerships



Location: Noida, UP

**Head Office · Roto House, 13, NSEZ,
Noida, U.P – 201305, India**

About Roto Pumps:

Roto Pumps is a leading manufacturer & supplier of positive displacement industrial pumps, providing innovation fluid engineering solutions across multiple industries.

About the collaboration

INDIAdonates collaborated with Roto Pumps for Infrastructure Development of a Greater Noida government School. The project aims to reconstruct washrooms, clean and upgrade them and provide running water facilities for the student. The overall objective of the project is to build upon and improve the existing WASH infrastructure and the associated facilities for children studying in Government Junior High School at village Dhoom Manikpur in Dadri, District Gautum Budh Nagar in the state of U.P. INDIAdonates has partnered with Noida-based NGO Sadrag for implementing the infrastructure development project. INDIAdonates' goal is to strengthen the existing government school system so as to attract more children from local rural communities towards the government school and retain them in school.



*Location: Noida, UP
Head Office · Roto House, 13, NSEZ,
Noida, U.P – 201305, India*

About NPCL

Noida Power Company Limited is a power distribution company that Greater Noida by reaching out to a population of approximate a million sprawling across hamlets, villages, and a new township spanning an area of 335 sq. km.

About the collaboration

NPCL is working to bring in holistic social development in villages of greater Noida by bridging the gap in digital literacy, providing healthcare solutions at school, supporting infrastructure development, and providing training to empower the students' soft skills and confidence through its CSR initiatives. INDIAdonates partnered with NPCL to ascertain the larger impact brought about by NPCL's CSR activities so far and to strategize CSR approaches for coming years.

Donor Speaks



**Rahul
Ramya**

The thought of helping some in need, really motivated me to donate. I always try to donate whenever it is possible from my end. Mostly I donate in the health sector, recently I came across INDIAdonates platform and found out that the campaigns they focus on are really heart-touching and need special attention.



**Nidhan
Junaiz**

The occasion of Ramadan inspired me to donate. I was planning to donate clothes to needy children, and while searching, I came across INDIAdonates. The campaign INDIAdonates are running, is where I can support street children for their basic needs like clothes, food, and education.



**Riya
Desai**

I have never missed a chance to donate or do charity work for a good cause. Every time I give, it encourages and drives me to continue. The smile or impact you see after making the donation makes you feel relieved and happy.



**Satya
Durga**

I've been taught the importance of charitable giving and assisting others ever since I was a young child. I haven't been able to donate in the past few years because of family concerns. My financial situation is stable right now, and I'm grateful that I can donate. The INDIAdonates team deserves praise for bringing attention to such societal challenges.

Project Inauguration Event

Transforming Education with INDIAdonates and Roto Pumps

Get ready for an exciting collaboration as INDIAdonates joins hands with the esteemed Noida-based corporate, Roto Pumps, for a remarkable project. Together, we have undertaken the task of revamping the infrastructure of the Greater Noida Government School.



The project encompasses a complete reconstruction of the washrooms, ensuring cleanliness and upgrading their facilities. But that's not all! We are also introducing a state-of-the-art handwashing station, equipped with running water, to promote hygiene practices among the students. This incredible initiative will be implemented by the Noida-based NGO, Sadrag.



To mark the beginning of this transformative project, an inauguration event was organized. The event not only commemorated the commencement of the initiative but also aimed to instill in the students the importance of cleanliness and hygiene. It was a momentous occasion where students, teachers, and representatives from INDIAdonates, Roto Pumps, and Sadrag came together to kick-start this extraordinary venture.

Offline Workshop on "Effective Fundraising for Sustainability"

Unleashing the Power of Optimized, Sustainable and Innovative Resource Mobilization

Prepare to unlock the secrets of successful fundraising as INDIAdonates, in collaboration with its esteemed NGO partners, hosted an exhilarating offline workshop on June 20, 2023. The workshop, titled "Effective Fundraising for Sustainability," took place within the prestigious



premises of the INDIAdonates office, serving as the "Delhi Chapter" for all partner organizations in Delhi and Delhi NCR.

The workshop witnessed the presence of esteemed members from renowned organizations such as Give Me Tree Trust, Dignity Foundation, RAHAB, and Sadrag. The event commenced with an engaging open discussion, allowing participants to share the inspiring stories behind their respective social causes. The workshop's presenter, Puja Biswas, Manager of Partnership and Communication, skillfully guided the participants through various avenues of fundraising, including engaging with High Network Individuals, exploring Corporate Social Responsibility initiatives, and tapping into face-to-face and family foundations.

The participants delved into the intricacies of online crowdfunding, explored the history of philanthropy, and discovered invaluable strategies to propel their organizations forward. The workshop concluded on a high note, with a heartfelt thank you to all the participants for their active involvement and dedication to the cause.

INDIAdonates at Berlin, Germany (Deutscher Fundraising Kongress)

Making Waves on the Global Stage

Prepare to witness a proud moment for INDIAdonates as we make our mark in Berlin, Germany. Mr. Sandeep Sharma, Founder INDIAdonates along with Ms. Uttama Pandit, Head of Operations at INDIAdonates, was personally invited to attend the renowned re:publica 2023 Cash event. This prestigious conference is Europe's largest gathering of its kind, bringing together top academics, business leaders, and media



But that's not all— Mr. Sandeep Sharma and Ms. Uttama Pandit went beyond attending the re:publica 2023 and took the stage at the esteemed Deutscher Fundraising Kongress in Berlin. Mr. Sharma and Ms. Pandit with their expertise and insights, captivated the audience as she shed light on India's groundbreaking fundraising strategies. To further amplify our presence, both the Founder of INDIAdonates, Mr. Sandeep Sharma, and Uttama Pandit, graced a compelling podcast session, sharing their invaluable knowledge and experiences.



This extraordinary journey to Berlin not only showcases the global impact of INDIAdonates but also highlights our commitment to revolutionizing fundraising and creating lasting change.



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A movement to change lives
An initiative of DevPro



if you want to share your Ideas of Change on The Discourse or on our Website do write to us directly at communications@indiadonates.org

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