



ConnectFor's

Happiness

Annual<sup>^</sup> Report  
FY 2023 - 2024

# Table of Contents

Introduction	2
From the Founder's Desk	3
ConnectFor at a Glance	4
Mission, Vision, Values	6
Adapting to trends in volunteering	7
What our stakeholders have to say	29
Highlights of FY 2023–2024	34
Way Forward	35
Financial Performance	36
Thank you & Conclusion	38



# Spreading smiles and happiness *since 2015*

In 2015, Rosy Blue Foundation established its first home grown program 'ConnectFor' – 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 8 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.

---



# From the Founder's Desk

It's incredible to reflect on how far ConnectFor has come since our humble beginnings over eight years ago. What started as a pilot project has blossomed into a thriving volunteer servicing platform, now home to a vibrant community of more than **75,000 dedicated volunteers and 900 NGOs.**

Over the past year, we've made significant strides in growing our services to ensure all our stakeholder needs are met. There have been major tech upgrades to our platform - volunteers and NGOs can access individual dashboards, search opportunities based on their profiles and be connected with our teams through WhatsApp and phone calls.

We have widened our service offerings for corporates. From offering on-site and virtual volunteering opportunities, we now also help corporates fulfill their CSR needs. Corporates can now access their employee volunteering data through our dashboards.

By bridging the gap between online convenience and real-world impact, we've enhanced accessibility and effectiveness for all stakeholders involved. This has solidified ConnectFor's position as India's leading and most inclusive volunteering platform.

While we take pride in our achievements thus far, we recognize that we're on the cusp of a transformative period. Every volunteer, corporate partner, and NGO in our community plays a pivotal role in driving our collective impact, inspiring us to innovate and elevate our services continuously.

Looking ahead, we're filled with enthusiasm for the future and invite each of you to join us as we pave new paths in volunteering and community service.



Warm regards,  
**Shloka & Maniti**



# ConnectFor at a Glance

This has been our  
impact since  
inception till date

This has been our  
impact for  
FY 2023-24



75,453

people registered  
to spread smiles



18,687

people registered  
to spread smiles



₹15,25,40,228

amount saved  
for the NGOs



₹5,61,26,194

amount saved  
for the NGOs



3,18,478

hours volunteered for



77,779

hours volunteered for



903

NGOs registered  
in till date



151

NGOs registered  
in FY 23-24



₹5,259

average amount saved  
by a volunteer



₹5,599

average amount saved  
by a volunteer



89

corporate partners  
till date

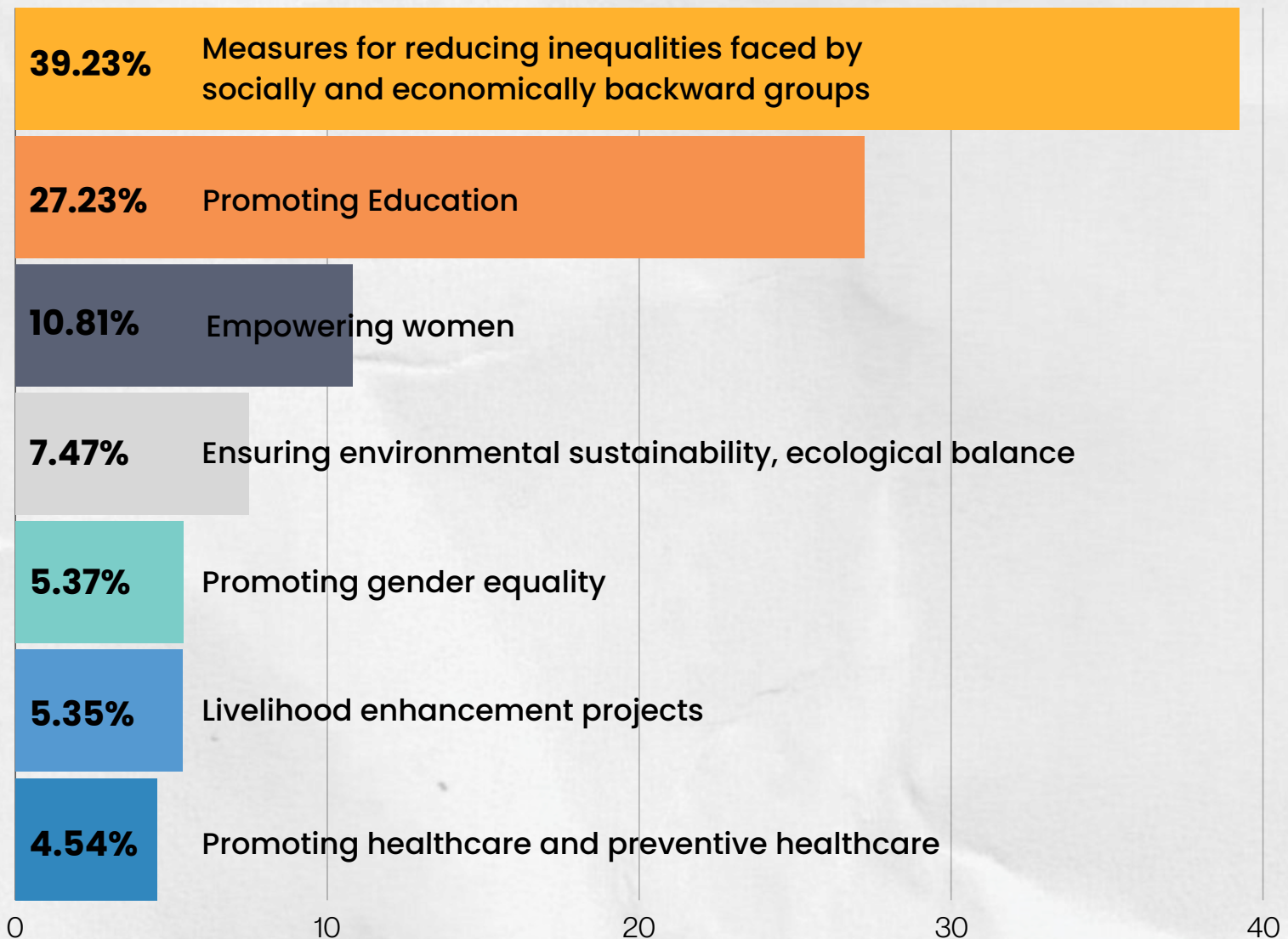


13

corporate partners  
onboarded in FY 23-24

# ConnectFor at a glance as per Schedule VII –

Percentage of Contribution to Impact generated in FY 23-24  
As per Schedule VII –





# About us

## 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







# Adapting to trends in *Volunteering*

The landscape of volunteering has seen significant changes, particularly in the aftermath of the pandemic. Whether it's the surge in remote volunteering or adapting to new norms for office and campus-based volunteering, ConnectFor has navigated these shifts with resilience and adaptability.

Over the past year, we've faced challenges head-on, working closely with our diverse stakeholder groups to remodel our strategies and operations. It hasn't been without its hurdles – from logistical adjustments to meeting evolving community needs – but our commitment to innovation and community impact has driven us forward.

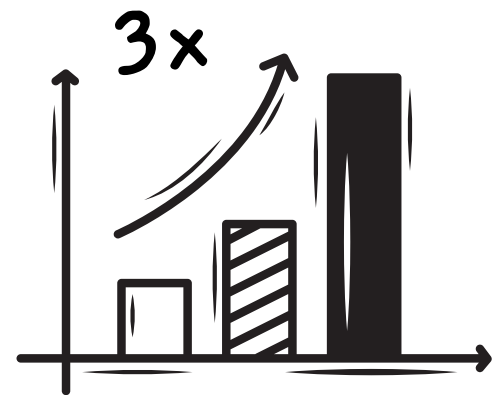
As a result, we've seen increased volunteer engagement, broader community reach, and stronger partnerships emerge from these efforts. This journey underscores ConnectFor's dedication to making meaningful contributions and shaping the future of volunteering in a dynamic world.



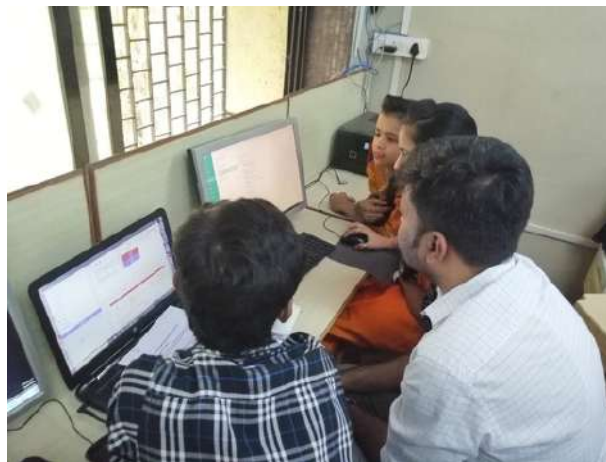
# 1. Embracing volunteering trends through skill based volunteerism partnerships

Non-profits worldwide continue to face significant gaps in technical and specialized knowledge. Hiring skilled professionals for technical roles can be expensive.

They continue to rely on resources like volunteers to cater to these specialized needs. **Skill-based volunteers** often bring a **wealth of experience and specialized knowledge** that may not be readily available within the non-profit organizations.



The number of successful volunteer projects grew by 3 times!



# 34%

Partnerships with skilled groups contributed to 34% of the total amount saved for the year for our NGOs.

This year has characterised some remarkable partnerships which has not only propelled our mission to new heights, it has also helped us build our community of skill-based volunteers.

To address these challenges we partnered with key institutions that aided us in assisting our NGOs solve these challenges. These skilled group partnerships have enabled us to grow a lot in the past year.

## CASE STUDY 1:

# 361

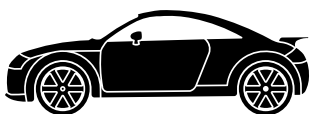
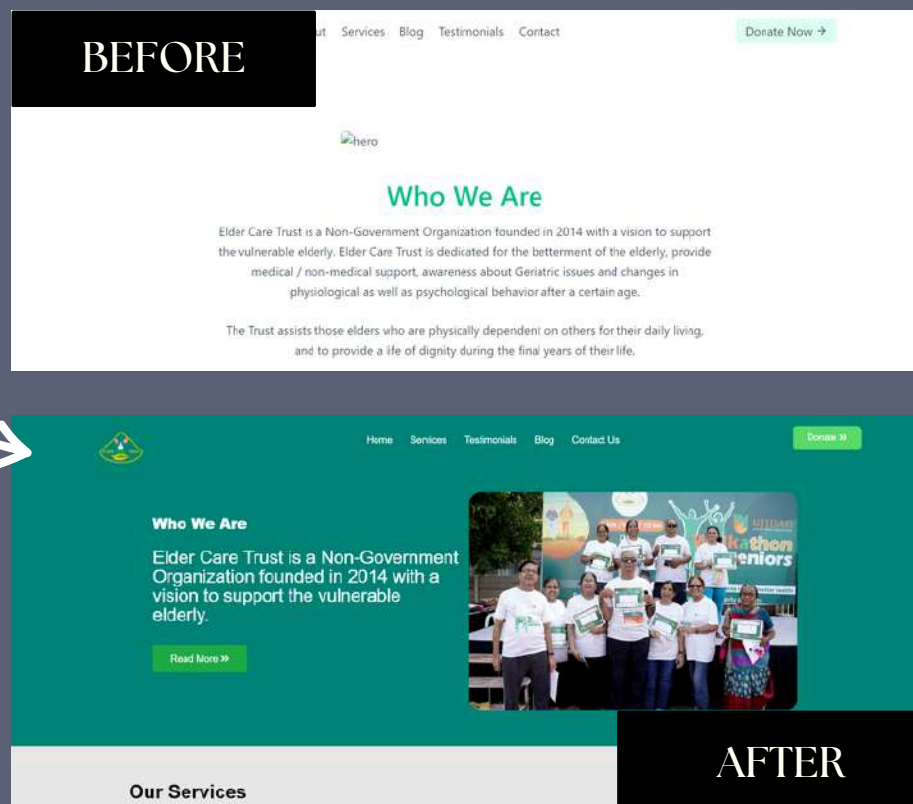
Number  
of volunteers

# 72

Number of  
NGO's benefitted

ConnectFor partnered with **UI/UX Global** (formerly known as ITLH) to resolve technical needs of several NGOs. This collaboration involved aspiring UI/UX professionals and faculty members who dedicated their expertise to designing and developing websites for our NGOs. These websites were crafted to be aesthetically pleasing and user-friendly, ensuring easy access to information for all stakeholders.

The newly designed websites have dramatically increased the visibility and accessibility of our partner NGOs' work. As a result, these organizations have experienced enhanced communication with their audiences. This partnership has not only elevated the online presence of our partner NGOs but also provided them with valuable resources to further their missions.



## ₹81,00,000

Amount saved for the NGOs' is equivalent to the cost of a luxury car like Audi, BMW!



## 5140 hours

(or roughly 210 days)  
In this much time, construction of a small commercial building can take place!



## CASE STUDY 2:

NGOs are often looking for solutions when it comes to capacity building their teams, strategic planning and program evaluation.

We established a year-long collaboration with **180 DC Cell of the Hindu College, Delhi**. Student volunteers from the college conducted in-depth investigations to understand the needs and underlying issues faced by the NGOs. They then identified specific deficiencies and developed practical solutions. The areas addressed included strategic planning, capacity building, program evaluation, grant writing and fundraising strategy, financial management, and partnership development. This collaboration provided our NGOs with crucial knowledge, resources, and support that significantly enhance their operational capabilities.

27

Number  
of volunteers

2

Number of  
NGO's benefitted

844

Number of  
volunteering hours

₹12,64,010

Amount saved  
for the NGOs

“ I thank you for an amazing presentation of a dedicated document that you all prepared for our little Meher Roshani Foundation. I applaud the research and the fluent and creative way of putting it up. I am grateful to #ConnectFor for driving the whole thing and bringing it to a close. ”



## CASE STUDY 3:

NGOs are looking for constant interactive and mentoring sessions to educate their students. We support them by engaging employees from corporate organizations in running one-day, one-time volunteering sessions that focus on inculcating skills like -



Soft skill building  
& mock interviews



Building confidence through  
English communication skills



Financial Literacy  
& Banking Skills



Self Defence skills



## 2. Fostering a culture of volunteerism

Volunteering has always been very dynamic and constantly evolving year on year. In times like these, it has become even more important to build a sense of community. Considering volunteering is still not that well established, we identified a few ways of instilling this community culture.



a) We recognize the need to instill and empower individuals to volunteer at a large scale. There are several organizations driving their efforts to educate and equip young individuals to understand the deep-rooted need for people to volunteer and provide them with the means to do so as well.

Youth led initiatives, especially **Rotaract clubs, NSS units and volunteering cells** have been one of the major contributors to create a positive narrative around volunteering and enroll their fellow peers to join the movement. We recognize their value and initiated partnerships with these organizations to further our mission of volunteering. Youth clubs and organizations collectively have fueled our weekend volunteering projects with their participation every weekend.

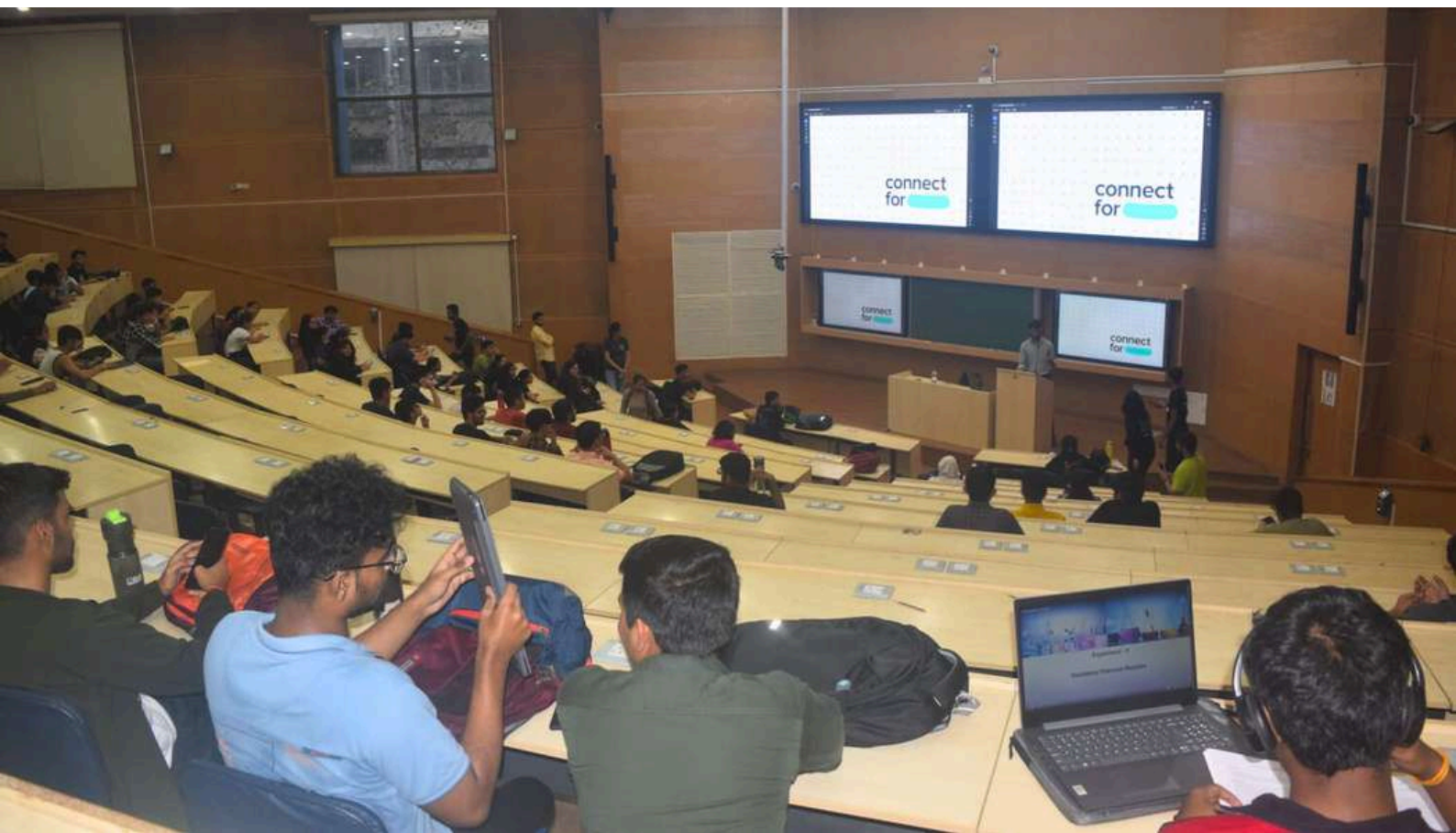


b) Throughout the year, we prioritized on promoting the culture of volunteerism by conducting awareness workshops across various institutions across India.

By showcasing real-life success stories and testimonials, we effectively conveyed the transformative power of volunteer work, inspiring individuals to actively contribute to our initiatives. It emphasised the importance of volunteerism in addressing societal challenges and promoting social cohesion.



Several esteemed institutes, including **Welingkar Institute of Management, IIT Bombay, Atlas Skilltech University, Ramaiah Institute of Technology, Rustomjee Cambridge International School and Hill Springs International School** have organized these workshops for their students. Through these sessions, we were able to reach out to more than 1000 individuals, out of which at least **600 individuals started their volunteering journey** with NGOs across the country.





c) During peak work months when employees struggled to move outside of office to make a difference among underprivileged communities, our team dived into deep-rooted problems that the NGOs were facing, where in-person volunteer presence was not mandatory.

Our Volunteer from Office (VFO) model took off post-pandemic in the year 2022 when employees started returning to office. In the past year, the programme continued and was adopted by several corporates to generate impact for the needy.

Some of our sought-after engagements include **DIY eco-friendly product making, self defence and hands-on banking sessions for women, building tangible boards to support cognitive development among persons with disabilities etc.**



13

volunteer from  
office sessions

811

employees  
volunteered

### 3. Empowering communities through NGO partnerships

The power of collaboration and partnerships between NGOs has emerged as a potent force for positive change. These collaborations offer a unique opportunity for NGOs to amplify their impact, reach more beneficiaries, and devise innovative solutions through collective brainstorming.

By connecting an NGO with other NGOs, ConnectFor has been able to combine our strengths and resources to execute powerful initiatives that create significant positive impact within our communities. Our strategy involves identifying synergies with partner organizations, co-designing projects, and leveraging each other's expertise to maximize the benefits for our target beneficiaries.

60

**Number of  
beneficiaries**

₹1,27,500

**amount saved  
for the NGOs**

#### CASE STUDY 1:

"Yoga for Good Health" initiative, is a collaborative effort between ConnectFor and our partner NGO, Nammyohodaan. This initiative, aimed at promoting holistic wellness among individuals with disabilities, has garnered remarkable outcomes and ignited a spirit of enthusiasm and vitality among its beneficiaries. Through exclusive onsite yoga sessions tailored for the beneficiaries from **Suryoday Trust**, individuals were able to enhance their flexibility and overall health under the guidance of professionals.

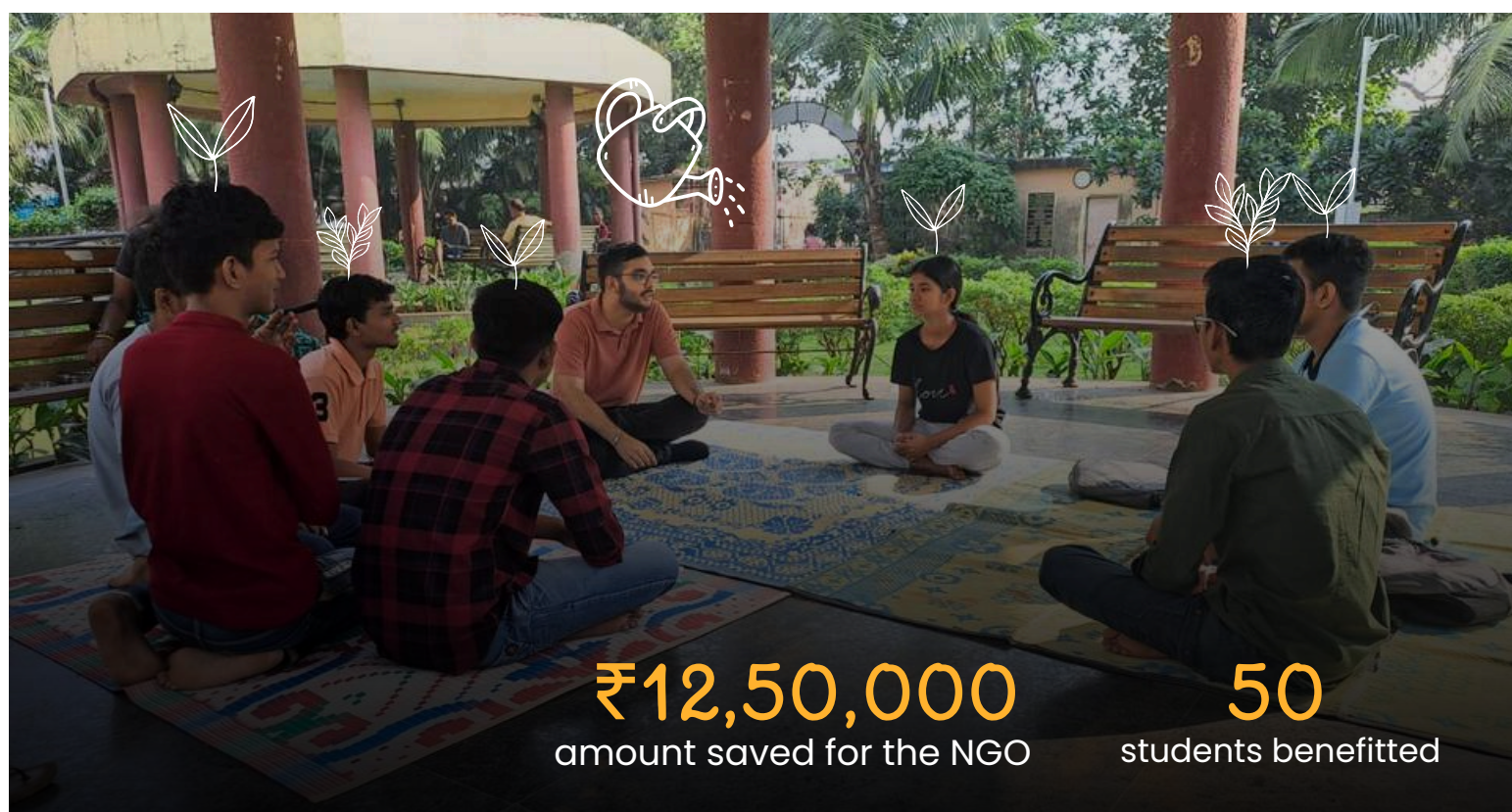




**CASE STUDY 2:**

We are thrilled to share the impactful outcomes of ConnectFor's collaboration with between **Healing Dove Foundation (HDF) and Angel Xpress Foundation**. Healing Dove Foundation successfully curated a series of sessions designed to equip over 50 youth beneficiaries from Angel Xpress Foundation with essential career skills.

Over the course of **8 comprehensive sessions**, these young individuals had the invaluable opportunity to **enhance their knowledge and proficiency** in various aspects crucial for professional growth. These sessions were facilitated by seasoned counsellors.



Moreover, HDF also initiated a mentorship program offered to young individuals. By starting a 3 month program, 2 NGOs received the benefit of this program.

**Society for Services to Voluntary Agency and Gyaandaan Foundation (Sampoorna Shiksha)** found the program so impactful that they integrated mentoring into their major projects, further amplifying its reach and impact within their communities! Not only has this served to be a powerful tool for youth empowerment through education, but also helped the NGO save on costs to implement such a program.



**₹3,10,000**

amount saved for the NGOs

**200**

students benefitted

## 4. Capacity building for NGOs

Capacity building for NGOs has always been one of the main pillars of the work that we do at ConnectFor. Over the years, we have identified multiple services and projects that focus on capacity building for NGOs and their beneficiaries. The last year our focus has been to extend these capacities in unique approaches.

### CASE STUDY:

#### One-on-One Advisory Sessions with Experts



#### Mr. Santosh Bisht, Director of Finance at Make a Difference,

one of our partner NGOs, conducted a detailed webinar for our non-profit participants earlier this year to introduce them to financial accounting processes for NGOs. Through his 20+ years of experience, the insights shared in our webinar have been beyond useful for the attendees.

Several of our NGO partners were able to interact one-on-one with Mr. Santosh and understand their accounting needs beyond the basics. We realized this as a need and started working with our resource experts to work in a more in-depth capacity to offer their knowledge to our partners with customized solutions for them. One of our NGOs, Future Recyclers Foundation received insights on avoiding unnecessary fees, how to structure their programs so they last sustainably and also scale. In addition to this, he also advised the NGO on how to raise funds and designing programs that are long term and can be secured

### CASE STUDY: VOLUNTEER MANAGEMENT SYSTEM

As a volunteering platform, we wanted to ensure that we are providing solutions to our NGOs that can prove to be a one stop shop for them. We have worked extensively to improve our technology and developed our volunteer management system where NGOs can manage volunteers for multiple roles with all possible information from volunteer profiles, to the roles they have signed up for, and the hours they are clocking in. We have been doing workshops as well as one-one meetings with NGOs to educate them on using the volunteer management system and its features and perks. Our goal is to get more and more NGOs to start using this system to manage volunteers for their projects.



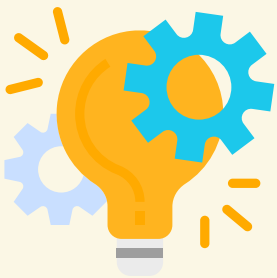


## CASE STUDY: Consulting NGOs on Projects



Our immersive consulting program has been a huge success considering we have multiple projects running concurrently. High caliber individuals work in groups to help provide actionable recommendations, a systematic blueprint to help grow our partner NGOs impact.

We have worked with several esteemed institutions such as Indian School of Business, 180 DC cells of multiple colleges, Samvay consulting and many more. Over the year, our groups have worked on over....



**14 different projects**



**helping 7 NGOs**

**scale their programs in the fields of**



**market research**



**fundraising strategy**



**marketing**



**project management**

**₹2,176,040 SAVED**

## 5. Building on-site volunteer programmes to give back to NGOs

Volunteering has the ability to bring varied groups together. Our On-site Volunteering programmes are carefully designed keeping volunteer engagement and NGO needs at the forefront.

The programme is devised based on a thorough needs assessment survey of our NGO Partners, across India. Through this survey, we are able to identify recurring gaps/challenges and long-term issues NGOs are trying to tackle. Our solutions are typically based on translating these problem statements by creating opportunities for volunteers to service the non profits.

Some of the long-term changes our NGOs are looking to achieve included - maintaining an ecological balance, raising awareness around eliminating single-use plastic, transforming government schools, inculcating personality development among beneficiaries through skill-building & interactions etc.



Interestingly, the preference for recreational beneficiary interactions focussed on spreading cheer and engaging beneficiary groups like children, youth and persons with disabilities in sessions focussing on DIY product making, origami crafts, celebrating through carnivals, sporting events etc.



Additionally, throughout the year we planned several on-site programs in collaboration with our NGO partners.



We did **178** volunteering events



in **12** cities



engaging **8773** volunteers in our onsite volunteering events

**which includes students, recent graduates, corporate employees and retired individuals**



*"This is what Mahima Pariyani, HR at Kotak Mahindra had to say about a recreational volunteering activity which included a visit to an NGO centre with interactions with children over Zumba & a purposeful stationeries distribution drive, "ConnectFor members present were highly engaging, respected timelines, made exceptions, and ensured that the purpose of the visit was achieved. Thank you for helping us participate in the volunteering activity and giving us an opportunity to contribute back to society."*



## 6. Contributing to rising volunteer interest in supporting the cause of environment



Environment conservation is a key cause for many corporate organisations in India that are looking to use CSR funds to achieve SDGs and for ESG reporting. Most of these companies have demonstrated their commitment to environmental sustainability by investing in projects such as water conservation, waste management and biodiversity protection. Some of our most impactful projects that recorded repeat volunteering were –

### a. Cleanup Drives

*"Mahindraites spent a wonderful Saturday morning cleaning the beach. Employees from across the group participated in the beach cleaning drive at Dadar. ConnectFor has been our partner since the last two years and they have been executing large scale volunteering activities without any hiccups. They take feedback very constructively and deliver better results each time. We would continue our efforts in volunteering and do our bit for the environment" says Swati Srivastava, General Manager (CSR) from Mahindra & Mahindra.*



Supporting the cause of Environment and Sustainability by striving to clean public areas to contribute towards the United Nations 2030 Agenda on Sustainable Development Goals on Climate Change (SDG 13).



*"On the occasion of World Environment Day, Tata AIG General Insurance Co. Ltd. and ConnectFor joined hands to clear out approximately 380 Kgs of dry and wet waste at the Girgaon Chowpatty. Proud to be a part of an organisation who practises Corporate social responsibility at the highest level." – Abhishek Jha, Management Trainee: Broking, Growth Engine (Mumbai) at Tata AIG General Insurance Co Ltd.*



## b. Sapling Plantation

We have the expertise to run sapling plantation drives across metro cities in India with the primary objective of contributing towards the United Nations 2030 Agenda on Sustainable Development Goals on Climate Change (SDG 13) and Life on Land (SDG 15) by promoting creation of large green spaces. Furthermore, the long-term objectives will be to –



Create Canopies to help purify the AQI and improve the ecosystem.



Sustain local biodiversity to improve natural habitats for indigenous birds and animals.



Contribute towards budding flowers, fruits, leaves etc.



Increase the water table



Reduce the noise levels



Reduce topsoil erosion decreasing the force of storms and replenish groundwater table.

*Nishi Mishra, Founder of Muskurate Raho, our NGO Partner who helped us run the plantation drive says, "This was our 99th drive. Thanks ConnectFor for connecting us with such enthusiastic volunteers from TATA AIA Life Insurance who planted 100 saplings today."*



## c. DIY Product Making Sessions

Divyani Tuli, Senior Human Resources Manager at Tata AIG General Insurance Company Limited shares,

"To achieve Tata Sustainability Group's theme of '**Smart Solutions to Plastic Pollution**', our employees at Ahmedabad & Parel branches participated in activity of DIY upcycling with NGO children in partnership with ConnectFor. The activities were so enriching and thought provoking, we hope our employees have now learnt a new way of living a sustainable life."



promote the 3Rs - Reduce, reuse and recycle concepts with experts from environment-based NGOs



reiterating the need for eliminating single-use plastic and using eco-friendly alternatives.





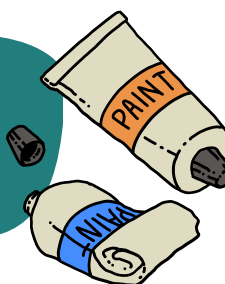


## 7. Working on NGO & Community Needs through Strategic CSR Interventions

To extend our assistance to NGOs, we are now exploring partnerships with corporate organizations to provide CSR-solutions which directly impact our non-profits. Our actionable strategies and projects outline how organizations and their business plans can cater to meet its obligations towards key public stakeholders. The process of implementing a CSR project with ConnectFor includes building goals, objectives and solutions that are meant to address community-focussed issues of NGOs through social value creation. Find below the examples of two such projects -



## PROGRAMME AIM – Promoting Education & Community Development



Our flagship programme **Artshala: Paint a School** focuses on transforming government schools across the country using child-friendly artworks on classroom and corridor walls; with the focus on improving the quality of academic learning at public schools by making the educational journeys for the students and teachers more engaging. Furthermore, improving the child's attendance and class attentiveness by directly contributing towards cultivating an engaging and vibrant space for them to learn and spend their young school years.



## Qualitative Impact on Beneficiaries



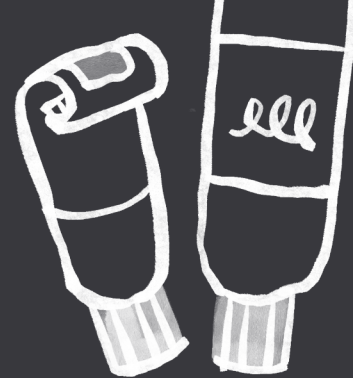
Effective transformation to directly impact student attendance and attentiveness at schools.



Interactive, educational spaces for students to learn, grow and build themselves.



Learn through pictorial, child-friendly artworks which immerse the child in retaining information for a longer span of time.



## Quantitative Impact for the FY 23-24

52

Artshala Projects

9

Cities impacted

3,161

Volunteers engaged

24

NGOs impacted

9,735

Hours volunteered

33,721

Lives impacted

50

Schools transformed

₹18,41,443

Amount saved for NGOs

"TataSustainabilityGroup and the TataEngage team hosted a 'Masti ki ArtShala' at Khetwadi Marathi Medium School in Mumbai, in collaboration with ConnectFor, as part of the TataVolunteeringWeek. This year, the scale and unmatched energy and optimism have truly brought the theme 'Together We Are Unstoppable' to life. The ArtShala event witnessed the participation of 100 enthusiastic employees from 13 Tata Group Companies. The group united with creative fervor and spirited energy to transform the bare school classrooms and corridors with vibrant murals. The event had an amazing vibe and reiterated the fact that the power of collective consciousness and actions can work wonders in any context. Looking forward to leveraging more opportunities to rise together for social good"

- Gauri Rajadhyaksha - Deputy General Manager  
Community Services, Tata Sons Ltd





PROGRAMME AIM –  
Empowering Girls / Women



To generate Awareness on Menstrual Hygiene & "Happy Period" Kit Distribution (Initiative undertaken by Whirlpool) by –

- a) Supporting Girls from low-income communities who lack the knowledge and awareness necessary to adopt safe menstruation practices in India.
- b) Debunking taboos associated and stigma attached to menstruation which leads to increased absenteeism from school or work among girls/women.
- c) Reducing increased health risks by distributing menstrual care products which are often inaccessible due to financial hardships and unawareness of families.

Quantitative Impact on the beneficiaries

₹2,05,100

Total value generated

550

"Happy Period"  
kits distributed

550

Girls & women lives Impacted  
for a Period of 3 months





## FEEDBACK FROM THE NGO

**Mini Bhargava from Etasha Society** shares her experiences about the workshop and drive, "The day started with an awareness creation session by a counsellor on menstrual cycle - myths surrounding menstruation and how to practise hygiene. Post the session, the Menstrual Hygiene Kits were distributed to each girl present and they were taught how to use the sanitary napkins. The session helped the girls in developing a sense of normality around menstruation and how to take care of themselves during that time.

We are sure they will share their learnings with their friends, mothers, sisters and other members to spread awareness and in turn help remove the stigma surrounding periods. We thank the ConnectFor team for initiating this project and we are eager to partner for all such future activities."

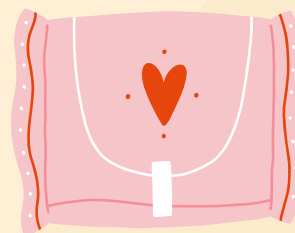
## Qualitative Impact on the beneficiaries



Educating girls on the importance of practising menstrual hygiene through a guided session by an expert.



Raising awareness on Menstrual Hygiene by destigmatizing myths and taboos associated with it among girls and in turn their family members.



Providing "period kits" with essentials required to cover the sanitary needs during the menstruation period for upto 3 months.



## 8. The power of long term volunteering

Changing work dynamics have proven to be one of the most challenging reasons for a decline in long term volunteering over the last couple of years. There has been a growing preference for short term or episodic volunteering which has proven to be a major challenge for NGOs with regards to retention of volunteers. Organizations also reported difficulties in recruiting and retaining volunteers during and after the pandemic, with nearly half of nonprofits finding it challenging to recruit enough volunteers. However, despite this dying trend, our community of volunteers have often proved to be a light in the darkness. We have had quite a few volunteers who have managed to volunteer through us for a significantly long period of time.





### CASE 1: FINDING PURPOSE THROUGH GIVING BACK

**Kalyani Basu**, aged 60, is a home-maker who lost her husband to cancer. Kalyani felt vulnerable post her husband's death when she was stricken with loneliness. However, her quest to look for something meaningful in life drove her to start volunteering as she started searching for some suitable NGOs. In January 2017, Kalyani joined this **NGO Shaktii Girls** – focusing on after-school programmes for girls. This volunteering opportunity brought in a plethora of positive new experiences, people & purpose into Kalyani's life. She has been one of the most committed volunteers at CF. She has been volunteering for the last 8 years teaching two batches of girls from under resourced communities and finds it extremely rewarding to do so. Not only has she been a long term volunteer, but also acts as an advisory member to the Shaktii Girls team with regards to all their projects.



**4536**

Hours Volunteered

**₹20,14,694**

Total amount saved for NGOs

### CASE 2: FROM ART TO DESIGN: ARPANA'S JOURNEY

**Arpana's** journey with ConnectFor started in 2018 when she attended our Tri-City Beautification event. From 2019, she took up the opportunity to volunteer virtually for the role of graphic designer for **SARWA**, and has not stopped since then. She believes in the power of volunteerism and says that we owe it all to society to be able to experience giving back. Be it working on small social media creatives to designing the logo of the website for the NGO, she says no to nothing. It has been 5 years since she started working for this NGO, and she does not intend to stop.



**375**

Hours Volunteered

**₹2,51,200**

Total amount saved for NGOs



# what our Volunteers have to say



**Saroja, 66,  
Volunteer, Pune**

Retired from the State Bank of India in 2018. Saroja holds a Master's in English, a Bachelor's in Journalism, a Certificate in Counselling and Child Psychology, and has recently completed a course in voice-over and dubbing. Saroja has been volunteering with ConnectFor since 2019 and has a history of engaging in numerous CSR activities during her banking career. An extrovert by nature, she has been an advocate for social issues since her school days, fighting for the rights of students and office goers who relied on Pune's public transport system. She continues to write articles and letters to the editor on various important topics, including traffic indiscipline, garbage management, and youth suicides. After retirement, Saroja decided to **dedicate her time** to volunteering, driven by the belief that making a positive change in even one person's life can create a ripple effect.

Her volunteering journey began with teaching English to underprivileged 10th and 2nd-grade students through an NGO in Pune. Among her various volunteer engagements, her work with **Bookwallah** organization in Pune stands out as the most rewarding. Every Sunday, she joins a group of volunteers to bring joy to 20 children, finding immense satisfaction in the happiness on their faces.

Saroja's message to others is powerful: **"VOLUNTEERING IS NOT A PASTIME, IT IS A PASSION, IT IS A FEELING OF SATISFACTION."** To those who have not yet ventured into volunteering, please do. Better late than never."



Purvi Agarwal, a psychology graduate from Hyderabad with a passion for event management, is a spirited and optimistic individual dedicated to spreading joy. Volunteering had always intrigued her, but she initially struggled to find the right avenue. However, since 2021, she has embarked on a continuous volunteer journey that she intends to maintain indefinitely.

For Purvi, volunteering serves as the ultimate stress reliever. Through ConnectFor, she had the privilege to virtually volunteer for **The Hands of Hope Foundation** (THOHF), an NGO headquartered in Mumbai focused on raising awareness about child sexual abuse in both rural and urban areas. As a social media and graphic design intern, Purvi witnessed the impactful initiatives of THOHF, particularly the theatrical productions led by the founder, Insia Dariwala, and her team.

Working closely with Chandani, her point of contact at THOHF, was an enriching experience. Purvi began her journey with THOHF in December 2022 and thoroughly enjoyed every moment collaborating with them. She expresses deep gratitude to ConnectFor for facilitating her connection with THOHF.

Purvi's involvement with various NGOs like **The Hands of Hope Foundation, Kriti Social Initiatives, Catalysts For Social Action-Mumbai, Chottu Ki Education Foundation, and Access Life** through ConnectFor has been immensely rewarding. She wholeheartedly recommends volunteering to everyone, highlighting how it has provided comfort and sparked significant personal development. For Purvi, volunteering is the perfect way to start and end each day.



**Purvi,  
Volunteer, Hyderabad**



# what our NGOs have to say



The impact of ConnectFor's platform has been far-reaching, touching the lives of many and making a tangible difference in various communities. The tireless efforts of the ConnectFor team have created a platform that fosters an atmosphere of compassion, understanding, and collaboration says Bhavyata Foundation, one of our **top 10 NGOs in this year**.

Through ConnectFor's platform, Bhavyata Foundation has witnessed an influx of talented and enthusiastic volunteers who have selflessly contributed their time, skills, and energy to further its mission. Whether assisting with community events, providing technical expertise, creating educational content, or lending a hand during times of crisis, each volunteer has played a significant role in the success of their endeavors.

ConnectFor's unwavering support and innovative approach have undoubtedly strengthened the organization's efforts, and they are excited about the possibilities that lie ahead.

The exceptional contributions of ConnectFor to the volunteer community have made it an indispensable partner in their journey.

**-Bhavyata Foundation**



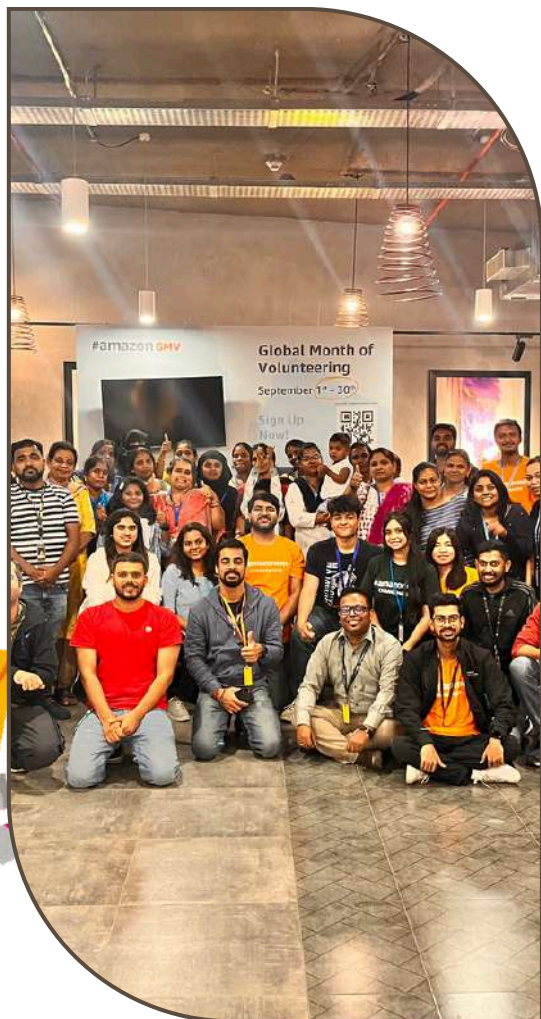
Ekohum Foundation expresses sincere appreciation to ConnectFor for their invaluable support in sourcing multiple remarkable volunteers within the last few months. As per the Volunteer Coordinator at the NGO, they are truly impressed by the enthusiasm and dedication exhibited by these volunteers.

The volunteers introduced by ConnectFor have brought an exceptional level of energy and hard work to the foundation's projects. By giving these volunteers the chance to contribute meaningfully, Ekohum Foundation has witnessed a positive transformation within the organization. The collaboration with ConnectFor has not only saved valuable time but also played a pivotal role in creating a more harmonious and productive volunteer engagement experience.

**-Ekohum Foundation**



# what our Corporate Partners have to say ★★★★★



## **Amazon India**

An Amazon volunteer expressed, "We had the opportunity to talk about the basics of banking, investments, and many other objectives. We understood that some people have the funds but they do not know how to utilize it to make a profit. Through the content we taught them, they were super happy as they did not know about the government schemes that they can rely on and earn profits. These kinds of sessions are needed to build a bridge between the gaps. I am gonna share the knowledge that I learned today with my circle. My overall experience was great."

## **Tata AIG General Insurance Company**

Divyani Tulim, Manager Human Resources at Tata AIG General Insurance Company Limited expressed, "If one person can make a difference, why not everyone give it a try? 😊 Today, at Tata AIG General Insurance Company Limited, Ahmedabad branch, employees joined forces with team ConnectFor to create Eco-Friendly Paper Bags & Envelopes. These final products will be donated to beneficiaries of the NGO – SARWA."





# what our Corporate Partners have to say ★★★★★



## **Jones Lang LaSalle India (JLL)**

"Working alongside the CSR team and partnering with ConnectFor has been an absolute pleasure. From the very start, they have shown exceptional dedication and preparedness for each activity, ensuring that both volunteers and beneficiaries have the best possible experience. Their meticulous planning and attention to detail truly set them apart, making every initiative a meaningful journey of giving back to our communities."

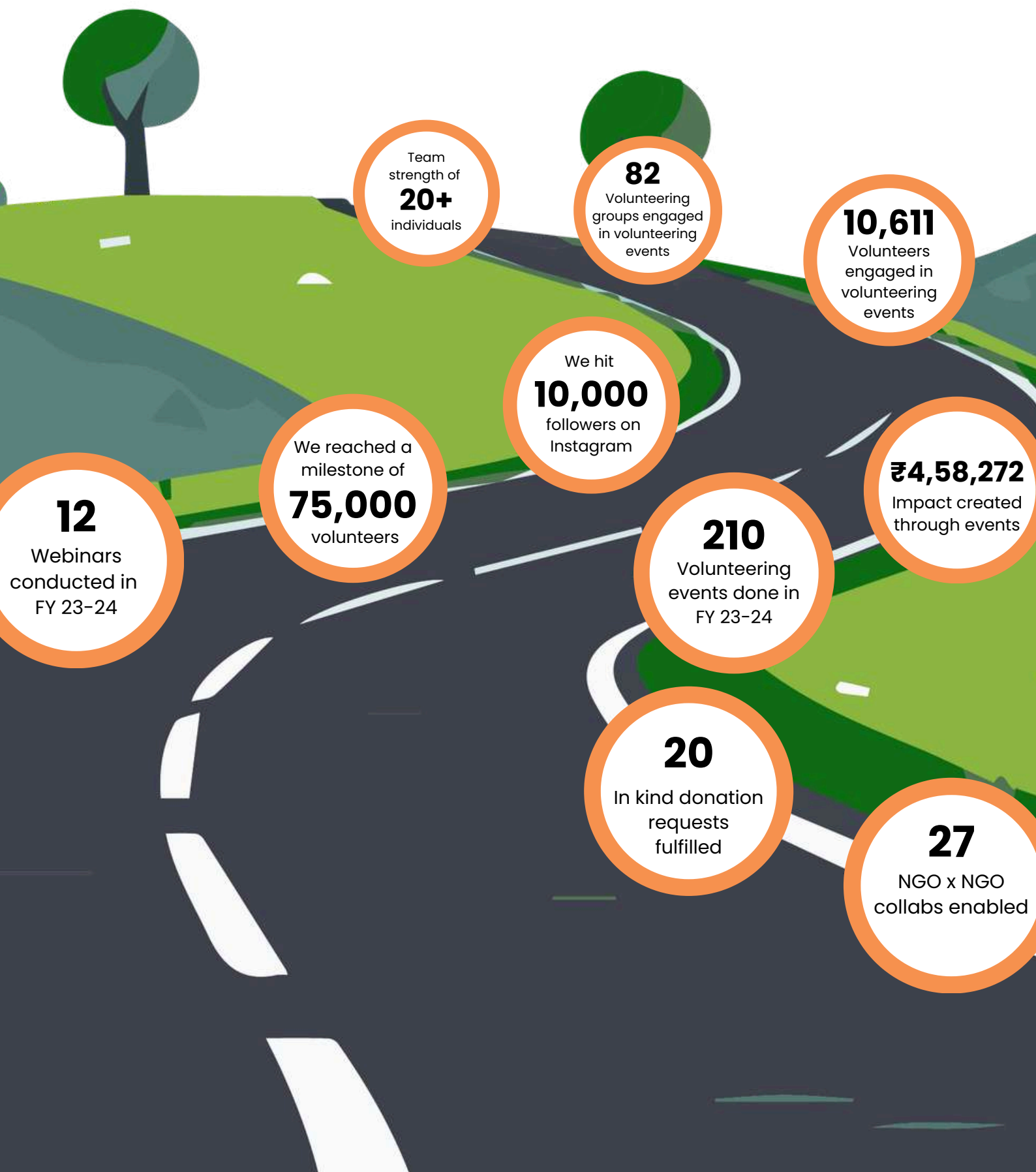
## **Wella India Private Limited**

Smita Desai from Wella India Private Limited shared her experience of participating in Artshala, "the team's performance was truly commendable, reflecting their dedication and hard work. Each member contributed their skills and expertise, working together seamlessly to achieve outstanding results. Their collaborative spirit and determination were evident throughout the project, setting a high standard for teamwork and excellence."



# Highlights

## of the year FY 23-24



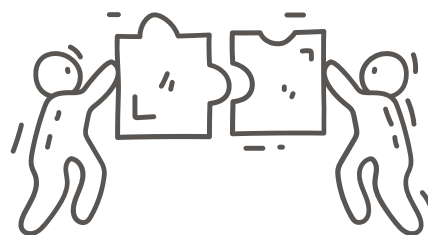


# Way Forward

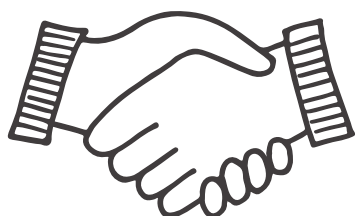
## Four Pillars:



**Technology:** Takeoff of Corporate employee volunteer management system. This will assist organizations in publishing, monitoring, and evaluating volunteering engagements. Digital resource library for NGOs and their beneficiaries.



**Team:** We aim to continue offering new services to all our stakeholders. To get new ideas and seamless implementation, we will hire new talent as part of a growing team.



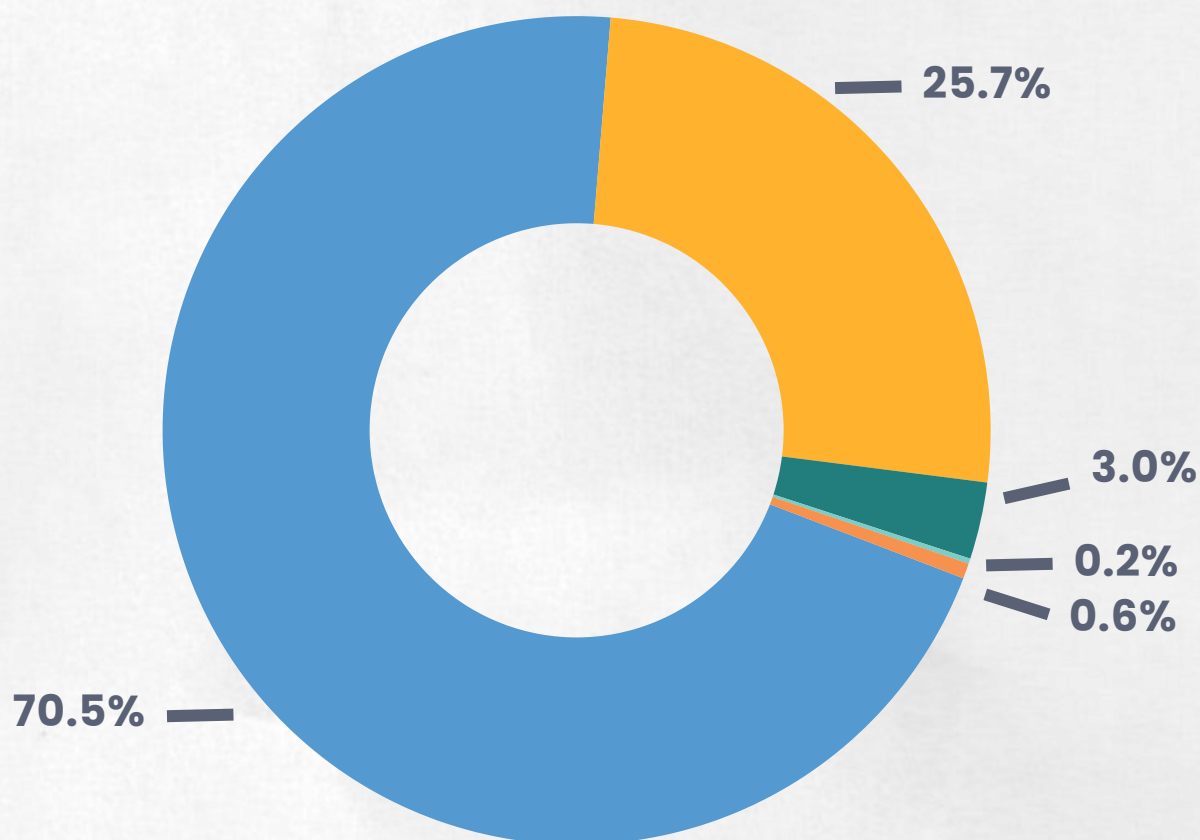
**Partnerships:** We strive to build meaningful partnerships with stakeholders within the sector to collaboratively impact NGOs by catering to their needs through our altruistic and committed pool of volunteers. We firmly believe in connecting with organizations, individuals and institutes with similar mindsets who aim to scale impact and positively contribute to the social space. We aim to build partnerships with government entities to directly work with the communities to understand their challenges and generate purpose-driven solutions for them.



**Projects:** We are proud to be one of the key pioneers who introduced Virtual & Volunteer from Office Models during the need of the hour. As an aggregator, our commitment to matching volunteers with NGOs in both group and individual capacities remain paramount and unchanged. Additionally, the future will unfold newer projects as we look beyond volunteering and build CSR solutions and Philanthropic Giving to engage corporate organizations and its stakeholders in a socially responsible way.

# FINANCIAL Performance

**ConnectFor's total expenses in the Financial Year 2023 –2024**



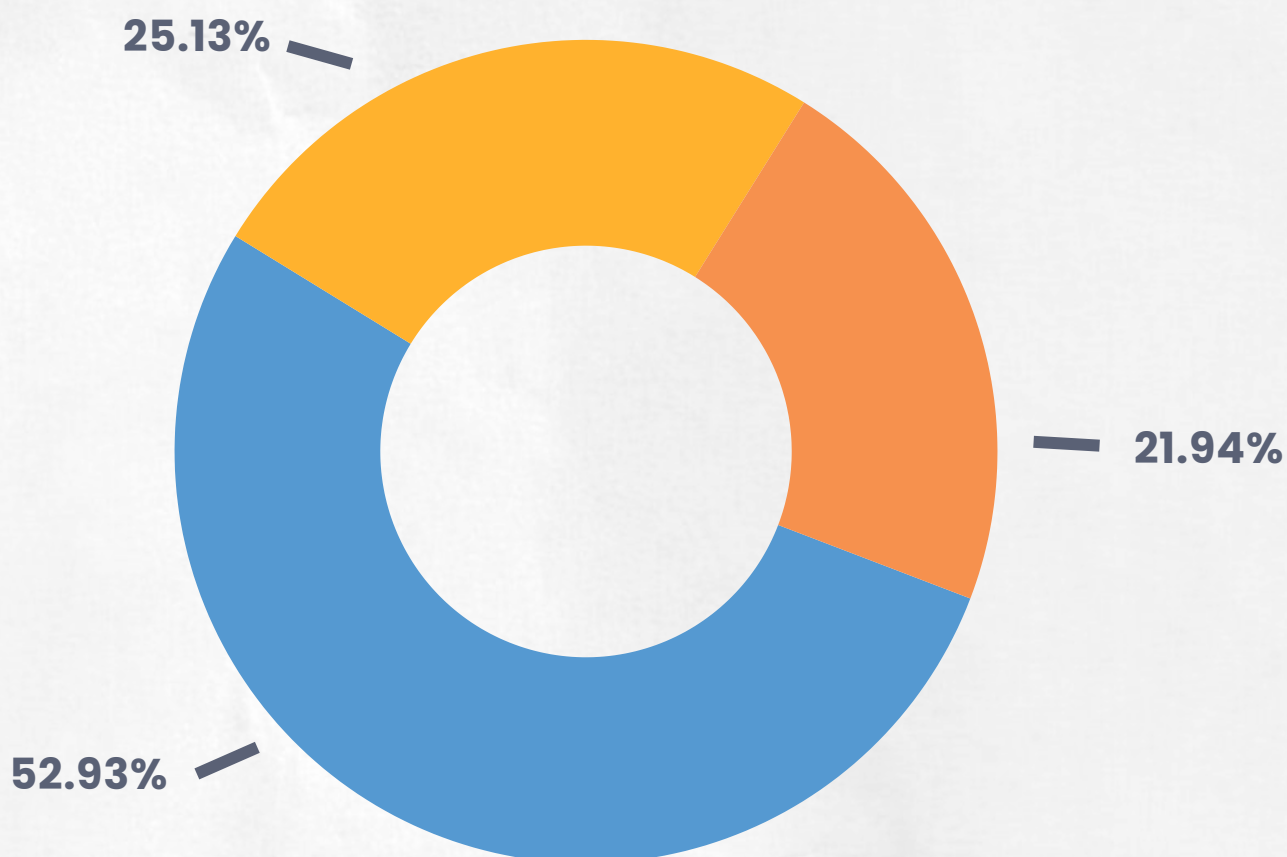
- Program Management Cost (Resource Cost)
- Volunteering Events and Initiatives
- Marketing
- Staff Welfare
- Other Expenses

**\*All values are in % of total\***

**All values are % expenses incurred by ConnectFor in FY 23-24**



## ConnectFor's total income in the Financial Year 2023 -2024



- Donation received from Corporates
- Service fees for volunteering services
- Donation from Rosy Blue Foundation

**\*All values are in % of total\***

**All values are % income recieved by ConnectFor in FY 23-24**

We would like to  
thank you all for your  
*generous support*



PHONE NUMBER

— 7977347851



EMAIL ADDRESS

— [contact@connectfor.org](mailto:contact@connectfor.org)



INSTAGRAM

— [connectfor.cf](#) &  
[connectforartshala](#)



LINKEDIN

— [ConnectFor](#)



TWITTER

— [connectforcf](#)