



connect  
for



# Annual Report

FY 2019-20  
FY 2020-21  
FY 2021-22



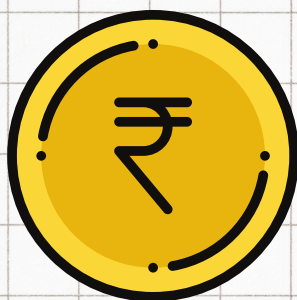
# ConnectFor at a Glance!

43,379 Volunteers



638 NGO Partners

1,49,469 Hours Contributed



5.9 CRORE+ Amount Saved

66 Corporate Partners





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# Introduction

In 2015, Rosy Blue Foundation established its first homegrown project 'ConnectFor' (CF) – an online volunteering platform that seeks to develop the culture of volunteering across India by matching volunteers with NGOs, based on their skills and causes supported.

After 6 years of learning and growth, ConnectFor continues to contribute to the developmental sector by facilitating engagement of the volunteering community, building capacity, and creating value-added services for NGOs.

ConnectFor began with the intent of understanding the skill gaps and needs of NGOs across India that could be fulfilled by volunteers. We built a community of volunteers (individuals, groups, students, corporates, working professionals etc.) whom we match based on their skill, time preference etc. to a particular volunteering role. In the first few years of our operations, we had created a presence in **Mumbai, Bengaluru, Pune, Delhi & Ahmedabad.**

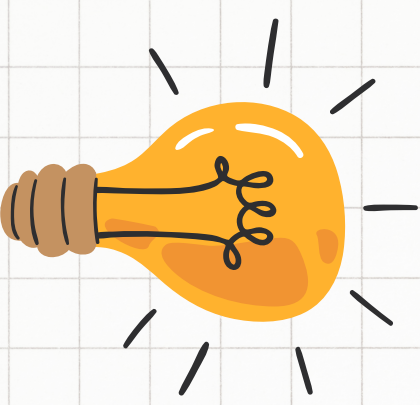
As we grew we onboarded NGOs across metro cities in India – typically where our volunteer pool was concentrated. When Covid-19 hit us in 2020 we moved to an entirely virtual model. We had volunteers from all over India and the globe volunteering for NGOs across India. We now offer volunteering opportunities that are both on-site and virtual in nature.

Through our work, we continue to demonstrate how NGOs can grow and create impact without the use of direct donations. We are creating solutions for many cash-strapped and under-resourced non-profits by building strong collaborations between NGOs, volunteer groups, and corporate organizations.

**We continue to act as an aggregator for NGOs and a bridge between volunteers (corporates and individuals) and NGOs.**







# NGOs



363  
NGOs\*

2019-20

540  
NGOs\*

2020-21

638  
NGOs\*

2021-22

\*Number of NGOs since Inception

**ConnectFor works with NGOs across 12 different cause areas and across most metro cities of India. The ConnectFor team works closely with our 638 NGO partners to understand their programs, their volunteering needs, and areas in which we can help them capacity build.**

With this understanding, CF then streamlines its programs and service offerings for its community of volunteers. We are working closely with our NGOs to help them develop a culture of volunteerism.

Through in-depth conversations with them, we have learned that access to skilled personnel, training sessions, and access to other non-profits are something that they seek from us.





# Volunteers

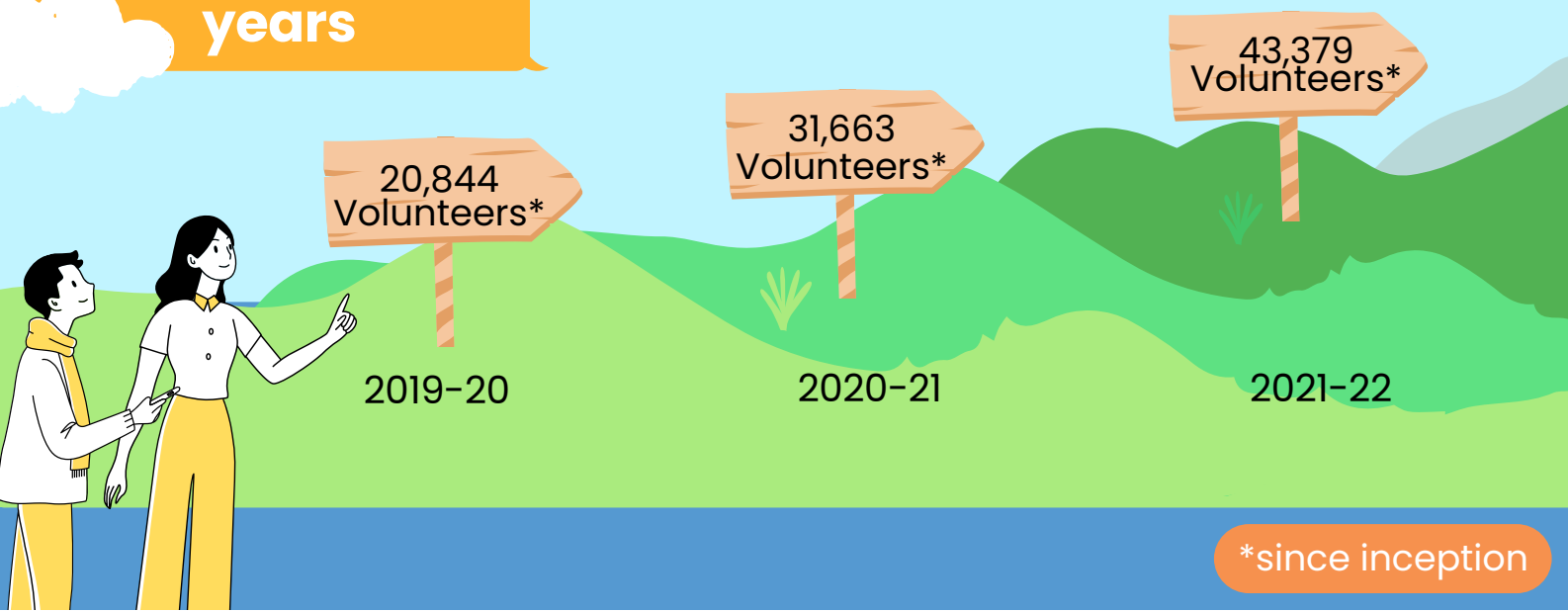


**ConnectFor has built a strong community of 43,379 volunteers. These include students, working professionals, and skilled individuals in particular fields.**

ConnectFor also works closely with groups looking to volunteer together like Rotaract groups, Leo clubs, NSS units etc.

Recently ConnectFor has started curating and managing the volunteering programs for a total of 27 group and college/university partners as well.

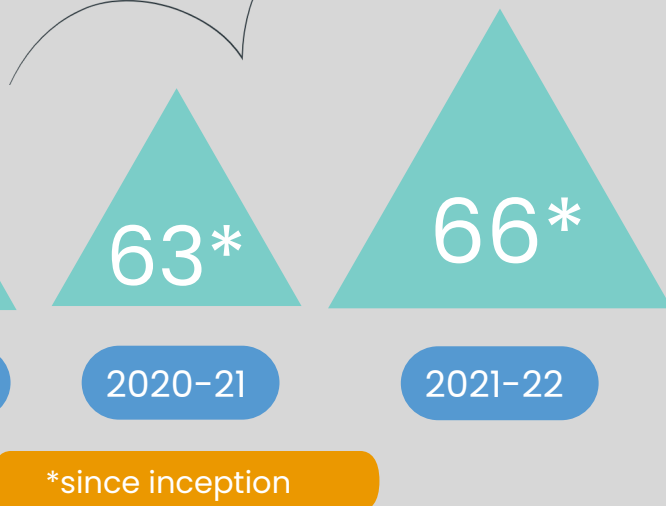
**Our  
Volunteering  
community's  
growth over the  
years**



\*since inception



# Corporates



At ConnectFor we build out, curate, and manage employee volunteering programs for corporates across India. We help organizations in curating employee engagement activities that have a social impact.

**We have curated 314 engagements for corporates since inception. In the last 3 years, we have seen a growth of 173% in the number of corporate volunteering engagements we have conducted.** We have helped organizations from simple easy-to-do volunteering activities to more complex, highly impactful skill-based projects.

Through the bridge, we are building between corporates and NGOs we are able to offer employees an easy access to the social sector and NGOs are able to access a skilled workforce for their requirements. We aim to continue to grow and strengthen this vertical.

**We have engaged 10,055 employee volunteers in volunteering activities in the last 3 years.**





# From the founder's desk



ConnectFor has been around for a little over 6 years and we are elated to report that we have seen our pilot project grow into a full fledged volunteer servicing platform. The last 6 years have been filled with ideas, innovation, adaptability, learnings and tremendous growth.

**Having built a community of 43,379 volunteers has been no easy feat. We are among the leading volunteer aggregators in the country and one of the only ones to service the needs of both individual and corporate volunteers.**



“

Every volunteer and every NGO we work with will speak to our team before they get connected but at the same time each of them have individualised dashboards to manage and track their volunteering journeys.

”

Our model of operation has always been focused on both quality and scale. It is extremely difficult to achieve both together. The reason we have been able to is because we have given both technology and human intervention equal importance in setting our processes.

Every volunteer and every NGO we work with will speak to our team before they get connected but at the same time each of them have individualised dashboards to manage and track their volunteering journeys.

Furthermore, over the last 6 years we have kept up with the external factors affecting the social sector and have responded to these in innovative ways and in a timely manner. During the onset of Covid-19 we quickly adapted and changed our entire model to virtual volunteering in a matter of days.

We increased our range of services to include webinars for NGO staff and skill building labs for beneficiaries from our NGOs.

We understood the pulse of the country and the urge people had to do good and formulated a micro volunteering program.



Though our core focus has always been on volunteering and non-monetary donations – in 2020 we responded to the need of the hour and helped raise funds for our Phone Schooling campaign. **This helped over 1,750 children in getting access to digital education and it helped us smoothly transition into our virtual volunteering program.**

“

The resilience the team has shown in these trying times has been phenomenal and is the reason we reported a 61% growth in our impact in the last 3 years to cross a total impact of INR 5,98,78,112 saved to NGOs.

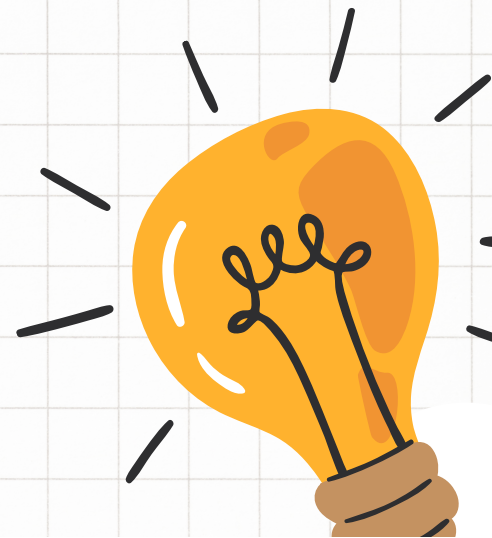
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Some of our more personal achievements in the last few years has been forming a solid team at ConnectFor that believes in our mission and vision. **The resilience the team has shown in these trying times has been phenomenal and is the reason we reported a 61% growth in our impact in the last 3 years to cross a total impact of INR 5,98,78,112 saved to NGOs.**

In December 2020, we celebrated 5 years of ConnectFor and with that we launched our upgraded website and volunteering portal. With the committed support of all our stakeholders we are excited and look forward to a new year of creating value and impact, and slowly but surely creating long lasting shifts in the culture of volunteering in the social sector!

– Shloka Ambani & Maniti Shah  
Founders, ConnectFor







## Mission

ConnectFor aims to provide comprehensive resource solutions for the social sector by creating symbiosis amongst NGOs, volunteers and corporates, and adding value and structure to these associations.



## Vision

ConnectFor aims to be the biggest platform in India for organisational entities and individuals to work in synergy towards social value creation.

## Values

The beliefs and guiding principles that we have built are organisation by are Innovation, Teamwork, Accountability, Leadership and Integrity. This has helped us grow and work towards our mission.





# 1. Bridging a gap

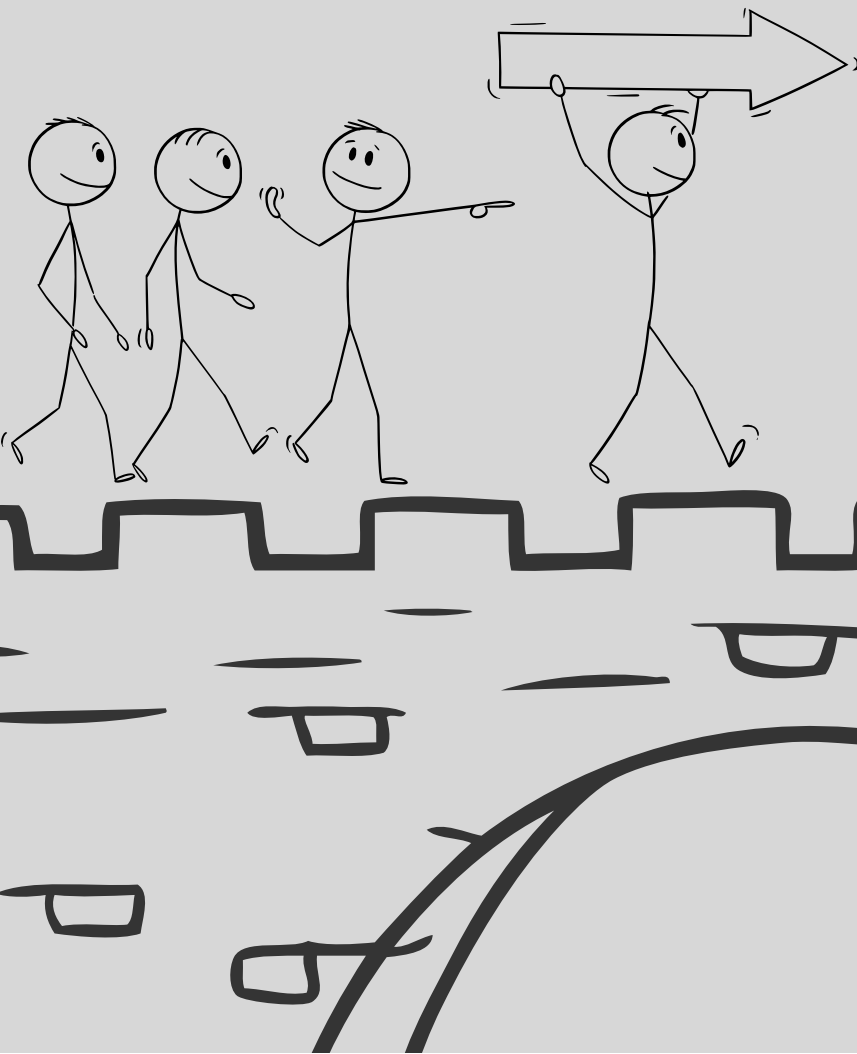
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**A** Through Technology

1. For NGOs
2. For Volunteers

**B** Through Capacity Building -

1. **Youth** from our NGOs on career development
2. **Students** from our NGOs to enhance their Soft Skills
3. **NGO teams**



# A. Bridging a gap through TECHNOLOGY

**3.3 million NGOs (as of 2011, International Centre for Not for Profit Law) exist in India.** The majority of these organizations are stuck in a vicious cycle of seeking funding to run operations but at the same time they remain under-resourced, unable to invest in technology and unable to attract skilled talent.

Technology is a critical tool that can help them improve productivity, attract and manage skilled talent and market their work inexpensively which in turn increases their visibility and potentially funding. With there being such a drastic shift in the way people have been engaging through technology, we wanted to bridge this gap.

## 1. For NGOs

Nonprofits across India have started using volunteers as a key resource to bridge the talent gap, for talent they cannot afford. Although over the last few years we at CF realised that many non profits do not have effective systems and tools to manage their volunteers.

ConnectFor now offers its non profit partners an effective volunteer manage system - a dashboard access to each non profit to manage its volunteer requirements, individual volunteer journeys and a tool that helps nonprofits understand the impact volunteering generates for them. This tool is available to CF NGO partners on PCs, laptops as well as smart phones, enabling NGOsto use it on the go.

Managing volunteers remotely is also tough since they do not know which volunteers are working on which tasks. By using their individual dashboards on ConnectFor's system, they have been able to use the volunteer management system as an important tool to aid them in their projects.

CF NGO partner **The Angel Xpress Foundation** has effectively used the CF dashboard to manage 1,162 volunteers and 39 volunteering opportunities.





## 2. For Volunteers

**66% of people who wish to volunteer on ConnectFor's platform are between the ages of 16 and 30.**

This demographic of people is particularly tech-savvy and when they wanted to volunteer, they could not find solutions easily online.

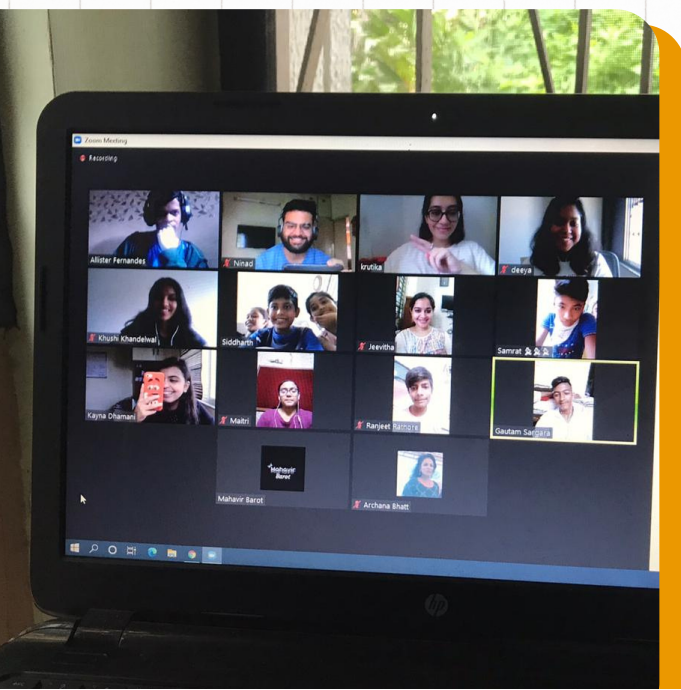
We bridged this gap by creating a platform that is extremely user-friendly, fun and one where one could find hundreds of volunteer opportunities. In the last 2 years, it became extremely difficult for volunteers to go onsite and contribute their skills due to time constraints.

With the advent of the pandemic and the digital shift, we offered virtual volunteering roles as well. We also realized that for our volunteers, the more specific and personal it was to them the more likely they are to volunteer.

With our platform we used technology to enable a matching algorithm to suggest personalised volunteer roles for our users.



**7,582 volunteers were connected to virtual volunteering projects in the last 3 years creating an impact of Rs. 2,41,71,223.**





# Bridging a gap

## B. Through capacity building

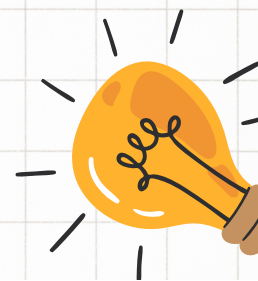
### 1. Youth from our NGOs on career development



**According to the Periodic Labour Force Survey (2017-18) merely 1.8% of the population received formal training on technical aspects and employment-ready skills, Mint reported. While roughly 6% received informal training on job skills, self-learning, etc.**

As we work with 76 NGOs in the field of youth development we noticed a huge gap in the sector when it came to effectively skilling beneficiaries. A lot of NGOs are seeking support in identifying holistic approaches to tackling the issue of making their beneficiaries career ready.

In 2021, ConnectFor kick started a project called skill-building labs. Through these labs we provided training sessions for youth beneficiaries on career development. The intent of the labs was to have experts from the various fields to take sessions with our NGO beneficiaries to help them build their personality, life and career skills. One of the labs focused on youth employability and preparing young individuals on how to be job-ready. These sessions have a targeted approach to being prepared for employability and how to navigate in the formal job industry. In addition to the skill building sessions ConnectFor has conducted 26 volunteering events around the theme of job readiness in the last 3 years. ConnectFor also helps NGOs evaluate their career programs with the help of volunteers.





## Case -

ConnectFor's partner **Antarang Foundation** works with youth (14-25 years old) from disadvantaged backgrounds. Through career-focused programs they encourage students to stay in formal education and bridge the gap between education to employability. Volunteers measured the success rate of the career awareness program run by Antarang by tracking the students' progress.

260+  
professional  
volunteers

1200+  
hours  
contributed

2800+  
students  
impacted

The volunteers helped bridge the gap in transition to higher education by identifying individual students' progress, their career of choice and future plans.

Here's what Antarang had to say about this program,

*"ConnectFor has successfully added value to our workings, by providing opportunities to connect and facilitate engagements with volunteers across India.*

*The exposure has brought to light our work and the volunteers have spent invaluable time understanding our causes and objectives. They have expressed their interest to pursue more engagements with us in the future."*

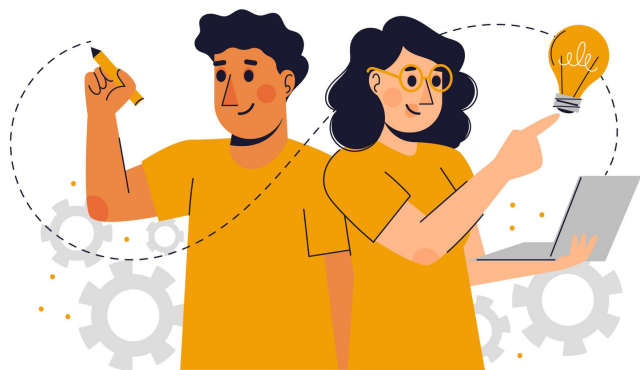




# B. Bridging a gap Through capacity building

15

## 2. Students from our NGOs to enhance their Soft Skills



Another gap that was identified is that students from NGOs have limited access to learn and develop their soft skills like non verbal communication, creative and critical thinking etc. After in-depth conversations with NGOs who focus on holistic education of their students - ConnectFor developed engaging and interactive content to help students gain these skills. **ConnectFor has conducted 40 events on soft skill development of students in the last 3 years.**

### Case -

ConnectFor volunteers successfully worked with the children of Udaan India Foundation (Mumbai) over a few sessions to enhance their soft skills: verbal, non-verbal, critical and creative skills.

338 students who came from marginalised communities did not have access to the right resources outside of their classrooms that could help them build these skills.

ConnectFor had 266 professional cohorts of volunteers, to tackle challenges specific to the overall development of the children to make them feel confident and be at par with their counterparts.





### 3. Bridging a Gap through Capacity Building NGOs teams

NGO staff often face the challenge of upskilling themselves – on skills such as database management, structuring their organisations, growth strategies, responding to crises etc. While the main focus of NGOs have been to help capacity build the communities they work with, many NGO projects fail in early stages as members from their own teams lack necessary skills to sustain and grow grassroot level operations.

ConnectFor has been working on capacity building NGO teams with these skills which can help them run projects effectively. Webinars have been conducted to tackle issues related to HR, proposal writing, creating impact reports, and storytelling by professional personnel from the sector who wish to share their knowledge with others.

Webinars became one of the building blocks helping us engage with our non-profit stakeholder group. There has always been a lot of unknown in the development sector and in general there was a need for guidance on how to navigate certain changes in the sector. However, several members of the community have come forward to share their expertise and knowledge. ConnectFor started reaching out to domain level industry experts to bridge this gap and eventually, ConnectFor started building a resource bank of these individuals. Webinars became significant for letting NGOs network not just with each other but with experts and renowned resources in the field. This enabled an inflow of knowledge sharing and best practices within the sector.

**So far, 151 expert resources have contributed to 58 webinars conducted by us which has impacted over 100 NGOs.**



"Webinars are a really good source of sharing information and learnings to the non-profits. The idea and execution is something really unique and inspiring. Lot of times I do share the webinar link to other NGOs who I feel would be relevant. Now things have started moving on-ground but we really feel that the webinar learnings shouldn't stop. We look forward to many more amazing webinars.

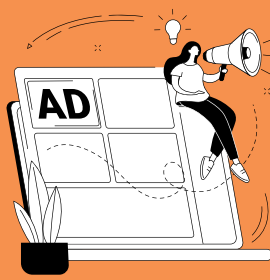
**"Meherangiz Baria, Indian Association for the Promotion of Adoption and Child Welfare.**

Other than webinars Connectfor has helped NGO staff through a well-defined problem-solving project. ConnectFor brought in a pool of 46 professional volunteers and ideas together to initiate "change."

Through this project, volunteers addressed real-world tech-related challenges specific to –



**Website development  
and Updation**



**Creating landing pages  
for AdWords campaigns**



**Social media growth,  
SEO & more!**

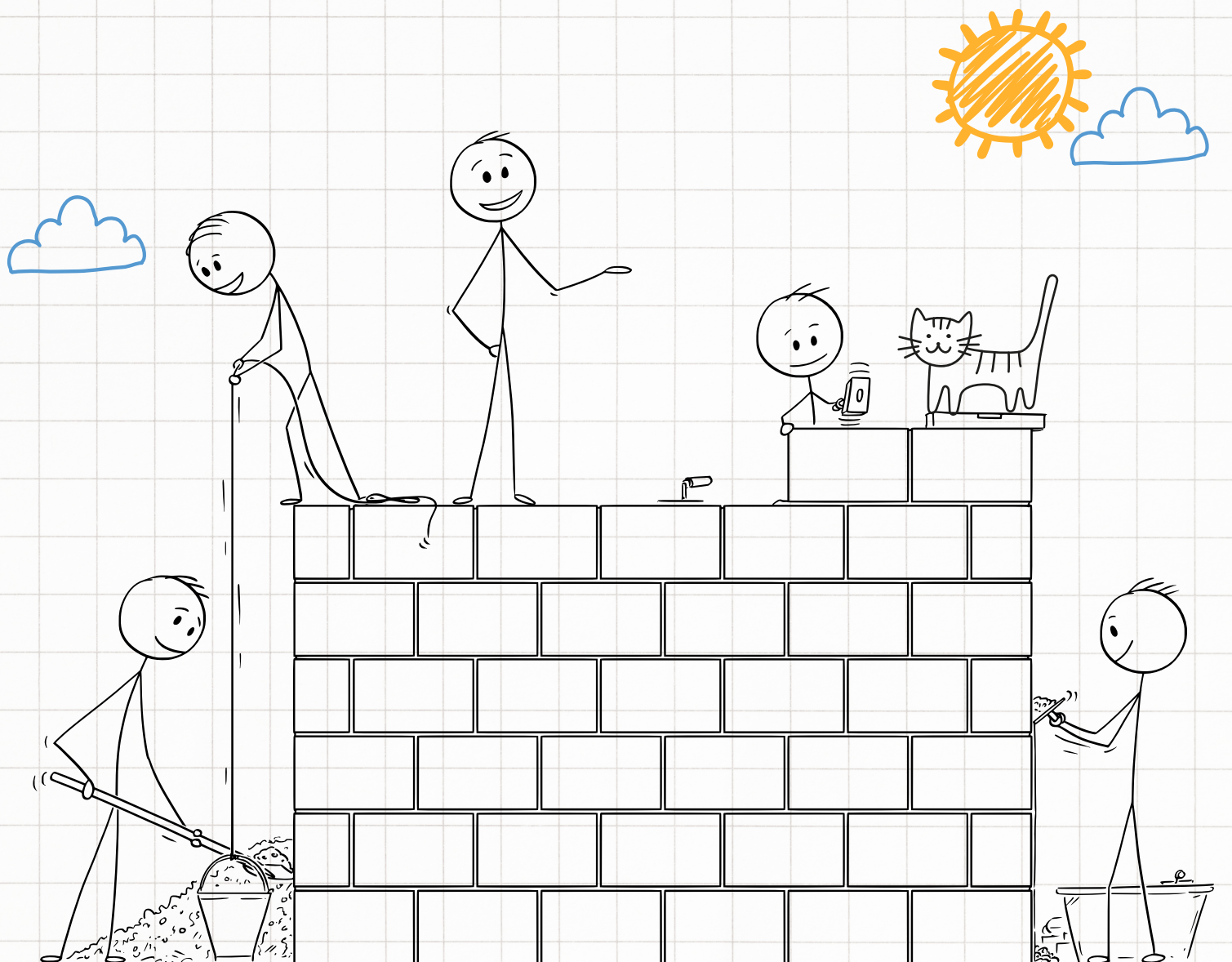


## 2. Building a Community

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- A. Growing our digital community
- B. NGO Community as Volunteers
- C. Groups & Institutions
- D. Corporate Volunteers –
  - 1. Interactive Workshops
  - 2. Surveys
  - 3. Acknowledgements





# A. Growing our digital community

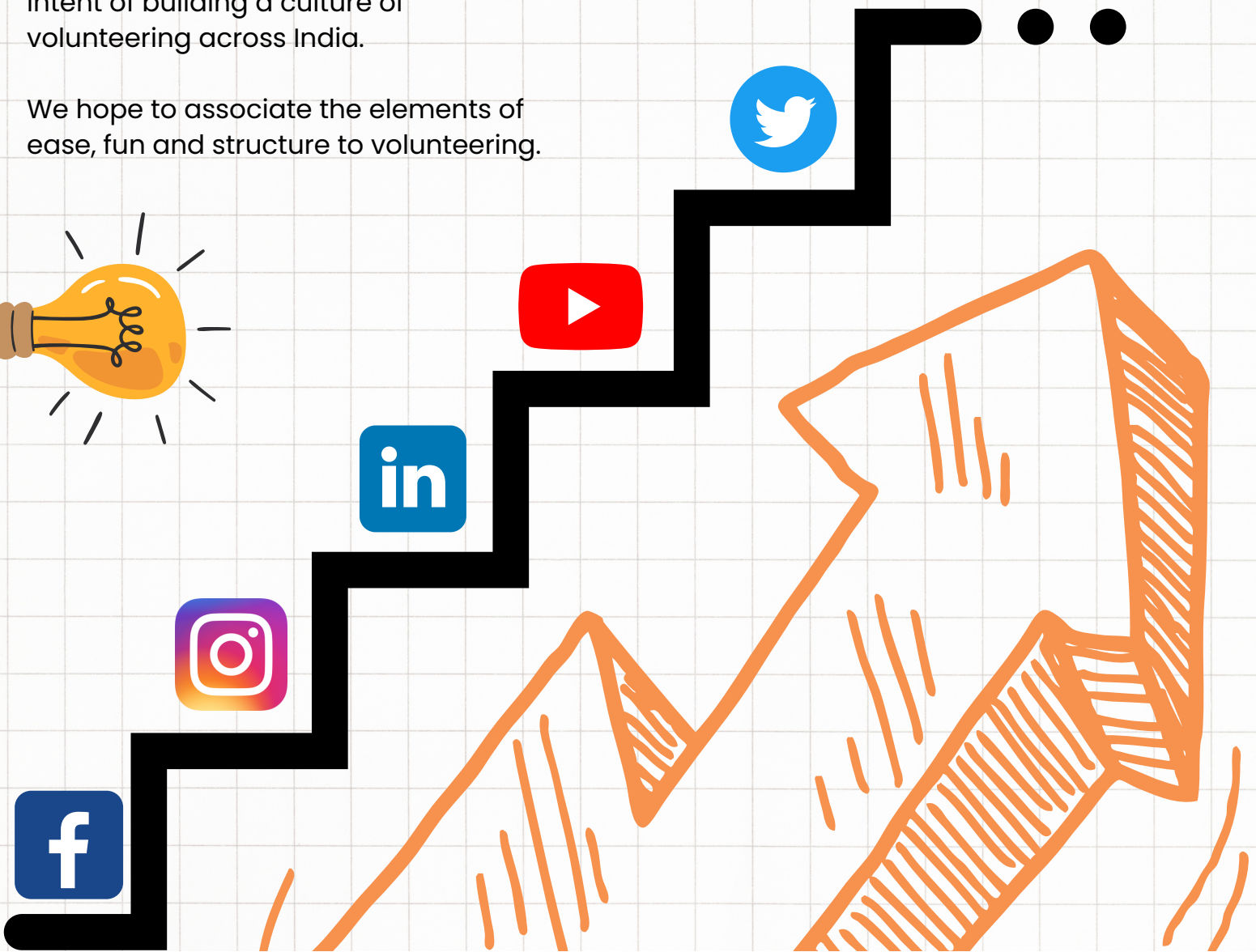
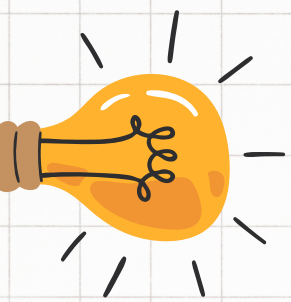
ConnectFor has always focused on building a dependable community of stakeholders who can rely on each other for their growth and impact creation.

With digital platforms and social media applications as the core mediums of communication these days – we at ConnectFor have been able to leverage this to build a large base of followers and a community of changemakers.

**With 8000+ followers on Instagram and LinkedIn we target socially conscious youth to join our cause of volunteering.**

Through our community on social media we are able to target youth, student groups, corporate groups, NGOs with the intent of building a culture of volunteering across India.

We hope to associate the elements of ease, fun and structure to volunteering.





# B. NGO Community as volunteers

In the last 3 years, ConnectFor has built a solid community of non-profit organizations across India. Resource sharing and collaborations have become key in this sector.

A lot of NGOs have trained personnel like counsellors, teachers, as well as founders who wish to lend their time and skills to support other NGOs in the space.

Our NGO network has often acted as volunteers for our other NGO partners and in turn are the ones contributing to impact for other organisations.



## Here are some of the NGOs doing phenomenal work by collaborating with each other:

The Healing Dove Foundation collaborated to organize counselling sessions for the beneficiaries of Udayan Care who had lost their parents. The team of Healing Dove Foundation who are professional counsellors wanted to offer sessions to understand the challenges faced by the beneficiaries and how else can they provide assistance to the kids. They also mentored the kids on choosing career streams based on their interests

Here is what Aditi (Project Co-ordinator) from Udayan Care had to say about this collaboration -

"Our association with Healing Dove Foundation has been good. Their counsellor's approach was creative, friendly and detailed which helped us provide information that's more interesting, targeted and helpful for our youth to know themselves better in all aspects."





# C.Group & Institutions

**The best way to find yourself is to lose yourself in the service of others." – Mahatma Gandhi**

Volunteer groups and clubs like Rotaract's and NSS units have always been active members of the volunteering society. Over the years, these young individuals have been instrumental in earnestly volunteering on ground for several non-profit organisations. At ConnectFor, we have realised that volunteering starts young. These transformative experiences enable youth to employ innovative thinking, build on communication skills and confront moral dilemmas. ConnectFor has partnered with several such organisations to instill the culture of giving with a goal to create socially more engaged youth who create impact.

GROUP	COUNT	VOLUNTEERS	HOURS COMPLETED	AMOUNT SAVED
Colleges/ Institutions	13	222	20,786	₹ 57,86,194
NSS	07	863	2,187	₹ 3,02,716
Rotaracts	11	184	617	₹ 1,56,594







## Building a Community of Employee Volunteers

Individuals are intrinsically driven to work at socially conscious organisations that foster a culture of collective altruism. ConnectFor's deep-rooted understanding of the volunteering landscape has truly helped in aligning for-profit and profit-making organisations to connect to a cause and encourage their employees to revolutionise the social space by becoming "changemakers of tomorrow."

**ConnectFor's experience of working with 60+ corporates and engaging 10,000+ employees helped us in identifying the individual motivations to volunteer for a preferred cause.**

This makes volunteering invaluable, long-term and heartfelt for our community of corporate volunteers. We help our corporates foster this culture by promoting altruistic volunteering, that ingrains a "culture of giving" in time and skill at organisations through the following methods:

### 1. Through Interactive Workshops

At the onset of the pandemic, employee volunteers expressed a lack of a "feel-good" factor while participating in virtual interactions due to its sheer format and mode. As a solution to the challenge, ConnectFor encouraged employee volunteers to participate in interactive sessions to learn about virtual volunteering, explore virtual opportunities and identify individual motivations to volunteer.

ConnectFor's Volunteer Motivation Workshop helped in building a community of motivated volunteers,

*"We have received such positive responses from employees and they are looking ahead to volunteering. The way the workshops were conducted is truly praise-worthy. Through such engaging & fun sessions, the employees were truly able to get the message that Volunteering is something that is a 'must have' from a 'good to have' option available to us. Although the online medium sometimes takes away the charm, ConnectFor made it seamless!"*

**- Assistant Manager HR at ITC, Kolkata**





## 2. Through Surveys:

Keeping the employees engaged in volunteering sessions to contribute to value generation for non profits was quite challenging. ConnectFor undertook a 'needs-assessment' survey to identify volunteering goals and preferences of an organisation's management and workforce.

The responses from the survey assisted corporates to make an informed decision on driving/building a culture of volunteering within their organisation. This helped in building a community of driven volunteers who showed support for their preferred causes and beneficiary groups by devoting their time and skill to various opportunities for NGOs pan-India.



## 3. Through Acknowledgments:

Recognizing, appreciating and rewarding employees for their altruistic contributions to communities, impact their attitudes, behaviours and responses to influence their peers to volunteer. ConnectFor focussed on building a strong community of "givers" by encouraging corporate organisations to reward their volunteering pioneers/champions for their noble contributions.

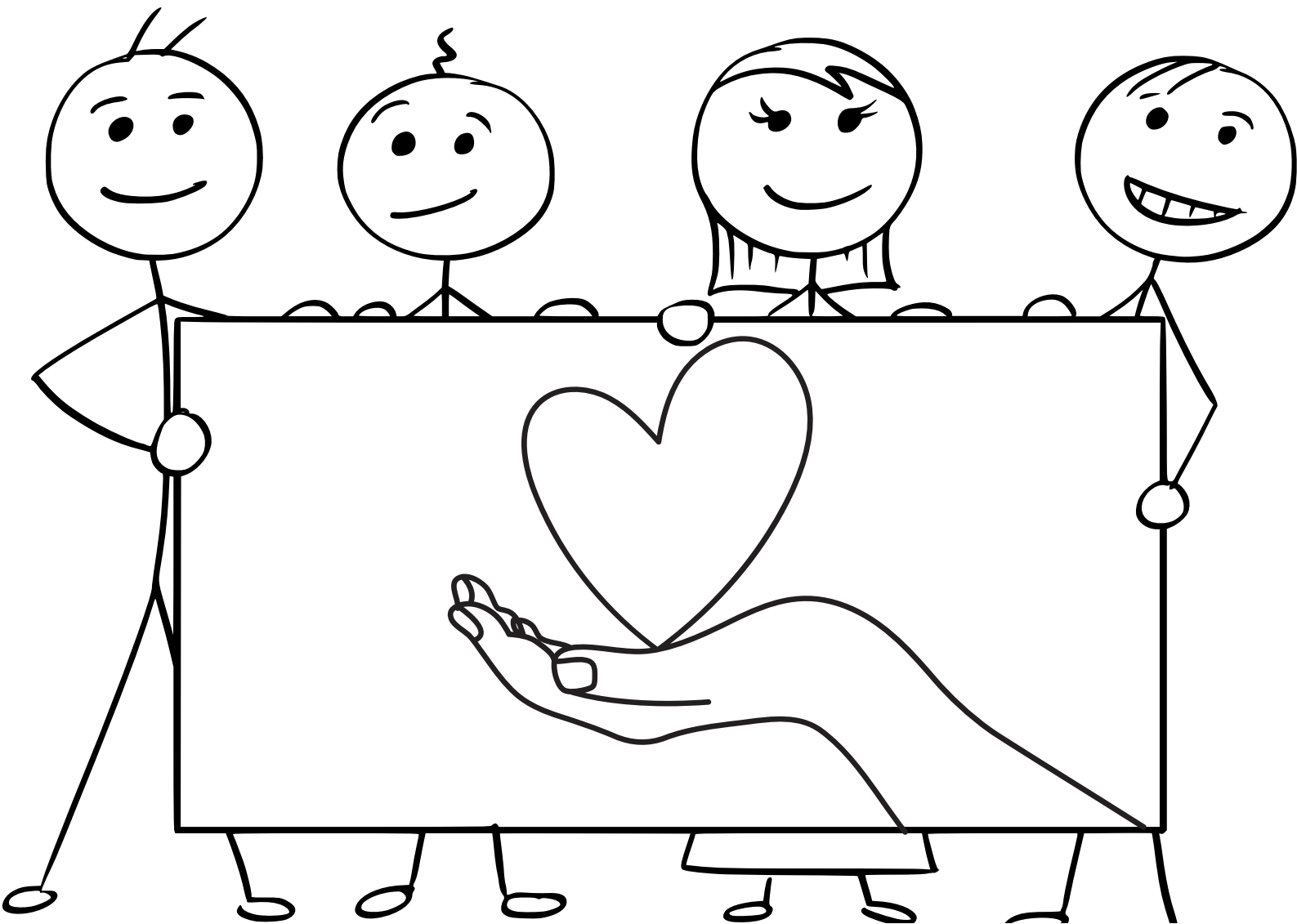
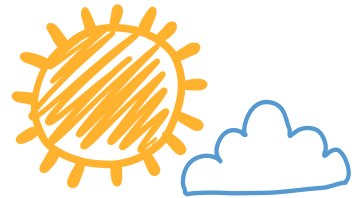




# 3. Impacting Lives



- 
- A. Persons with Disabilities (PWDs)
  - B. Children & Youth
  - C. Seniors
  - D. Women



Since inception and especially in the last 3 years our volunteers have successfully been able to impact the lives of our NGOs beneficiaries:

## A. Persons with Disabilities



Persons with Disabilities (PWDs) in India face challenges specific to non-inclusive education, poor health care, lack of accessibility and employment opportunities and social exclusion.

Furthermore, poor implementation of policies and schemes affects their basic rights. (Drishti, 2022).

**We at ConnectFor collaborated with 634 PWDs from our cohort of partner NGOs to help them in career advancement opportunities.**

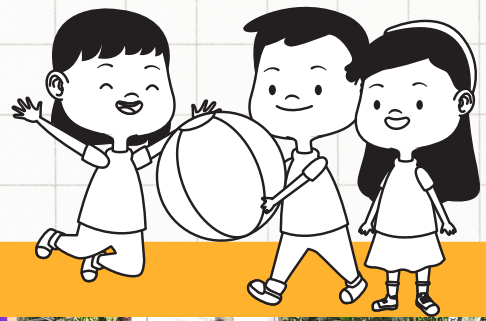
**521 volunteers** shared certain life experiences, professional skills and work ethics to encourage PWDs to become drivers of their own lives.

The exchange of motivational stories from around the world through interactive play and guidance, motivated the beneficiaries to build their characters by identifying individual pain points to become self-motivated and confident individuals.

**Furthermore, 1046 volunteers took a step towards making education inclusive and accessible by developing attractive learning aids and self-care videos for them.**







## B. Children & Youth

Literacy is a stepping stone to empowerment. Education ensures children grow up to become independent adults who are aware of their rights and can explore opportunities.

Marginalized children in India often get discriminated against gender, background, and financial conditions.

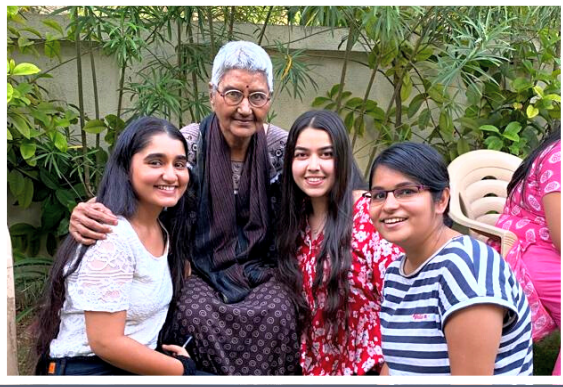
There is a high dropout rate accounted for at schools. (Save The Children, 2017).

1,843 volunteers from ConnectFor provided a learning and development ecosystem to these underprivileged children from ages 8 to 18 years by imparting -

- Academic learning in subjects like Math, Geography, and Science.
- Critical skills such as communication building through sessions on storytelling, verbal and non-verbal communication.
- Soft skills and professional development through collaborative sessions on email etiquette building, life skills education, mock interviews, social etiquette training etc.







## C. Seniors

Our enthusiastic community of **331 volunteers** spread cheer in the lives of the **189 elderly** by devoting their time listening to the rich experiences of seniors.

Volunteers brought in a variety of games to build the seniors' gross motor skills.



**331  
volunteers  
engaged**

**189  
seniors  
impacted**

## D. Women

ConnectFor has worked closely with many NGOs to understand the kind of support their beneficiaries need. From conducting financial literacy sessions for them to hosting menstrual hygiene workshops, self defence lessons and email etiquette workshops.

**In the last 3 years 182 volunteers have impacted 100+ women directly and a lot more indirectly.**



**182  
volunteers  
engaged**

**100+  
women  
impacted**





# 4. Achieving Scale





At ConnectFor, we are committed to engaging all our stakeholder groups by curating exciting and unique opportunities for them to help impact lives.

**In our first 3 years of operation, we had connected 5935+ volunteers to our NGOs.**

**In the last 3 years (FY19-20 to FY21-22) we increased that count 21310+ volunteers.**

**This is a 27.8% increase.** Along with linear scale, we also achieved geographical scale - our volunteers participated from all over the world, which proved to be exceptionally resourceful during COVID-19.



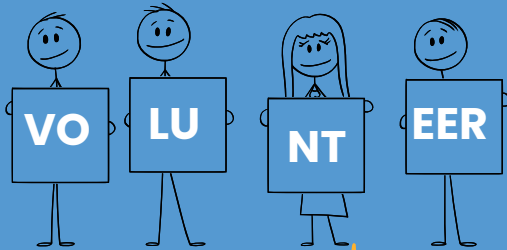
Meet Krishna, an international volunteer who has really leveraged virtual volunteering to drive impact! All the way from Kenya, she's made immense contributions just by volunteering virtually for our partner NGO **Green Yatra** for social media content creation, **Kotak Education Foundation** for mentoring & **Caregiver Saathi Trust** for Covid Verification calling by volunteering for 27 hours and has helped them save ₹ 12,500



Along with our individual volunteers, we observed 8580+ employee volunteers engaged with us in 218 corporate volunteering events. This was 26.3% increase in participation compared to our first 3 years of operation.

The shift from in-person interactions to virtual played a benefit for ConnectFor as it removed various barriers and contributed to the rise of volunteering.

Another factor that helped us achieve greater scale in volunteering were our One Day-One Time opportunities that allowed people to join together on a single platform and interact for a cause.



Our most popular one time engagement called *ArtShala* is an on-ground event, where volunteers come together to paint and beautify a school or public space. This has garnered interest from volunteers of all age groups.

**15 Events**

**1302 volunteers engaged**

**₹ 12,88,495 saved**

**4519 hours contributed**





With the help of many implementation partners and NGOs ConnectFor has been able to drive cleanup efforts and reach scalability through the same.

**Over the last 4 years, we have executed 31 Cleanup Drives across India with a participation of 1122 volunteers.**

One of our Corporate Partners even opted to conduct a cleanup drive each in all their operating locations on the same day. Just like we have been able to achieve great scale through one time volunteering, we hope to bring that momentum to skilled volunteering opportunities as



**The top 5 categories our community has volunteered for –**

**Easy  
To Do**

**5823  
Volunteers**

**Teaching &  
Mentoring**

**3548  
Volunteers**

**Environment  
based physical  
volunteering**

**2188  
Volunteers**

**Content  
Management**

**1581  
Volunteers**

**Extra-curricular  
activities**

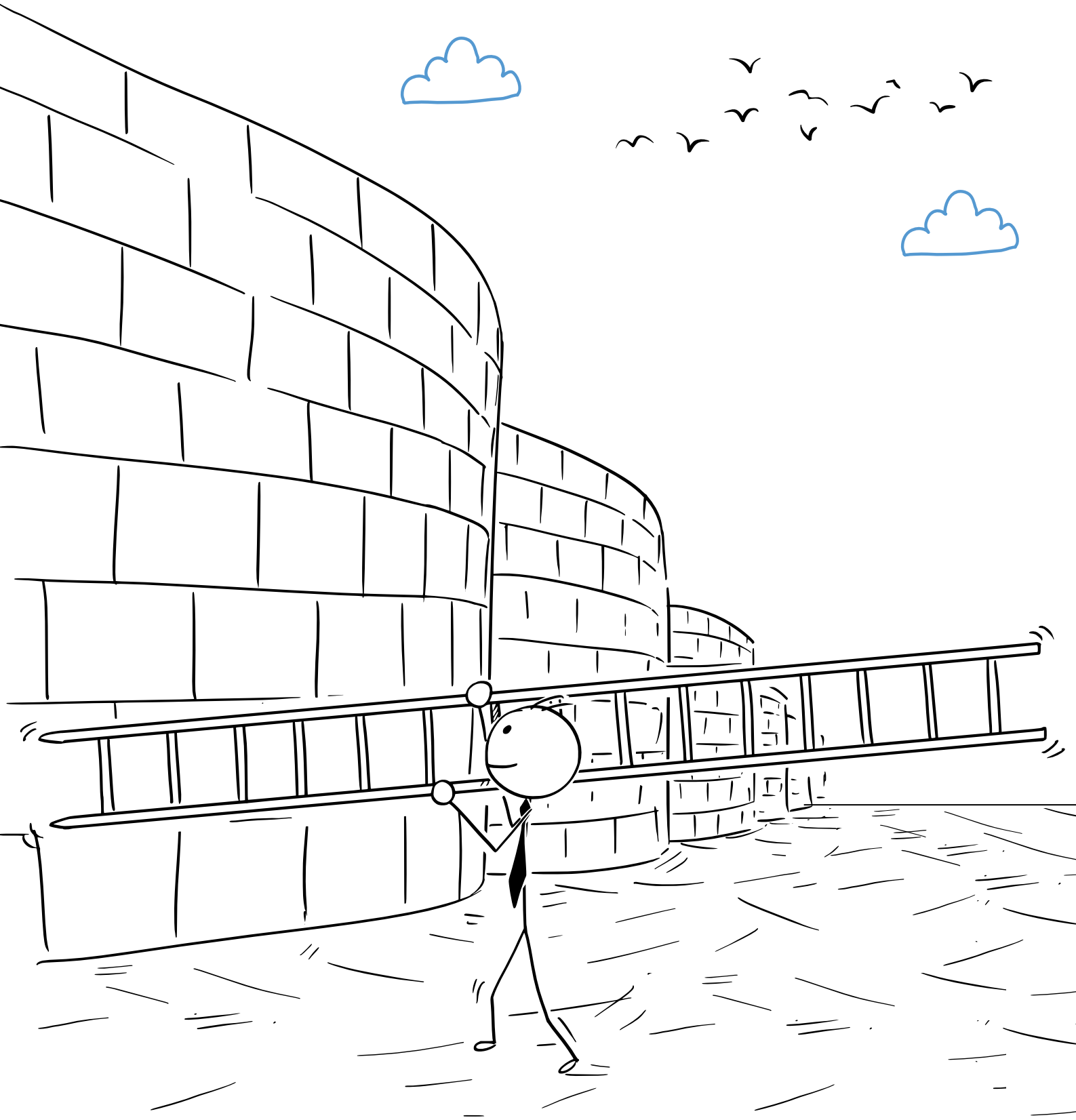
**1178  
Volunteers**



# 5. Adapting to Change



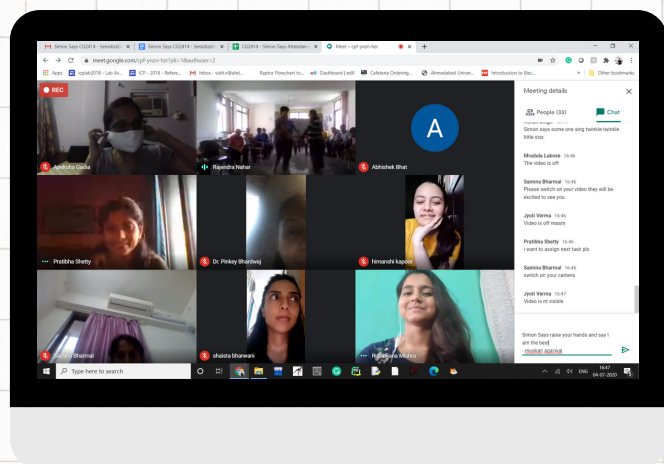
- A. Online + Offline Volunteering - Hybrid Model
- B. Phone schooling
- C. Virtual Summer Camp





# A. Offline - Online - Hybrid Model

32



Process of moving from offline to online got accelerated in a short span due to the pandemic. ConnectFor educated and encouraged NGOs to accept the new normal and convert offline volunteering requirement to online opportunities to avoid disruption in their projects and programmes.

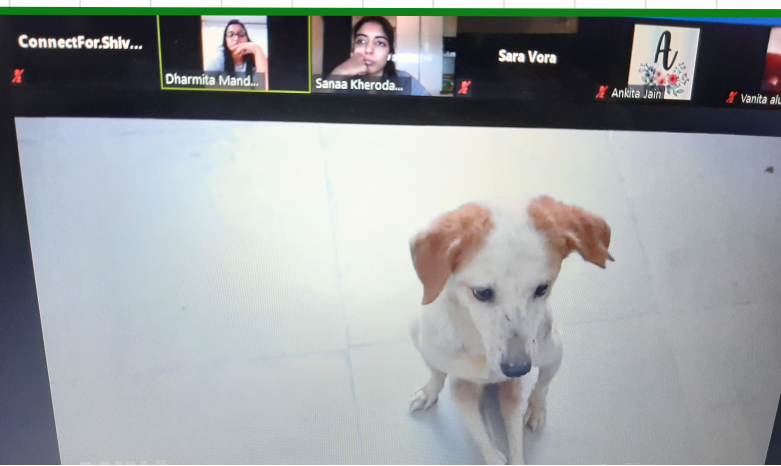
ConnectFor designed virtual online volunteering opportunities quickly to assist NGOs. Needless to say, volunteers adapted to the shift and interacted with the NGOs, their beneficiaries through digital channels to contribute skill & time.

With relaxations in place and requests from volunteers, ConnectFor initiated offline activities. ConnectFor is adhering to the custom requests of the stakeholders for online or offline volunteering opportunities to help them do good with hybrid models.

## Impact through virtual volunteering

₹24,171,223.33  
Amount  
saved

44,793.50  
Hours  
contributed





# B. Phone Schooling

## Connecting the Disconnected



The idea of a phone distribution drive was conceptualized in May 2020 after identifying a huge digital/ technological gap faced by education-focused NGOs and their students during the lockdown. This gap was identified through informal calls with ConnectFor's NGO partners.

For most education-focused NGOs and their students, learning had practically come to a standstill during the pandemic.

The repercussions of this involved a widening learning gap, higher drop-out rates, and increased instances of child marriage.

While the main focus during the lockdown had been on the distribution of food grains and essentials, the needs of the students had taken a backseat. It was imperative to act fast to mitigate the repercussions for these children.

Applications were invited and a strict screening process was followed. NGOs with defined online programs & distribution plan were shortlisted. ConnectFor did pilot the campaign with 1 NGO and final tie up was done with 2 NGOs



**₹42,00,000**  
Amount  
raised

**150 +**  
Donor  
contributions

**2 Partner**  
NGOs

**864**  
Devices  
distributed

**1750 +**  
Students  
benefitted



## C. Virtual Summer Camp



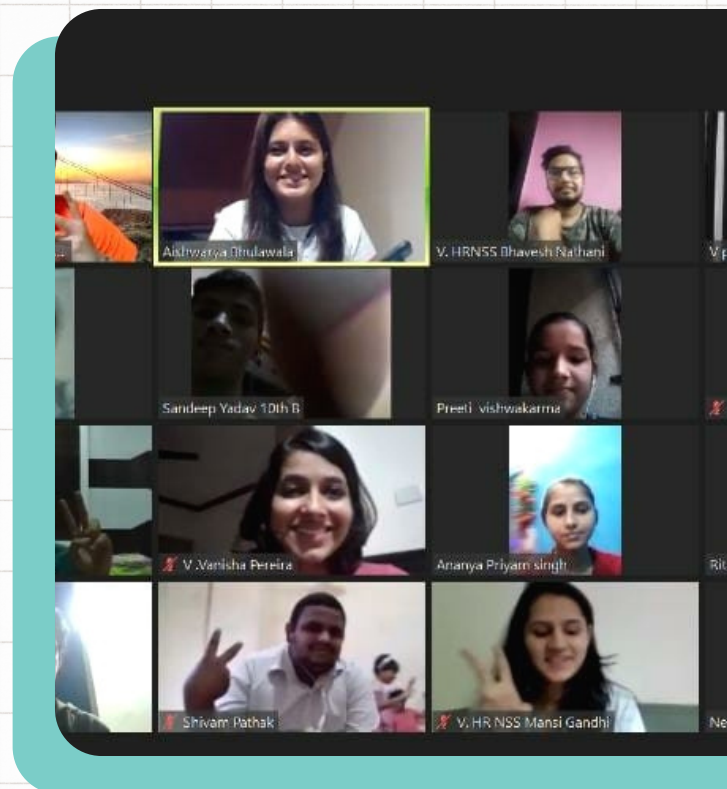
To add excitement and change to online curriculum classes, ConnectFor designed a virtual Summer Camp for kids from underprivileged backgrounds. The camp was conducted with an approach so kids can have fun through games and activities while they learn via exchanges and quizzes.

While a knowledge session introduced them to different cultures, languages, food, festivals, and people globally, kids interacted with International volunteers to understand their culture and experiences.

Social-emotional learning sessions were conducted to boost resilience and create awareness for compassion and self-compassion, and theatre and drama sessions offered a safe space for self-expression to adolescent students.

During the peak of COVID-19, we continued community driven activities in a virtual setup through these one time events.

**One of these events curated by us was a week-long 'Summer Camp' that facilitated an interaction of over 150 volunteers with 620 children beneficiaries.**





# 6. Going beyond the Expected

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- A. Metricising Volunteering
- B. Data Focus
- C. Strong Relationships with our NGO Partners
- D. Creating a strong culture of Volunteerism





# A. Metricising Volunteering

At ConnectFor we have always gone beyond the expected, breaking norms, bringing data driven insights to the field of volunteering and overcoming challenges with innovative solutions.

**One of the key challenges in the field of volunteering is how to calculate the impact of volunteering. At ConnectFor we have metricised volunteering into -**



**Volunteers engaged**



**Hours volunteered**



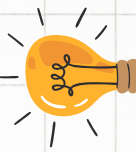
**Amount saved**



**Lives impacted (directly and indirectly)**

This helps us and our stakeholders understand the value of volunteering and the return on the time and effort one puts into work with volunteers. Through a well-thought-out methodology, we have created a rate card for certain types of volunteering roles - this helps the volunteer and NGO understand the impact being created.

## TOP 3 NGOs for which ConnectFor volunteers have created the highest impact



**NGOs**



**Hours Contributed**



**Amount Saved**

**Healing Dove Foundation**

**9,254**

**₹ 52,19,033.32**

**Ek Tara**

**2,553**

**₹ 12,34,500.00**

**Datri-Mumbai**

**5,475**

**₹ 9,95,500.00**







**Skill/ Project  
Type**



**Hours Contributed**



**Amount Saved**

**Content  
Management/Creation**

**8,507.86**

**₹ 43,72,575.339**

**Internship**

**13,481.25**

**₹ 35,36,377.0**

**Social Media Design**

**5,931.50**

**₹ 35,03,100.00**

**Top 5 corporates that have saved the most amount of money for  
our NGOs through Employee Volunteering**

**A Multinational  
professional services  
network, and one of the  
Big Four accounting  
organizations**

**₹ 11,78,484**

**A British  
multinational  
banking and  
financial services  
company**

**₹ 10,29,450**

**A Fortune 100  
financial services  
organization**

**₹ 6,60,523**

**Tata  
Sustainability  
Group**

**₹ 4,34,000**

**Mahindra  
&  
Mahindra**

**₹ 3,01,198**





## B. Data Focus

ConnectFor has built a volunteering community using data as our backbone, from inception till date. We have marked trends, understood volunteering roles that work for certain NGOs, types of demographics that volunteer and tweaked our outreach efforts accordingly. We have used these internal data insights to help capacity build our NGOs to better understand and manage volunteers and we have built a solid volunteer management system on the basis of these trends.

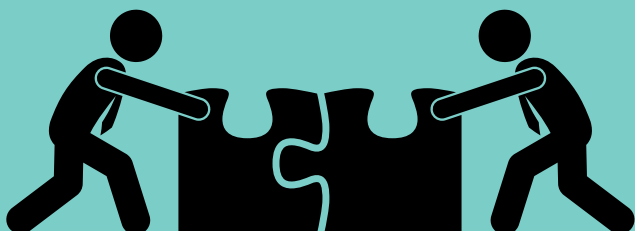


## C. Strong Relationships with our NGO partners



NGOs are the focal point of ConnectFor's services. The culture of volunteerism in the social sector in India is nascent. ConnectFor has worked very closely with its NGO partners to help them understand how to absorb volunteers into their organizational structures and what roles they can play.

Through dedicated relationship building and a deep understanding of their programmes and challenges, ConnectFor connects them to the most suited volunteers. For certain NGOs, ConnectFor has helped them build a volunteer network and volunteer management system from scratch. They now save lakhs of rupees a year due to the efforts of volunteers.



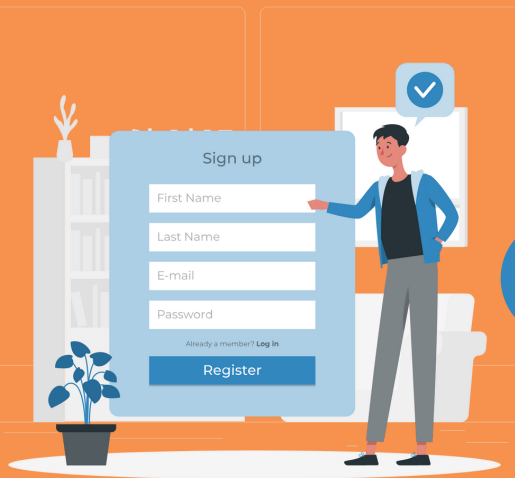
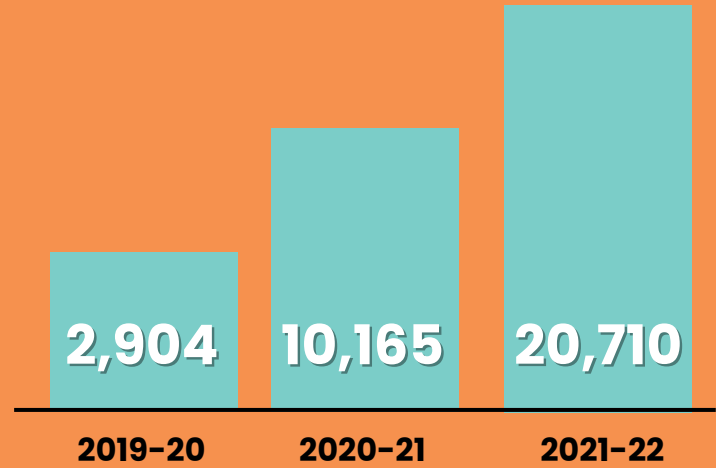


# D. Creating a strong culture of volunteerism

ConnectFor does not turn down any kind of volunteer and ensures that we find a suitable volunteering role for all individuals and groups. The idea is to ensure that we create a strong culture of volunteerism within our community and country.



YoY increase in no. of volunteers attending one time volunteering events



17,019

2019-20

YOY increase in no. of volunteer registrations

25,029

2020-21

31,895

2021-22

YOY increase in no. of skilled volunteers

3,345

2019-20

6,268

2020-21

8,039

2021-22





**We also go beyond the metrics of volunteering and help people move from one time volunteers to active social citizens.**



A very bright IIM, Bangalore Alumni, Tamanna Gupta was interested to volunteer for the cause of reversible blindness and work with Ghaswala Vision Foundation.

**Here is what Percy (Founder of Ghaswala Vision Foundation) has to say about her.**

“She called me on the 12th of Jan 2019. & She wanted to volunteer for the cause of Reversible Blindness and work along with our Foundation. From the very first day I understood the “go-getter” in her and her enthusiasm and commitment to the cause. She offered to help us with strategizing and building a brand awareness of our organization. All through the past few years, this chirpy bright lady became a part of our journey and showed exemplary levels of empathy and creativity. She continues to mentor our Foundation from time to time and she is an amazing example of a selfless volunteer and a humble human being completely glued to the cause of Reversible Blindness. Tamanna Gupta has not only created a beautiful brochure for the foundation but helped us in steering the way forward.

**She has volunteered with us for over 200 hours and has helped us save around ₹ 3,00,000 through her services.**

**She continues to volunteer with us and has become a critical member of our team.”**



**Tamanna Gupta,  
IIM, Bangalore Alumni,  
ConnectFor Volunteer**

**Mr Percy Ghaswala,  
Founder, Trustee,  
Ghaswala Vision Foundation**



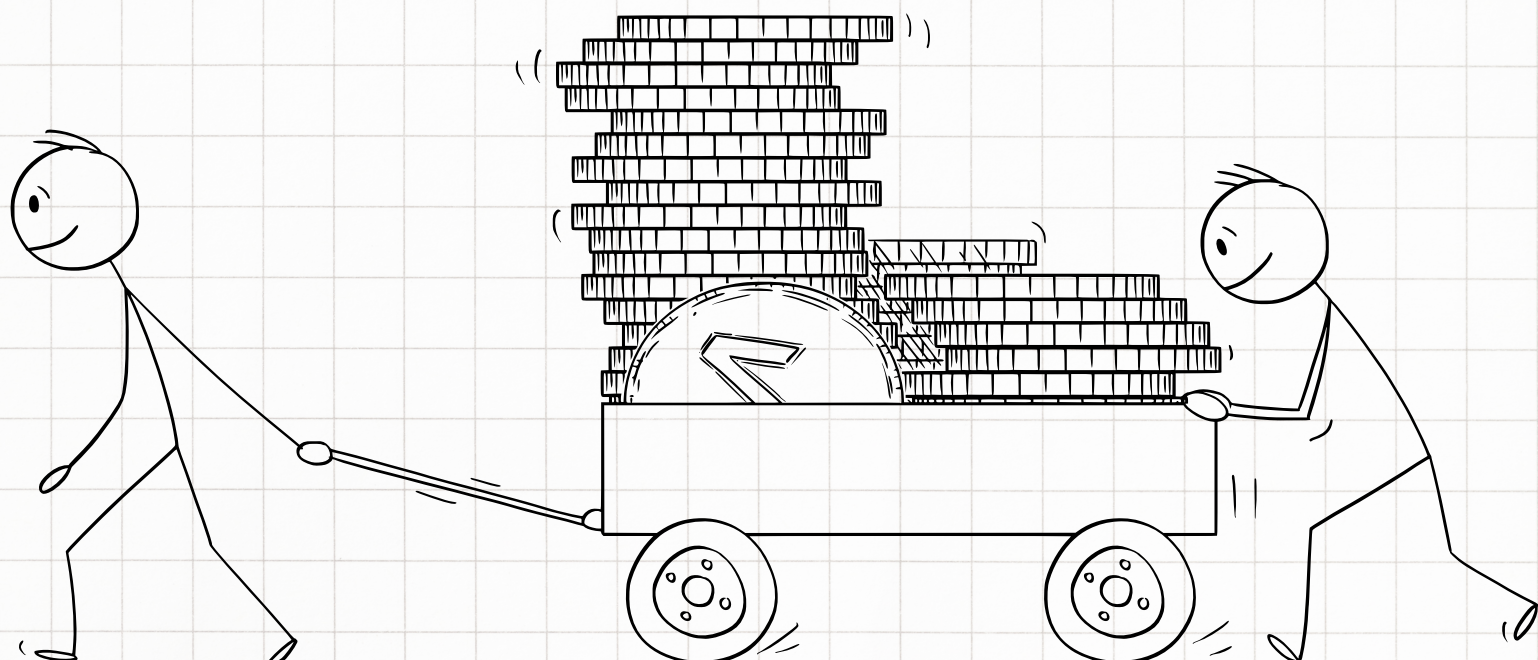
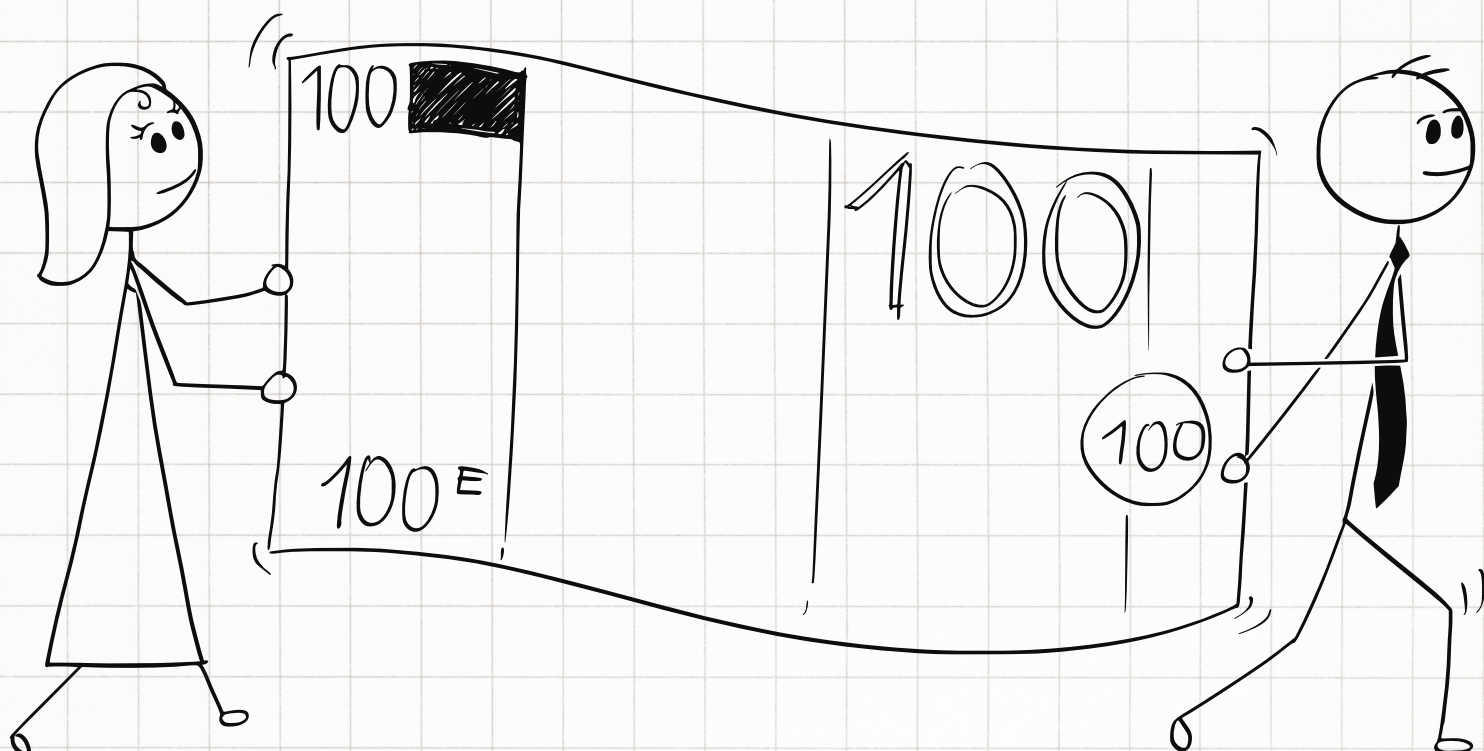


# Financials

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A. Expenses

B. Income





EXPENSE TYPE	FY 2019-20	FY 2020-21	FY 2021-22
Resource Cost	68.6	53.6	92.3
Volunteering Events and Initiatives	19.5	0.3	1.3
Technology	4.3	3.2	0.9
Staff Welfare	1.5	0.3	0.4
Marketing	4.4	3.0	5.5
Other Expenses	1.7	0.1	0.0
Donation to NGOs for Phone Schooling	0.0	39.6	0.0

All values are in % of total



## B. Income

### Sources

	FY 2019-20	FY 2019-20	FY 2019-20
Donations from other corporates/individuals	14.7 %	50.4 %	17.7 %
Service Fees for volunteering services	12.8 %	11.2 %	23.2 %
Reimbursement of Expenses	15.9 %	0.0 %	0.0 %
Donation from RBF	56.6 %	38.4 %	59.1 %

All values are in % of total



# Future Outlook



Partner with more organisations , training institutes, groups to create a culture of volunteerism and help them create volunteering opportunities



Work deeply with non profit organisations to help them create volunteering systems within their organisations that add value to their work

Build a robust hybrid model of volunteering where non profits and volunteers can work together both on ground and remotely to create the most value, in the most efficient and convenient manner



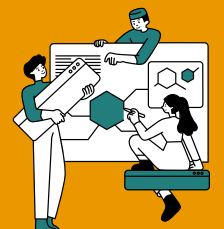
Curate volunteering projects that are impactful and have a quick turnaround time so volunteer commitment increases

Grow our network of trustworthy partner NGOs and capacity build them

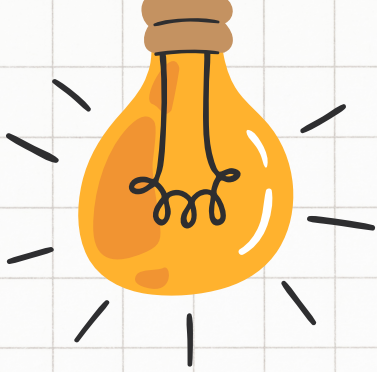


Create a culture of skill based volunteerism in corporates across India

Enhance our volunteering management system to enable real-time updates for NGOs and volunteers







connectfor.rbf



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