



give
INDIA

Annual Report

Financial year 2017-2018

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About GiveIndia

GiveIndia was conceptualised in December 1999 and formally registered as GIVE Foundation on April 28, 2000, as a non-profit company under Section 25 of the Companies Act, 1956 in Ahmedabad, Gujarat.

Mission: Our mission is to promote efficient and effective giving aimed at providing greater opportunities for the poor in India.

Vision: A strong 'giving' culture where Indians donate 2% of their income every year to give the poor a chance. A vibrant 'philanthropy exchange' to ensure that the most efficient and effective non-profits get access to the most resources.

Operating Model: The fundamental premise of our operating model is that the donor is an "investor" looking for "social returns" (essentially the satisfaction of knowing that their money made a difference to someone else's life).

Engagement: We believe that a vibrant exchange, which connects donors to a large variety of causes for relief of the poor and engages them actively, will result in money reaching the most efficient and effective non-profit organizations and groups. This will help create the maximum impact in education, medical relief, relief for the poor and preservation of environment. We engage the donors by providing feedback reports to the donors, encouraging volunteering and NGO visits.

GiveIndia is a "philanthropy exchange" dedicated to helping the public donate to credible, transparent NGOs. It does thorough due diligence of NGOs across a wide range of causes, and lists them on www.GiveIndia.org for the public to choose and donate. Every donor gets a feedback report informing them on how their donation was utilised. GiveIndia does this at a cost of fundraising of less than 10% which is one of the lowest in the world against an average of 20-40% in this sector.

The role of a 'philanthropy exchange': Peter Drucker, talking about the importance of philanthropy in a society, says that philanthropy should, above all, be able to help us look in the mirror and see 'a citizen who takes responsibility, a neighbour who cares'. GiveIndia strongly resonates with the belief that the primary purpose of philanthropy is to get citizens 'engaged in the issues of the country'. The 'exchange' structure we chose for ourselves also forces a minimal level of engagement by the donors - in at least choosing what cause, organization and project they would like to support.

Activities: Over the last 18 years, GiveIndia has evolved and introduced several new activities which include:

Online Giving (OG): www.GiveIndia.org is an online portal that allows donors to donate to any NGO working in the area of education, medical relief, relief for the poor and preservation of the environment. Organisations that meet our onboarding criteria are listed on the GiveIndia portal.

Workplace Giving (WG): The Workplace Giving programme allows employees of member companies to contribute a fixed sum (as low as INR 75) every month to charity through their salary. The automated system employed by GiveIndia allows donors to choose the specific programme they wish to support with their contributions.

The need for a “giving culture”

Underlying everything GiveIndia does is the belief that equity or "equal opportunity" is the cornerstone to civilization. Every human being must have roughly the same opportunity to succeed in life, irrespective of where or how s/he is born.

Unfortunately, this tends to be not true. The last two decades have witnessed a widening of the gap between the rich and poor in India. While the poor in India don't get a fair chance to succeed in life (lack of access to decent education, healthcare and livelihood opportunities), the well-off continue to enjoy benefits from a globalising economy- greater incomes, reducing taxes, 100% inheritance, etc.

GiveIndia believes that a caring and sensitive well-to-do section can change this without waiting for the situation to explode. To quote Prof William Sundstrom, *"although the pursuit of distributive justice is often thought to require a political or collective response, we should not allow this to let us off the hook when it comes to personal morality. Each of us could probably afford to give much more to private charitable efforts to alleviate poverty and suffering. Indeed, given the failure of our political leaders to provide anywhere near an adequate response, private action has become indispensable."*

Board of directors



Mr. N Vaghul (Chair Emeritus)

Former Chairman,
ICICI Bank



Mr. Amit Chandra
(Chairperson)

Managing Director,
Bain Capital



Mr. Atul Satija

CEO and Director,
GiveIndia



Ms. Annabel Mehta

President, Apnalaya



Mr. Govind Iyer

Managing Partner,
Egon Zehnder



Mr. Venkat Krishnan

Volunteer, Daan
Utsav

The year that was

2017-18 was the year of many changes for GiveIndia. We welcomed Atul Satija, founder and CEO of Nudge Foundation, as the CEO in August followed by new additions in the team. We increased our presence in Bangalore, with the objective to transforming Give into India's best giving marketplace, built upon best-in-class product and technology. We also revamped our brand and launched a new offering for monthly giving, to enable donors to support the causes they care about in a committed way. In second half of the year, significant investment has gone into rebuilding Give 2.0 as one of the best product and tech start-up teams in the country and we are hopeful that we will be able to serve our mission with renewed vigour.

Figures in INR Crores			
	2017-18	2016-17	2015-16
The Year That was			
Total Donations Received	28.81	28.41	34.13
For Partner NGOs	26.36	25.79	30.62
For GiveIndia	2.45	2.62	3.51
Total Disbursements to Partner NGOs	27.61	26.02	35.04
	2017-18	2016-17	2015-16
Other Performance indicators			
Income	4.34	3.42	5.06
Donation Income	2.45	2.62	3.51
Investments Income	1.89	0.80	1.55
Expenditure	4.39	3.70	6.04

Online Giving

This year was a pivotal year for the online giving business.

We launched a new subscription giving offering for our donors in Dec-17, to make it easy for our donors to regularly support the causes they care about over a long period of time. With the advancements in online payments ecosystem in India over last few years, we felt it was an offering which would be valued by our donors as well be beneficial for non-profits by providing them predictability of funds.

We also revamped our logo and website look-&-feel to move towards a simpler and cleaner interface. We value our donors' time and we want them to have an easy and simple experience of donating.

We ran a "Make Giving Your Good Habit" campaign, during the New Year explaining the donors about our new monthly donation option. Email marketing campaigns were run through media partners and we also explored affiliate channels to reach out to more donors. Facebook and Google ad campaigns were activated for brand awareness as well as conversions on the new platform. This year we launched a Mission10M Meals campaign - the first consolidated NGO campaign centered around midday meals scheme, where we created a custom landing page and tested new product templates for driving subscriptions.

In the first three months of initial testing of the subscription offering, 185 subscriptions of ~INR 3 lakh monthly amount was taken up. If we consider than on an average a subscriber will continue to donate for 36months, that would mean INR 1 crore of commitment. In total from online giving, we saw INR 8.24crores donation from 6,013 donors.

Workplace Giving

It was a decent year for the Workplace giving program as we saw a 14% jump in the funds collected from previous financial year. We collected a total of 20.6 Crs from over 65,000 monthly donors. 17K new donors enrolled the program this year, however we also saw close to 16K donors exit the program.

We had 120+ active corporate partners with top 10 contributing to 65% of the donations. Pan India inductions were launched for corporates like EXL, Hexaware, Genpact and Cyient. During Daan utsav, a digital campaign was launched under India Smile Challenge; reaching out to 50+ corporate partners. Funds worth INR 28Lacs were raised from employees and matching grants worth INR 10Lacs were raised from Corporates. ICICI Bank through the Wishtree Campaign supported in raising INR 1.07 Crs. American Express through the Give2gether campaign provided matching funds of INR 1.6 Crs. We have experimented with few initiatives like auto

increment emails, CXO sign up drives and Drop Off win back campaigns. We look forward to focus on comprehensively implementing them across all our corporate partners in the coming year.

Alliances

This year we did not seek new partnerships as the focus was on internal team re-building. The TCS Gems partnership renewed this year and we saw an all-time high of INR 13.57 Lacs raised (65% jump from previous FY) from 4.7K TCS employees. Overall fund collections dropped by 15% from previous year (42.9 Lacs from 12,584 Donors). HDFC Rewards contributions saw a major drop of 79% from the previous year, whereas Freecharge saw 42% jump and helped us raised INR 6.7 Lacs. Loyalty Rewards was another partner that gave us good traction through their partnerships with various financial institutions. We raised INR 5.03 Lacs from 1K Donors.

Credibility Assurance

Last year, we had restructured the team to focus on both due diligence and content creation from partners. This year promised to be exciting as we would be able to see the fruits of our efforts being put to use.

This year was also a year of transitions for us as we took the decision to launch our subscription platform. Starting September, the entire team was involved in the selection of partners and programmes which would be part of the launch of the subscription platform. This involved, identifying programmes, convincing them to come onboard as well as creating meaningful and relevant content for the platform. We went live in end December with 150+ programs across 100 partners. The programs listed on the subscription platform were the same verified programs on the one-time platform and care was taken to ensure that the total ask continued to remain as per the partners' need and not in excess.

The programs listed on the subscription platform were of three types - (a) a donor could support an individual beneficiary on an ongoing basis. For eg., sponsor a child in a school (b) a donor could support a separate individual beneficiary every month. For eg., sponsor a cataract surgery and finally (c) a donor could support a project for a larger outreach and impact.

The programs were designed keeping in mind both the differing donor needs on engagement as well as the implementation design from the partner's perspective.

In addition to this, we reviewed our norms for NGOs to be listed and took a conscious call to specifically focus on the accountability of the monies being channeled while reducing the focus on public disclosures. We conducted a webinar for all stakeholders to introduce the launch of the platform as well as to introduce the revised norms.

We also continued our regular operations of on ground due-diligence as always where we independently met beneficiaries to establish that benefits are being provided as promised. We successfully completed 114 out of the 151 planned visits. The deficit was primarily owing to the transition work planned towards the launch of the new platform. We are looking forward to make up for this in the coming year.

On reporting, in addition to the reporting for one time donors as well the payroll giving donors, we designed for the reporting structure for each type of program on the subscription platform. Once this was done, we built the systems and processes to facilitate the reporting.

As a marketplace, we want to now look at setting up levers which ensure NGOs take ownership of their presence on the platform as well as the reporting they do to each donor. We would be focused on implementing in the coming year.

Financial Statements

Give Foundation
Balance Sheet as at 31st March, 2018

Particulars	Note No.	As at 31st March, 2018	As at 31st March, 2017
		Rs	Rs
A EQUITY AND LIABILITIES			
1 Shareholders' funds			
(a) Share capital	3	25,200	25,200
(b) Corpus fund	4	6,76,12,000	6,76,12,000
(c) Reserves and surplus	5	(1,50,98,556)	(1,45,93,269)
Total		5,25,38,644	5,30,43,931
2 Non-current liabilities			
Long-term provisions	6	13,37,036	17,02,685
3 Current liabilities			
(a) Trade Payables	7		
i) total outstanding dues of Micro Enterprises and Small Enterprises; and			
ii) total outstanding dues of creditors other than Micro Enterprises and Small Enterprises		1,84,327	1,12,074
		1,84,327	1,12,074
(b) Other current liabilities	8	2,78,19,738	3,75,62,821
(c) Short Term Provisions	9	1,42,546	1,36,854
		2,81,46,611	3,78,11,749
TOTAL		8,20,22,291	9,25,58,365
B ASSETS			
1 Non-current assets			
(a) Property, Plant and Equipment	10		
(i) Tangible assets		7,20,873	9,15,353
(ii) Intangible assets		-	5,060
Sub Total		7,20,873	9,20,413
(b) Long-term loans and advances	11	1,42,93,547	1,56,93,547
Total		1,50,14,420	1,66,13,960
2 Current assets			
(a) Current investments	12	2,50,00,000	7,01,01,793
(b) Cash and cash equivalents	13	4,06,45,419	56,60,416
(c) Short-term loans and advances	14	13,62,452	1,82,196
		6,70,07,871	7,59,44,405
TOTAL		8,20,22,291	9,25,58,365

See accompanying notes 1 to 25 forming part of the financial statements

In terms of our report attached.

For Deloitte Haskins & Sells LLP
Chartered Accountants

R. Laxminarayana
Partner



Place: Mumbai
Date :

For GIVE Foundation

Amit Chandra
Chairman

Azul Satija
Director

Place: Mumbai - 9 AUG 2018
Date :

- 9 AUG 2018

Give Foundation
Statement of Income and Expenditure for year ended 31st March 2018

Particulars	Note No.	Previous Year	
		For the year ended 31st March, 2018	For the year ended 31st March, 2017
		Rs.	Rs.
Income			
1 Donations received for covering Administrative costs	15	2,45,56,204	2,62,30,153
2 Other income	16	1,88,76,859	80,94,121
3 Total (1+2)		4,34,33,063	3,43,24,274
4 Expenditure			
(a) Employee benefits expense	17	3,05,54,761	2,47,93,032
(b) Depreciation and amortisation expense	10	2,92,679	15,14,626
(c) Other expenses	18	1,30,90,910	87,77,272
(d) Grants made		-	18,88,134
5 Total expenditure		4,39,38,350	3,69,73,064
6 Excess of Expenditure over Income (3-5)		(5,05,287)	(26,48,790)
Basic and diluted Earnings per share (Face value of Rs.10 each) (refer note 22)		(201)	(1,051)
See accompanying notes 1 to 25 forming part of the financial statements			

Give Foundation		
Statement of Fund Flow for the year ended 31st March, 2018		
	Previous Year	
	For the year ended 31st March, 2018	For the year ended 31st March, 2017
	(Rupees)	(Rupees)
Sources of Funds		
Donations retained	2,45,56,204	2,62,30,153
Received from sale of fixed assets	17,425	-
Contribution to Earmarked Funds & Charity Account	26,35,58,488	25,78,93,947
Redemption of Units in Mutual Funds	14,03,31,293	13,82,05,188
Fixed Deposit Matured	-	20,00,000
Income on Investments	1,88,70,808	79,67,703
Other Income	6,051	1,26,418
	44,73,40,269	43,24,23,409
Application of Funds		
Addition to Fixed Assets	4,11,620	12,28,397
Purchase of Units in Mutual Funds	9,52,29,500	13,35,00,000
Investments in Fixed Deposits	-	20,00,000
Disbursements from Earmarked Funds	27,61,28,950	26,01,95,825
Employee benefit expense	3,05,54,761	2,47,93,032
Other expenses	1,27,89,854	86,27,118
Grants made	-	18,88,134
Increase in net assets	3,22,25,584	1,90,903
	44,73,40,269	43,24,23,409
Previous year's figures are regrouped wherever necessary.		

People behind GiveIndia

This year saw some many changes in the team and the strategic direction of our Foundation. Our board invited Atul Satija, Founder and CEO of The/Nudge Foundation, to join as CEO in August. Atul was previously the Chief Revenue Officer of InMobi. Prior to InMobi, he has worked in key positions at Google, Adobe, Samsung and Infosys.

With Atul coming on-board, our Foundation took a path to reinvent itself as a product and tech centric organization in line with fast changing technology context and to re-build a start-up culture. We also saw many young people from strong corporate and academic back-grounds join us with an intent to work for the betterment of the society.

Another important change which we saw was moving of the Head-office from Mumbai to Bengaluru. In line with our plan to re-build GiveIndia as a cutting-edge technology company, we felt that greater presence in Bangalore will be congenial for engineering talent hiring and development.

As of 31st March 2018 our team strength was 46 employees. With a rich diversity now of new and senior people and multiple locations, we are looking forward to stepping-up our service to our donors, non-profit partners and ultimately, the poor of our country.

