



connect for

ANNUAL REPORT 2017-18



ConnectFor At A Glance



132 NGOs
Partnered with

Number of volunteers
engaged since inception

4003

Number of
volunteering hours

16,093



Money saved for NGOs³
4,243,685

Number of
initiatives

39

Top cause areas
opted for by volunteers



EDUCATION & LITERACY



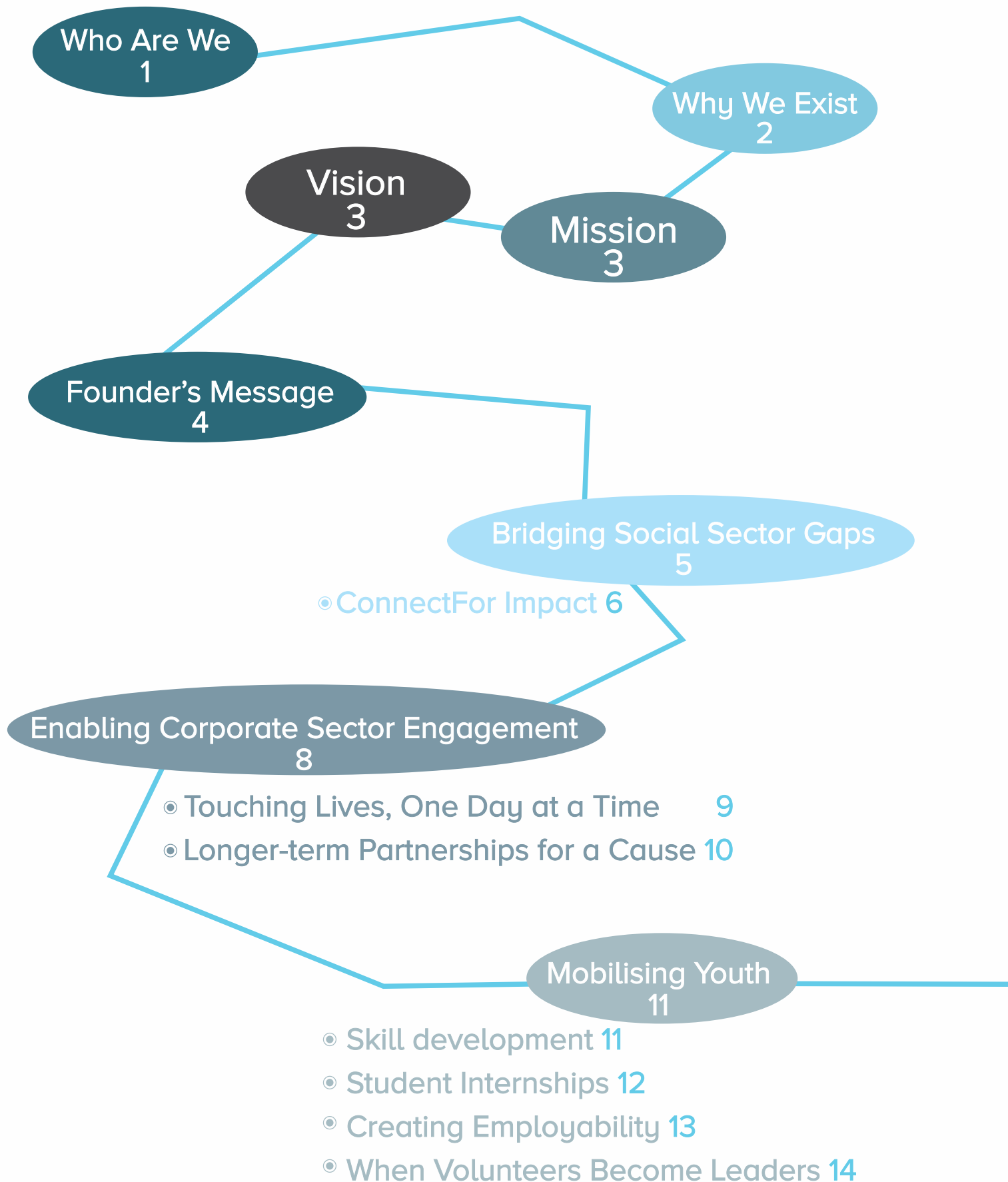
COMMUNITY DEVELOPMENT



CHILDREN & YOUTH

³Based on estimated costs that an NGO would have incurred on essential activities.

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Who Are We

ConnectFor is a non-profit platform designed to enable and enhance volunteering in the social sector primarily in Mumbai and Bengaluru. We work towards understanding and identifying the skill gaps and other needs of Non-Government Organisations (NGOs) and try and attempt to fulfil these by matching them with individuals, groups and corporate volunteers who can fulfil the same using their time and talent. We also work with corporates and institutions to create, design and execute solutions for engagement and impact.

We are a lean team of like-minded people who see the value of pro-bono human resources as a very real solution for numerous cash-strapped and under-resourced non-profits. By implementing key processes, doing strategic matching and building strong collaborations and synergies within the space, we believe that we will bridge a significant gap in the development sector while capitalising on India's large population, making it a win-win situation for all involved.

ConnectFor is a project of the Rosy Blue Foundation and has been supported by Raay Foundation, and Delhi Parking Services Pvt. Ltd.



Why We Exist

There are over 3.3 million NGOs in India¹(as of 2015), most of which are doing great work in their own areas of expertise. The NGOs work in causes ranging from education to advocacy, research to conservation, and 90% of these NGOs report satisfaction with their impact (Bain Philanthropy Report 2017). However, we at ConnectFor believe that a lot more can be achieved if more and more socially conscious citizens come forward to lend a hand by volunteering their time, skills and resources to support and help mitigate the numerous social ills that plague our country.



As a nation, India's attitude towards volunteering has been decidedly paradoxical. While some schools and colleges have mandatory service requirements, and many corporates are actively looking at employee engagement in community service, the culture of volunteerism has never really been fully developed. While the concept of shram daan is part of an old religious tradition, most people continue to believe that charity needs to be financial. Most people are of the initial belief that social giving has to be monetary, and therefore best engaged with after one has earned a lot of it. Both donors and organisations tend to be of the opinion that once funds have been raised, there are few other ways for individuals to contribute. We yet have to find a way for people to engage in their local community and the city they stay in. Unfortunately, only about 21% of the Indian adult population volunteers time (Bain Philanthropy Report 2015). The spirit of volunteerism has to be inculcated in the youth of today so that they go beyond the

idea of donating money and realise the value of human capital.

Moreover, studies have revealed that participating in voluntary work is associated with positive feelings for volunteers (Post, 2005) and has a feel-good factor which makes the volunteers feel satisfied and gives them a sense of accomplishment.

While volunteering is slowly picking up there is no structure to it and typically a connect happens with word-of-mouth recommendations or some personal contacts within the NGO sector, if a connect happens at all. In order to maximise the impact of a volunteering engagement, there needs to be a structured and easy bridge between both sides – i.e. volunteers and NGOs. ConnectFor is that bridge!

¹Indian Express article 2015: <http://indianexpress.com/article/india/india-others/india-has-31-lakh-ngos-twice-the-number-of-schools-almost-twice-number-of-policemen/>

ConnectFor has 9 cause areas for which individuals can choose to volunteer as per their area(s) of interest:

 Advocacy and HR

 Animals

 Children and Youth

 Community Development

 Education and Literacy

 Environment

 Health and Medicine

 Seniors

 Specially-abled People

Since ConnectFor has a good network of partner NGOs, it becomes easy and convenient for companies, individuals or institutions to arrange for community initiatives, or employee engagement volunteering activities. ConnectFor thus plays a crucial role in matching corporate and individual volunteers to the appropriate causes and NGOs, making it mutually beneficial for all concerned.

While ConnectFor's main work with NGOs is currently limited to Mumbai and Bengaluru, we do work with corporates from across India, who approach us for employee volunteering initiatives. Our aim is to slowly expand and create a national footprint and so far have enabled more than 4000 volunteering matches overall, including corporate employees across 6 cities in India—Mumbai, Bengaluru, Chennai, Kolkata, Pune and Delhi. This has resulted in directly or indirectly impacting over 1.5 million² beneficiaries pan-India which takes us one step closer to our goal of enabling volunteering across India!

Besides working with NGOs and Corporates we at ConnectFor also work with school-going and college students/volunteers and work to benefit local communities by leveraging the strong partnerships and synergies we have built with organisations in this sector.

²Based on ConnectFor's calculations that takes into account the number of beneficiaries of NGOs we work with.

Mission

Cause Meets Passion, Meets Impact

ConnectFor's mission is to provide tailored solutions to ensure social value creation through volunteering and Corporate Social Responsibility (CSR).

Vision

ConnectFor aims to be an all-encompassing resource solution for non-profits; it seeks to help develop the culture of volunteering across India, encouraging both individuals and organisations to realise how to best use volunteering opportunities to add the most value.



Founders' Message

For us, ConnectFor has had a dream run in 2017-18. We've beaten all our estimates of growth— 3000 more volunteers, 32 more NGOs, 120 more unique projects and 1 more city than what was initially planned! ConnectFor has also forayed into many new aspects and areas which has brought us closer to our ultimate goal: building and nurturing the culture of volunteering across India!

Whether it has been our extensive work with corporates, our much more involved community initiatives that engage all our stakeholders, our consistent effort to improve the success rate of our matches between NGOs and volunteers, or our expansion to Bengaluru, each of these has come with its own challenges and learning. Each of these, however, has also led us to immense celebration as we see the unbelievable response our efforts have been getting from our stakeholders—individuals, corporates and NGOs.

Our story has always been one about making the social sector better, bridging gaps and creating powerful associations to make a difference. Our position as an aggregator and a mediator allows us to do this while giving us a glimpse into the kind of great work that is happening all around us, and also the potential for great change that each of us have. We have worked consistently to be the ones to catalyse this potential and make it a reality.

Our annual report showcases the impact of ConnectFor and how a seed of an idea has grown into a real solution for India's social sector and demonstrates how volunteering is ultimately **win-win for a cause!**

We continue to be excited about all that 2018-19 has to offer and will be working extensively on improving our technology for scalability this year, along with growing our work in each of our verticals and to other locations in India.

Together, with you and our wonderful team, we look forward to a year of phenomenal impact, great value and a slow but steady shift in the culture of volunteering!

- Shloka Mehta & Maniti Modi



Bridging Social Sector Gaps



3.3 million

NGOs in India as of 2015
(Refer footnote 1)



250 times

the number of government hospitals

this is more than



x2 Schools

one NGO for
400 people

as against
1 policeman for
709 people

The social sector received INR 220,000 crore as funding in 2016-17, of which the Government is the biggest contributor, spending INR 150,000 crore (Bain Philanthropy Report 2017) – which means that only 32% of all social sector funding goes to NGOs. Therefore, there is ample scope for NGOs to receive any additional support in terms of financial savings and or human resources and skills. This is where ConnectFor comes into the picture and plays an important role!

As an aggregator, ConnectFor prides itself on being positioned in a manner in which we can leverage each of the stakeholders and help form associations that bridge specific gaps to enable the social sector as a whole. We take it upon ourselves to be the solution providers and for being a bridge or a mediator to ensure that associations, resource distribution and need fulfillment all occur in an optimised manner so that while benefiting individual stakeholders, it also benefits the sector overall. To ensure the same, we provide customised services to each stakeholder group – Corporates, NGOs (non-government/not-for-profit organisations) Communities, and Youth and Students - be it in capacity building, skill development, reporting, event planning and execution, or tailor-made/customised solutions.





ConnectFor Impact

Perhaps the most gratifying aspect of working with volunteering is being able to visibly see the way things and people are changing as a result of the interactions and matches made by ConnectFor through its online platform.

Till date, ConnectFor has connected

2,114

unique individuals with specific opportunities and an additional

604

employees through our corporate engagements.

More than

28%

of our volunteering opportunities involve direct beneficiary interaction and impact.

The top 5 categories/requirements of NGOs that directly involve and impact beneficiaries are



Teaching

39%



Recreational
Playing with Beneficiaries
Food Distribution

9%



Mentoring

5%



Workshop/Guest Lectures

9%



Animal Support

6%

ConnectFor works with NGOs to help make opportunities accessible and feasible for volunteers to complete. For us so far, it has been great to see that regardless of the duration of the volunteering activity, the impact they can make is really valuable! Our data indicates that even a one-time volunteering activity consisting of a single event, or a single project, has an average value of INR 4,204⁴; this really helps to indicate that it is not just about giving time, it's about realising how much value you can create from even a little bit of time and optimising that!

⁴ This was calculated by finding the average value saved per opportunity type and length - we took the completed one time opportunities, understood the time committed for each opportunity (usually between 8-10 hours), estimated the value per hour of the time committed, calculated the value of the opportunity and summed up the value for all opportunities. Subsequently we derived the average value for each opportunity. This value we have taken to mean the social return on time invested.

LITTLE moments, BIG lessons

It's often tough to make time in the midst of busy lives, but sometimes the simplest of experiences become the most meaningful interactions. A young woman graduate, Ayushi Shah, was looking to make a difference in a positive way but was not certain about what she could do. ConnectFor connected her to Mentor Me India, an NGO providing role models/mentors to children from low-income groups. Ayushi's initial apprehensions at being a mentor changed after a big smile and a hug from the little girl she was asked to mentor. At the end of her mentorship not only did she teach her mentee that, "It is okay to not be perfect" but also learnt meaningful life lessons from the child about being carefree, not taking life too seriously, empathising, appreciating each and every day and listening carefully instead of jumping to conclusions.



“

Some of the most important lessons in life come from where you least expect them

”

– Ayushi Shah



Enabling Corporate Sector Engagement



ConnectFor works in the space of corporate philanthropy, helping companies fulfil their CSR requirements and instilling the value of volunteerism in the employees. Many companies support projects in the rural areas but need volunteering opportunities which are easy to access by their employees in urban areas. This is where ConnectFor plays a role by providing tailored solutions and programmes to corporates, to enhance social value through touching the lives of beneficiaries and sensitising corporate volunteers towards the chronic problems our country is facing. ConnectFor acts as a vital link between corporates and NGO partners, wherein we identify credible NGO partners, assess the needs of the corporates, identify and evaluate implementation partners, ideate and execute employee engagement activities along with monitoring, reporting and evaluating impact.

ConnectFor collaborates with corporates to organise a diverse range of events to engage their employees as well as develop team-building skills. ConnectFor offers two types of engagement options:

- One day/one-time employee engagement activities and
- Long-term skill-based programmes/ projects.

Much to ConnectFor's delight, positive feedback was received from **96%** of corporate volunteers and the total value generated for the corporate sector was **INR 13,03,300⁵**. Beneficiaries too reported positive outcomes. ConnectFor has thus managed to touch the lives of more than **1000** beneficiaries through our corporate engagement efforts.



⁵This value has been calculated by approximating the cost of conducting the activity (incl. cost of material, activity expenses), and by measuring the benefit to the beneficiaries.

● Touching Lives, One Day at a Time

ConnectFor organised an event for corporate employees of a bank to engage with specially-abled adults from **Mann – Centre for Individuals with Special Needs**, a non-profit that aims to help develop independence and employability in individuals with mental retardation, autism, Down's syndrome, learning disabilities and Attention-deficit/hyperactivity disorder. The employees spent considerable time with the Mann beneficiaries and engaged in creating and decorating products/merchandise with them such as envelopes, coasters, and tablemats. Each employee interacted one-on-one with one or more beneficiaries. The volunteers were so moved by the beneficiaries' innocence and unadulterated happiness in the small things of life, that they came together and donated a sum from their salary for covering all the expenses for one beneficiary for one quarter.



Longer-term Partnerships for a cause

ConnectFor organised a 6-month volunteering programme for employees from [Diamond Technology Solutions](#) (DTS). Through a series of computer literacy workshops for underprivileged girls conducted by DTS employees, 12 girls (aged 12-17 years) from [The Gyanada Foundation](#) (which works towards education of the girl child) were trained in computer literacy and were taught how to use Scratch, a programming software.

Despite being a long-term programme, the DTS employees remained fully engaged and dedicatedly devoted their time and effort to provide the much-needed life skills to the girls, which would help them earn a livelihood independently in the future. ConnectFor received very positive feedback on the execution and the management of this engagement.



Mobilising Youth



Colleges and educational institutions are becoming increasingly aware of the importance of practical knowledge and sending students beyond the classroom to enhance their learning experiences and skills in the social sector – this gives them an opportunity to learn in real time, while making a positive impact and contributing to society. Considering that India has the largest population of youth in the world, ConnectFor believes that investing in mobilising the youth for volunteering is a great investment for the social sector, and for the youth themselves.

ConnectFor works with students and youth primarily to benefit them in 3 ways – skill development, fulfilling internship needs and leadership development.

Skill development

Mithibai College is one such institution that mandates their students from the Bachelor of Mass Media stream to spend 45 hours each, carrying out projects for NGOs, working in the areas of human rights and/or women empowerment. The ConnectFor team was happy to be able to find appropriate matches within three days of being contacted by 13 students who were placed with two NGOs – Trishul and Urja Trust, in projects designed to be mutually beneficial. The students carried out activities corresponding to their curricula including marketing, content writing, social media management, video making etc. ConnectFor helped them structure their work to maintain optimal transparency and to keep a record of their own activities and impact.

A majority of the students indicated that the positive experience and sense of fulfillment they got from the experience has inspired them to become volunteers in the future. Most of them saw the direct impact of the hours and work they were putting in, and the value of developing their own skills and building their portfolios.

Student Internships

To further enhance the value and experiences of students in the social sector, ConnectFor has a curated and more structured internship module for those who are required by their colleges and institutes to do volunteering work. In comparison to regular volunteering which need not be related to any particular skill or outcome and could be of any duration, ConnectFor's internships are designed to have specific deliverables and are developed across a range of specific skill sets including Creative Support, Programme Management, Communications, Finance and Accounting and several more. As of 2017-18, ConnectFor matched a total of 241 interns to 52 NGOs whose beneficiaries were positively impacted either directly or indirectly.

Adarsh More, a third year Bachelor of Business Administration student was connected by ConnectFor to **Sparsha Charitable Trust** (SCT), as an HR intern and spent six weeks with them, observing their operations. SCT was facing the challenge of a high staff attrition rate. Adarsh helped them create an HR manual which could be used as standard procedure going forward. Through this, Adarsh got to understand organisational hierarchies, policymaking and management, as well as improved his content writing and communication skills, which was his best takeaway. Working with the NGO gave him a unique opportunity to take on responsibility and allowed him to have complete ownership over his deliverables, which according to him was a great learning experience.



Creating Employability



This year, we had the opportunity to collaborate with Schbang Digital Solutions, a company that works to provide clients with digital marketing solutions. Schbang identified that one of the core skills that was a growing need, and that employers were constantly scouting for, was graphic design. Due to this constant demand, Schbang partnered with ConnectFor to create a skilling programme through which youth from the NGOs Antarang and Vidya got a chance to be enrolled in graphic design training. ConnectFor and Schbang worked together to gather a pool of potential youth beneficiaries, from which 10 beneficiaries were selected for the programme. Under the supervision of 3 designers from Schbang who acted as trainers, the beneficiaries learned about different concepts and software. At the end of the programme, not only were all the youth equipped with portfolios and ready for employability, but Schbang themselves chose to hire from this pool, and Mahesh Tikke, one of the beneficiaries from Antarang, received a full-time job offer as a Graphic Visualizer, with a starting CTC of INR1,80,000.00!



“It was a great experience for our designers as this was a great opportunity for them to give back to the society. It was even more motivating for them as the children were eager to learn.”

— Harshil Karia, Founder, Schbang

When Volunteers Become Leaders

Another ConnectFor volunteer, Jharna Bajaj, was connected to **The Gyanada Foundation**— a non-profit working in the area of education for girls from disadvantaged backgrounds – to help them with media and communications. During her 4-month internship, Jharna used her skills and helped the Foundation significantly with its communication needs, including content ideation and writing, conceptualizing and helping in the layout and design of their annual report, managing their social media posts related to the Tata Mumbai Marathon Campaign as well as liaising internally with the team and externally with other stakeholders like NGOs, and donors etc. Both the organisation and Jharna benefitted hugely from this and she has now taken over as Senior Communications Volunteer for The Gyanada Foundation and has saved the NGO over a lakh of rupees, volunteering for a total of 80 hours.

“NEVER DOUBT YOUR
ABILITY TO CHANGE
SOMEONE’S LIFE”

- JAQUE KENNEDY



Volunteering with Gyanada was truly an invaluable experience which has provided me with a wide array of opportunities to learn and grow. The experience in itself was gratifying since I had the chance to play a small role in furthering the cause of education for the girl child.

”-Jharna



Capacity Building of NGOs

ConnectFor partners and works with

132
NGOs

that work in one or more of ConnectFor's

9 cause areas

directly impacting

31.4 million⁶
beneficiaries

Of these, only

49 NGOs
were established after 2008.

As per the Company Act 2014, only NGOs that are more than 3 years old are eligible to receive corporate funding, so

83
NGOs

that ConnectFor works with have not yet been able to tap into or benefit from corporate funding and

70%

of them are not linked to any other similar support platform like ConnectFor. This means that these 70% NGOs are dependent on ConnectFor to help them increase their reach, growth, network and visibility.

ConnectFor's work with NGOs is mainly designed to help build the capacity of newer, younger NGOs, and help match them with effective volunteers. This has directly impacted their growth, sustainability and potential.

Based on the inputs received from NGOs, ConnectFor found that nearly 82% of their requirement was for skilled volunteers. Last year, these were the top 5 skills that ConnectFor leveraged and made matches for its NGO partners:



⁶This calculation is an estimation derived from a model created. We found out where possible the real value of beneficiaries at an NGO, used those figures to derive averages based on the size of NGOs, and thereby approximated the same.

Building an NGO Ground Up and Leveraging Expertise

ConnectFor played an instrumental role in supporting and helping the **Healing Dove Foundation** (HDF) to become a reality. Founded by Nitika Nagar to help reform and rehabilitate marginalised youth groups including juvenile delinquents into society by providing them with opportunities for learning, industrial training, and placements to enable upward mobility, HDF was registered as an NGO in 2017 and had only two full-time employees. ConnectFor helped them by connecting them with a number of volunteers who contributed towards their activities and helped the growth and development of the Foundation. The volunteers single-handedly managed the graphics for HDF's campaigns and social media during the initial phase and some helped with their Outreach, Finance and other functions. ConnectFor also connected them with Parinaam who took over the HR function for the fledgling NGO. ConnectFor was also responsible for introducing HDF to Akshay Bhardwaj (co-founder of Ketto - a crowdfunding platform), who now serves on its advisory board.



Nourishing Minds, Transforming Lives

Clyde D'Souza from **Light & Spark** NGO had approached ConnectFor in early October 2017 with the hope of establishing and transforming the online presence of an NGO. He wanted to do this with the support of 50 Computer Science students from Ruia College, Mumbai. ConnectFor strongly believes in creating strategic associations and synergies and managed to help HDF get its entire website built and funded in a two-day training workshop with the help of Clyde's initiative. By the end of the project Light & Spark extended their support by giving HDF a grant for one year of free domain hosting. HDF has been one of ConnectFor's greatest successes, demonstrating effectively the value that well-matched volunteers can generate. In total, ConnectFor has already provided HDF with 799 volunteer hours and generated a value of INR 2,80,500 for them through the efforts of 24 volunteers.



A lot of NGOs are doing amazing work for a better tomorrow but in order for their work to be recognised by a larger audience, they need an online presence and the fact that Light & Spark is able to provide that is phenomenal. Thank you, ConnectFor for nominating my NGO for this wonderful initiative and believing in Healing Dove's future.

– Nitika Nagar, Founder, Healing Dove Foundation



Volunteering - a resource solution for NGOs and Nation-Building ☉

While the concept of enlisting the support of citizens and particularly the youth in nation-building is not a new one, India is now more than before realising the importance of leveraging their potential to help solve India's development issues. India's youth account for almost a third of its 1.3 billion population and the country is projected to become the youngest nation in the world by 2020. In August 2017, a new report – **The State of Youth Volunteering in India 2017** – by the Ministry of Youth Affairs and Sports, Government of India, in collaboration with the United Nations Development Programme (UNDP) and United Nations Volunteers (UNV) finds, that a supportive environment and opportunities are necessary to properly leverage the potential of youth volunteers in the process of nation-building while also giving them a chance to develop their skills.⁷

There are perhaps only a handful of online platforms like ConnectFor in India that provide the much-needed and valuable service of connecting volunteers and resources to NGOs in India. This is hardly sufficient for the 3.3 million NGOs that exist in the country which need support in order to scale up. ConnectFor thus fills an important gap in the social sector helping to connect volunteers and NGOs through a technology platform that provides tailored solutions to ensure social value through volunteering. ConnectFor has a structured process in place, where volunteers can be connected to more than one NGO for a plethora of opportunities.

Over the past two years, working initially in Mumbai and then expanding to Bengaluru, ConnectFor has gained several insights of its own into the CSR and volunteering space. ConnectFor has found that short-term volunteering engagements (one-day and weekend volunteering) are more popular than long-term ones. Several factors such as the type of opportunity, duration, and location also make a difference to the success of connecting a volunteer to an NGO. Education and children are amongst the most popular cause areas, while fewer people opt to volunteer for senior citizens and animals. Approximately 60% of ConnectFor's volunteers are women and 40% are men and 77.7% are in the 18 – 30 age group.

ConnectFor plays an important role in ensuring that the NGO and the volunteer are on the same page for the deliverables expected. With access to a platform like ConnectFor, these NGOs have the chance to engage and empower their beneficiaries in community events that ConnectFor organises.

⁷ Source: State Of Volunteering In India Report: Need To Prioritise Youth Volunteerism In India - <http://in.one.un.org/un-news/launch-of-state-of-volunteering-in-india-report/> AND To Create A Culture Of Volunteerism, There Is A Need To Raise The Profile Of Volunteers And Voluntary Work by Arun Sahdeo, Programme Officer, UNV, India - <http://in.one.un.org/blogs/to-create-a-culture-of-volunteerism/>



One good example of how ConnectFor was able to help an NGO source a skilled volunteer is of the Vardayani Apang Seva Sanstha (VASS) a Mumbai and Thane based NGO working to provide various therapies to specially-abled students studying in municipal schools around the area. They often require unique skill-based volunteers to assist them and ConnectFor was able to find a perfect match.

Initially, finding a volunteer to do physiotherapy sounded daunting, but we were determined to try, and it was a tremendous success when we managed to connect VASS with just the right volunteer, who ended up spending 32 hours doing pro-bono physiotherapy/occupational therapy for the children. This was extremely beneficial to the NGO, who said they would not have been able to afford and provide this much-needed service to their beneficiaries.



Our volunteer, a graduate in Occupational Therapy, had this to say about the experience

“

Volunteering makes me calmer as a person and I feel more productive as an individual and I love doing it.

”



Yet another example of how ConnectFor's volunteers have served as a useful resource to an NGO is the help they extended to the Robin Hood Army (RHA) – a unique NGO that is completely fund free and works to mitigate hunger and malnutrition through its food distribution network. Our partnership with RHA started in Mumbai, and then expanded to Bengaluru after ConnectFor commenced operations there. In three months, ConnectFor made multiple connections to supplement their food distribution drives in Bengaluru. RHA also started an education initiative called the RHA Academy. When ConnectFor volunteers helping with the food drives realised that a shortage of volunteers was preventing the educational efforts from scaling, they came together to create a third chapter - Banaswadi, in Bengaluru – thus impacting the lives of more underprivileged children. The commitment and initiative of the ConnectFor volunteers has been an inspiration to others, and our NGOs and communities have really been able to see the visible difference they have made and will continue to make!



NGOs Come Together



Udaan India Foundation, one of ConnectFor's NGO partners, works with children from low-income communities in the field of education. ConnectFor was instrumental in introducing Udaan to Mentor Together, another partner NGO that mentors underprivileged youth in life skills. Life skills or non-cognitive skills such as time management, code of conduct, motivation, etc., are important learning tools in shaping the economic and social outcomes of young adolescents. Thanks to ConnectFor the children of Udaan benefitted greatly from the 12-month mentorship programme of Mentor Together.

Empowering / Helping Communities

Part of bridging gaps in the social sector is ensuring that we are developing a Community Ecosystem by facilitating the interaction and coming together of all stakeholders - Corporates, NGOs and Volunteers – through a wide variety of community initiatives and events. At ConnectFor we have adopted a holistic and multi-pronged approach to developing a larger community ecosystem to improve the culture and impact of volunteering. Through each of the initiatives we undertake, be it specifically for a corporate, or for a community, our end goal is overall development and social value creation.

Initiatives of ConnectFor (2017-18)

39
Initiatives

970
Volunteers

2248
Volunteering hours

Value generated
INR 32,93,300⁸

2895
Beneficiaries impacted
across 5 cause areas



Last year, these were the initiatives (corporate/community) undertaken that directly led to improvements in local communities - Beach Clean Up, Blood Donation Drive, Workshops for Women, Football Kick-off Cup, Movie Screening for Christmas, Sari Collection, Movie Screening for Specially-abled children, Shelter Home Painting, Book Sorting, Tree Plantation Drive, Birthday party celebrations.

⁸This value has been calculated by approximating the cost of conducting the activity (including cost of materials etc), and by measuring the benefit to the beneficiaries.



Community 'VicTree'

Pressing environmental issues such as the loss of green cover, mangrove depletion, loss of lakes and clean water bodies, dumping of non-recyclable garbage into the sea are plaguing our environment and contributing to global warming. ConnectFor strongly believes in preserving the environment as one of the cause areas that it supports. ConnectFor is therefore actively involved in organising tree plantation events not only for corporates but also as community events to engage our volunteers for a common cause. ConnectFor organised four tree plantation events in 2017-18 in Mumbai, Delhi and Bengaluru to add to the efforts of restoring and rejuvenating the tree cover.

So far ConnectFor has been instrumental in planting close to

 **1000**
SAPPLINGS

across
3 cities,
and engaged
more than

250 VOLUNTEERS
for the same.



Combining Celebrations & Community Development



1643
saris donated

6 across
NGOs

reached over
1500
WOMEN

On the occasion of Diwali and Daan Utsav ConnectFor was keen to do something for underprivileged women and collected 1,643 saris (including 500 from a donor in Europe) through individual donors and location partners like Orra Diamond Jewellery and The Blow Dry Bar. ConnectFor had a target of 500 saris but managed to far exceed this. The saris were distributed by our volunteers to six NGOs in Mumbai - [Animedh Charitable Trust](#), [Trishul](#), [Bapnu Ghar](#), [The Family Welfare Association](#), [Apne Aap Women's Collective](#) and [Urja Trust](#).

At Animedh Charitable Trust the sari collection drive of ConnectFor coincided with the graduation ceremonies of the women who had completed their tailoring course successfully. ConnectFor celebrated their success and the saris were given to the women as a reward for their tireless work.

Similarly, at Trishul, Lopa, their President, was keen to gift saris to the women from her organisation on the occasion of Durga Puja. However, she didn't get any positive response from the Durga Puja committee whom she had approached. Later she was amazed when she got a call from ConnectFor, who sent her 800 saris!

It was heartening to see the generosity of our volunteers and donors, who in 10 days came together and enabled us to make a difference to 1,500 women by bringing a smile to their lips and lighting up their Diwali!



Expressing her joy and gratitude Lopa says,

“

Now I had enough to give all the ladies, and all the kids to take home to their mothers, and still had enough to take to the village and distribute them among the tribal ladies – ConnectFor really helped me make my dream come true!

”



To bring some cheer and spread joy amongst underprivileged children, ConnectFor in collaboration with DBS Bank organised a Christmas celebration cum learning event for children from NGOs in 6 cities in India—Mumbai, Delhi, Kolkata, Pune, Chennai and Bengaluru. The event was run by DBS employees. The children (aged 10 - 14 years) learnt about DBS Bank and the importance of banking in any economy. Besides carol singing, the kids made greeting cards for senior citizens of an old-age home – thereby learning to care for the elderly. **75 employees from DBS were engaged in this activity, contributing 150 employee volunteering hours and touching the lives of 140 children.** ConnectFor received positive feedback about this well-organised event, that brought joy not only to the children but also to the DBS employees.





The Power Of Team Work

In yet another attempt at bringing smiles to another group of underprivileged children – ConnectFor engaged its volunteers to spruce up and beautify the shelter home of an NGO in Mumbai and left a mark of colour and joy in the lives of the many children who reside there. Through our network and collaborations, we found 3 artists who with the help of 47 enthusiastic volunteers did a fabulous and quick job of beautifying the walls of the shelter home and in fact painted more walls than had been planned for. The children loved the colourful, new look of the shelter home and excitedly jumped around saying 'thank you didi' to us.

Blood Donation Drive



This year on Valentine's Day (Feb 14, 2018), ConnectFor organised a blood donation drive in conjunction with Awfis and Think Foundation to spread the message of love and encourage people to come forward to help save lives. The tagline for the campaign was – 'Everybody is somebody's type'.

We had

119 PEOPLE

who showed up to give blood.

ConnectFor managed to collect

90 UNITS of blood

and the value generated from this was

INR 1,80,000

(considering average cost of 1 bottle of blood being Rs 2,000)

Amongst the donors were ConnectFor's volunteers as well as many clients from Awfis. The blood was distributed to various hospitals by Think Foundation in Mumbai and Bengaluru. It was truly a meaningful and impactful Valentine's Day at ConnectFor to see people come forward to give blood to help save lives!

Empowering Women

On women's day, ConnectFor engaged, educated, and enabled over 100 underprivileged women by organising five different workshops with the help of experts who volunteered from different fields.

Workshops were conducted on:

- 1) **Practical Self-Defense** by volunteers of UACTIV,
- 2) **Safety First** by Priya Varadajan of Durga
- 3) **Beauty and Grooming** by Kinjal Doshi of the Blow Dry Bar
- 4) **Financial Security and Vocational Training** by Revathi Roy of Hey DeeDee and
- 5) **Entrepreneurship** by Gauri Devidayal of Magazine St. Kitchen. The women who benefitted were from ConnectFor's partner NGOs - **Urja Trust, Kherwadi Social Welfare Association, Animedh Charitable Trust** and **Manpasand Life**— all in Mumbai and **Vidyaranya** in Bengaluru. This ensured that each demographic of socially disadvantaged women had an opportunity to learn something new and broaden their horizons. The women shared their learnings with their peers and children in their communities, thus multiplying the impact of the initiative.



Sports for Development



Sports has the power to transcend barriers and bring different people together in a healthy competitive spirit. ConnectFor in association with **Turf Park & Sportz 360**, organised a 5v5 football league to highlight the growing significance of sports in the social sector. 10 teams competed against each other to win the 'Kick Off Cup'—5 teams were from NGOs dedicated to development through sports including **Just For Kicks**, **Oscar Foundation** and **Slum Soccer** and 5 teams consisted of a miscellaneous group including corporate teams. Besides being a fun event, the tournament helped bring together individuals including children from all walks of life who shared a comradery and bonded over their common passion for the game.

Two other positive outcomes were that ConnectFor enabled Ronak Daftary of Turf Park to see the potential of the Slum Soccer boys (the team came 2nd) and he offered them his turf to play on whenever it is free – this meant a great deal to the boys who had no proper space to practice.



Movie Screening – Spreading Cheer

Recognising the value of ConnectFor's networking capabilities and collaboration in the social sector, Inox and ConnectFor collaborated three times over the course of the year and screened movies in 3D in both Mumbai and Bengaluru for a different set of children each time including the visually impaired. All the children thoroughly enjoyed the screenings and the experience was beyond their imagination!



“VOLUNTEERS DO NOT NECESSARILY HAVE THE TIME;
THEY JUST HAVE THE HEART” - ELIZABETH ANDREW



Environment and Ecological Restoration

Beach Clean Up

In a recent study of marine pollution around the world, the sea near Mumbai was alarmingly found to be one of the most polluted (Hindustan Times, Apr 2017). Overpopulation and indiscriminate dumping of waste and garbage in the sea has led to endangering not just aquatic life but also an imbalance and threat to the marine ecosystem. ConnectFor organised several beach clean-up drives for various corporates on Juhu Beach, Versova Beach and Mahim Beach, in Mumbai. The aim was to draw concentrated efforts towards creating a healthier and cleaner ecosystem. The ConnectFor volunteers segregated the waste, helped discarding it and also educated the local community and beachgoers about not littering and adopting zero waste habits.

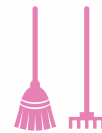
In total, ConnectFor has been instrumental in clearing out almost

 **1500Kgs**
of trash from these beaches.



Reviving our Environment

In sync with the government's 'Swachh Bharat Abhiyaan' or 'Clean India Mission' ConnectFor organised a Yamuna embankment clean-up and environmental revival drive for about 25 employee volunteers. The purpose of this event was not just to clean-up the embankment but also to sensitise the employees regarding the environmental issues plaguing our country, and the importance of maintaining and preserving the ecosystem. The employee volunteers were very pleased with the outcome of the event and gave positive feedback to, as well as expressed their interest in regularly engaging in volunteering activities. The event ended with corporate organisation donating a large steel dustbin for use in the area locally.





Financial Summary 2017-18

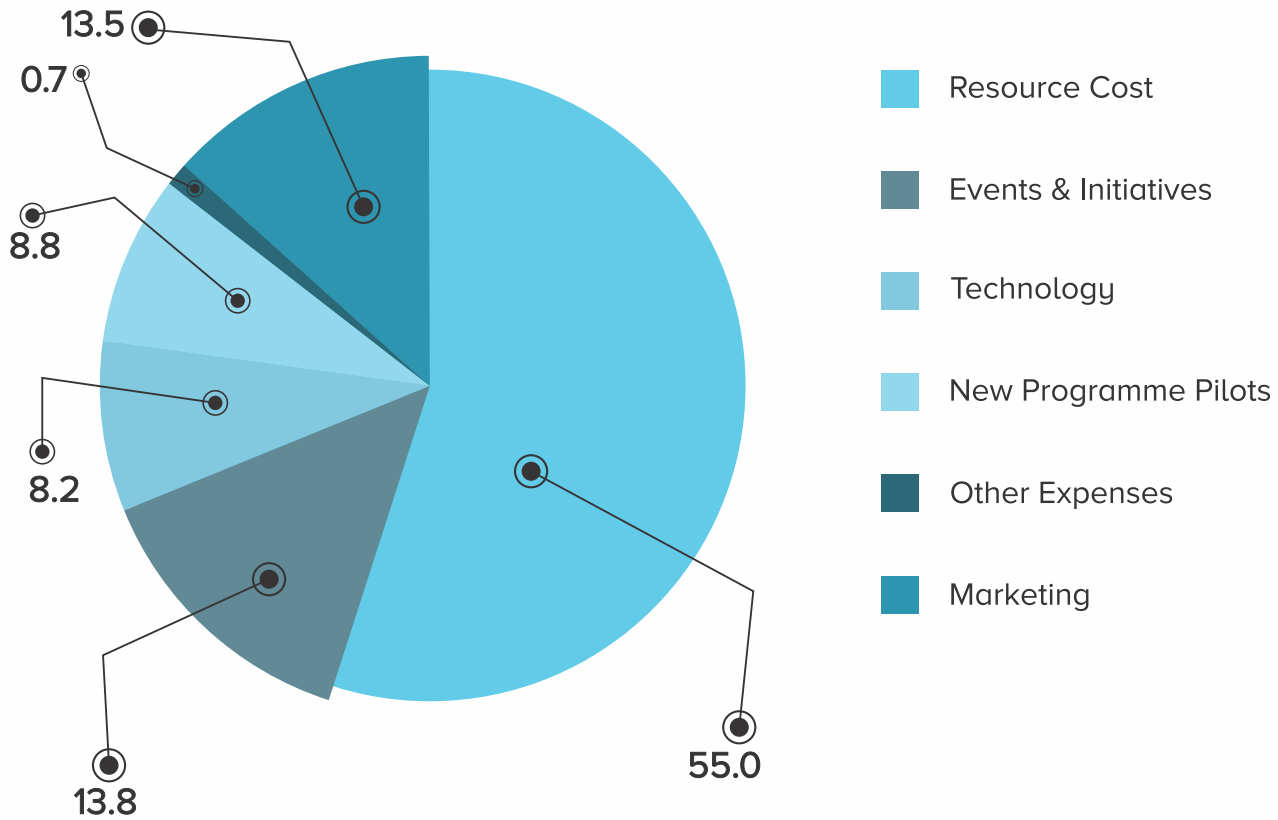
Total Expense: INR 33,42,747.53

Expense Type	Percentage of Total Expense (%)	Income Source	Percentage of Total Income (%)
Resource Cost	55.0	Donation	5.6
Events & Initiatives	13.8	Grants	89.5
Technology	8.2	Fundraiser	2.8
New Programme Pilots	8.8	Other Income	2.2
Other Expenses	0.7		
Marketing	13.5		

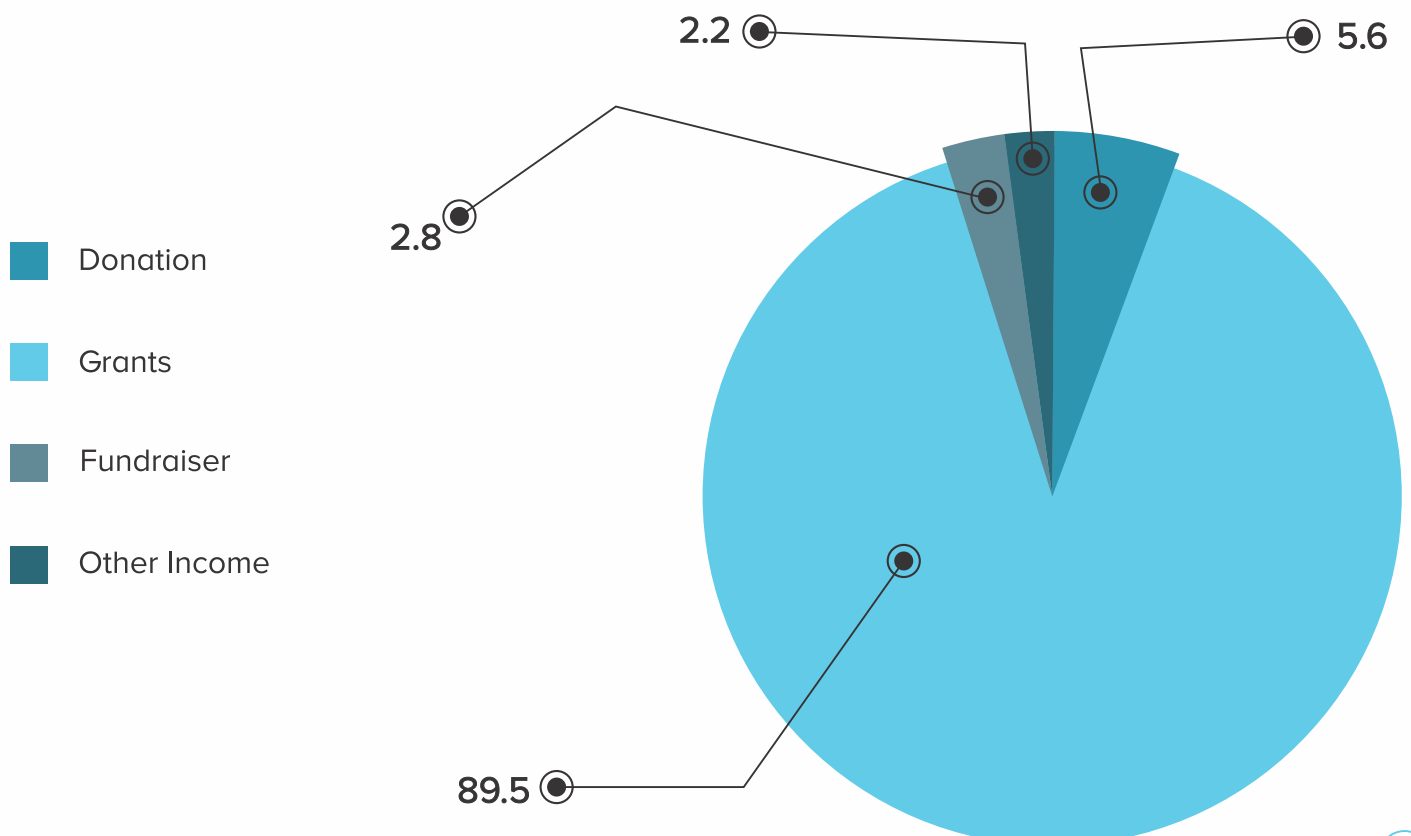
*Donations are for specific volunteering engagements or initiatives within the ConnectFor project

*Grants include funding received to run the ConnectFor project this can be spent over three years from the date we received the grant

Percentage of Total Expense (%)



Percentage of Total Income (%)



Future Plans



Geographical Growth

- Increasing operation in 2 other cities
- Conducting volunteering initiatives across 8 cities in India

Community Growth

- Greater Service Offerings incl. evaluation of remote/virtual volunteering models
- Optimising Operational Process

Technology Investment

- Improving the user experience for all stakeholders including NGOs and institutions
- Developing a volunteer management tool
- Serving higher volumes

Tailored Solutions & Corporate CSR Solutions

- Custom designing programmes and advisory services for groups and corporates
- Reporting, M&E and impact recording for employee engagement and volunteering solutions

Cross-Sector Collaboration

- Facilitating synergies within the development space
 - Looking at improving the culture of volunteering across India
 - Capacity-building the social sector and making it self-sufficient
- 

Conclusion



ConnectFor began with a simple idea - to make volunteering convenient, easy, fun and most importantly win-win for a cause. Two years later, ConnectFor has become so much more!



The annual report highlights all the different ways ConnectFor was able to make a difference for each of our stakeholders. We have seen the idea take root and result in positive impact, both qualitative and quantitative, in far reaching ways. Today, we can see how our position as a mediator and aggregator in this space has positioned us with all the potential to be able to contribute and positively impact the social sector in many different ways by working with all stakeholders, especially since we've increased our corporate engagement.

We are an essential bridge, but we are also so much more, and for every life that ConnectFor impacts, directly or indirectly, a volunteer is responsible. Today, more than ever, we are convinced of our belief that volunteering is a real solution to many of the challenges faced by India's social sector organisations. ConnectFor is committed to continue expanding its services and helping NGOs to bridge gaps due to lack of resources both financial and human and to provide skilled and committed volunteers for carrying on and enhancing the crucial work they are doing, while working with individuals and corporates to optimize the value of the volunteering they do, or seek to do. We look forward to a year of growth as we scale to new geographies, and to improving our services to serve and grow our volunteer community as best as we can!



Appendix 1- List of NGOs

1. 321 Schools
2. Aangan
3. Abhilasha Foundation
4. After Taste
5. Ahimsa
6. Akanksha Foundation
7. Akshara Foundation
8. Alive
9. Alzheimer's & Related Disorders Society of India Mumbai Chapter
10. Anarde
11. Angel Xpress Foundation
12. Animal Angels
13. Animedh Charitable Trust
14. Antarang
15. Apnalaya
16. ApneAap Women's Collective
17. ApniShala
18. Arshiya Foundation
19. Asha Education Trust
20. Ashadeep Association
21. Atma
22. BalAsha Trust
23. Bigger Than Life
24. Bright Future
25. Chehak Trust (Sahyog)
26. Child Help Foundation
27. Children Toy Foundation
28. Children's Movement for Civic Awareness (CMCA)
29. Clean Mumbai Foundation
30. Comet Media Foundation
31. Concern for Road & Pedestrian Safety
32. Concern India
33. CORP
34. CRY
35. CRY Bengaluru
36. Door Step School
37. Durga
38. Foundation for Mother and Child Health (FMCH)
39. Ghaswala Vision Foundation
40. Give India
41. Green Yatra
42. GreenLine
43. Hamara Footpath
44. Happy Feet Home
45. Healing Dove Foundation
46. Helen Keller Institute for the Deaf & Deafblind
47. Help Your NGO
48. Helping Hands Foundation
49. Indian Association for the Promotion of Adoption and Child Welfare
50. ISKCON Annamrita
51. JeevanAadhar
52. Just For Kicks
53. Just For Kicks Bengaluru
54. JyotiKalash
55. Kartavya Welfare Foundation
56. Kherwadi Social Welfare Association (YuvaParivartan)
57. Kotak Education Foundation
58. Kritagyata Trust
59. Kutumba Foundation
60. Lakshya Art Foundation
61. Leher
62. Light of Life Trust
63. Maharashtra Nature Park Society
64. Make A Difference India
65. Manav Foundation
66. Mann - Center for Special Needs
67. Manpasand Life
68. Mentor Me India
69. Mentor Together
70. Mentor Together Bengaluru
71. Modern Educational Social & Cultural Organization (MESCO)
72. Mumbai First
73. Paani Foundation

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| 74. Pratham Mumbai Education Initiative | 112. The Kanchan Foundation |
| 75. Project Chirag | 113. The Lighthouse Project |
| 76. Raay Foundation | 114. Toybank - The Opentree Foundation |
| 77. Radhee Foundation | 115. U&I |
| 78. RastaaChaap | 116. Udaan India Foundation |
| 79. RatnaNidhi Charitable Trust | 117. Ugam Education Foundation |
| 80. Rescue Foundation | 118. Under The Mango Tree |
| 81. Robin Hood Army | 119. Upasana |
| 82. Robin Hood Army Bengaluru | 120. Urja Trust |
| 83. Rosy Blue Foundation | 121. Urmi Foundation |
| 84. SadbhavanaSewaSamiti | 122. Vacha Charitable Trust |
| 85. Safecity | 123. Vardayani Apang Seva Sanstha |
| 86. Sahaara | 124. Veruschka Foundation |
| 87. SaiSweekar Child Development Center | 125. Vidyaranya |
| 88. Salaam Bombay | 126. Vidyasha |
| 89. Samarthanam Trust for the Disabled | 127. VKS Sharanya Trust |
| 90. Samarthanam Trust for the Disabled Mumbai | 128. Welfare of Stray Dogs (WSD) |
| 91. Sankalp Charitable Trust | 129. World Wildlife Fund India |
| 92. Sankalp Rehabilitation Trust | 130. Yash Charitable Trust (Arpan) |
| 93. Sar-La Education Trust | 131. Youth for Unity and Voluntary Action (YUVA) |
| 94. Save Green | 132. Yuva Global Foundation |
| 95. Say Trees | |
| 96. Self Esteem Foundation For Disabled | |
| 97. Seva Charitable Trust | |
| 98. SevaSetu | |
| 99. Shaktii | |
| 100. Shop For Change | |
| 101. Slum Soccer | |
| 102. Sparsha Charitable Trust | |
| 103. St.Jude India | |
| 104. Talent Treasure Hunt Foundation | |
| 105. Tarang | |
| 106. Teach For India | |
| 107. Thane SPCA | |
| 108. The Blue Ribbon Movement | |
| 109. The Candle Project | |
| 110. The Gyanada Foundation | |
| 111. The Hands of Hope Foundation | |
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Appendix 2 - List of Major Donors

1. Rosy Blue Foundation
2. Raay Foundation
3. Delhi Parking Services Pvt Ltd
4. Mahindra Susten
5. DBS Bank
6. Great Eastern Shipping
7. Schbang Digital Solutions Pvt Ltd





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