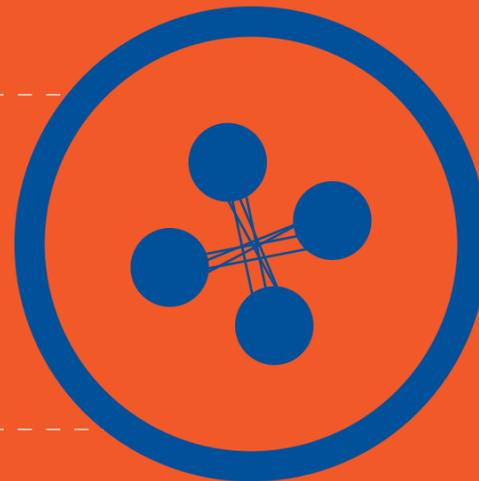


# ANNUAL REPORT 2010-12

We build too many walls and not enough bridges  
ISAAC NEWTON



This is where we come in.



To look back at the year and pen down our achievements is inspiring in many ways. It reflects the outcomes we were able to achieve through a planned approach and the journey of opportunities that we embarked on because of our passion. United Way of Hyderabad's annual report (2010-12) truly captures the moments of its birth in Hyderabad, its purpose and the potential of living united.

United Way of Hyderabad (UWH) unites non-profits in local communities so that social problems, not just symptoms of it get solved. Through mentions of the most significant achievements, this report echoes the hard work of thousands of people and united efforts that have turned ordinary moments into moments that matter.

By addressing the most pressing needs of any community – education, health and livelihood, UWH is well on to its way to make our city a place where help is available when needed. Read on to review the years with UWH and step into the world of the real heroes and their everyday work in the world around us.

**Hari Kumar**  
*Chairman*

United Way of Hyderabad Founders Board and Principal, Deloitte LLP



# UNITED WAY HYDERABAD: WHO AND WHAT WE ARE.

United Way of Hyderabad is a volunteer led not-for-profit organization. The idea emerged in 2008, when a few corporate leaders wanted to recreate the good work done by United Way in other countries. It was formalized in 2010, to serve the needy in Andhra Pradesh, and is connected with the global phototropic organization **United Way World Wide**.

United Way Worldwide (UWW) is a premium volunteer led, non-profit organization with a vision of creating a world where all individuals and families achieve their human potential through education, income stability and healthy lives. Established in the US, United Way is one of the largest not-for-profit organizations in the world, collecting and distributing close to USD 6 billion from over 17 million donors. It has members in 47 countries and territories with over 4,000 community-based independent member organizations.

UW's global network provides foundation for increased community impact in all communities comprising interdependent capabilities, distributed at the:

## GLOBAL REGIONAL NATIONAL LOCAL LEVELS & CENTERS OF EXCELLENCE (CoE)

Our USP is that the funds are raised and utilized locally thereby minimizing the administrative expenses. We create opportunity for the donor to be associated with the initiative supported by them.

**United Way of India**, network licensee of UWW, is registered in New Delhi as a nodal agency. First chapter established in 1986 (26 years), United Way has an active presence in Baroda, Mumbai, Delhi, Bengaluru, Hubli-Dharwar, Chennai, Kolkata and Hyderabad.

**United Way of Hyderabad** was established in 2010, with a vision to improve the lives of poor people living in Andhra Pradesh. It is registered as a society under Andhra Pradesh Society's Registration Act 2001, and has acquired legal certification from the government to provide tax exemption to its donors under 80 G of Income Tax Act.

UWH aspires to bring about sustainable change in the local communities through building synergies in working through partnership with NGOs, corporate bodies, Government and volunteers. It strives to improve the quality of living of the people through initiatives which are quantifiable, sustainable and which can be enveloped into a larger canvas through mobilization of local communities.

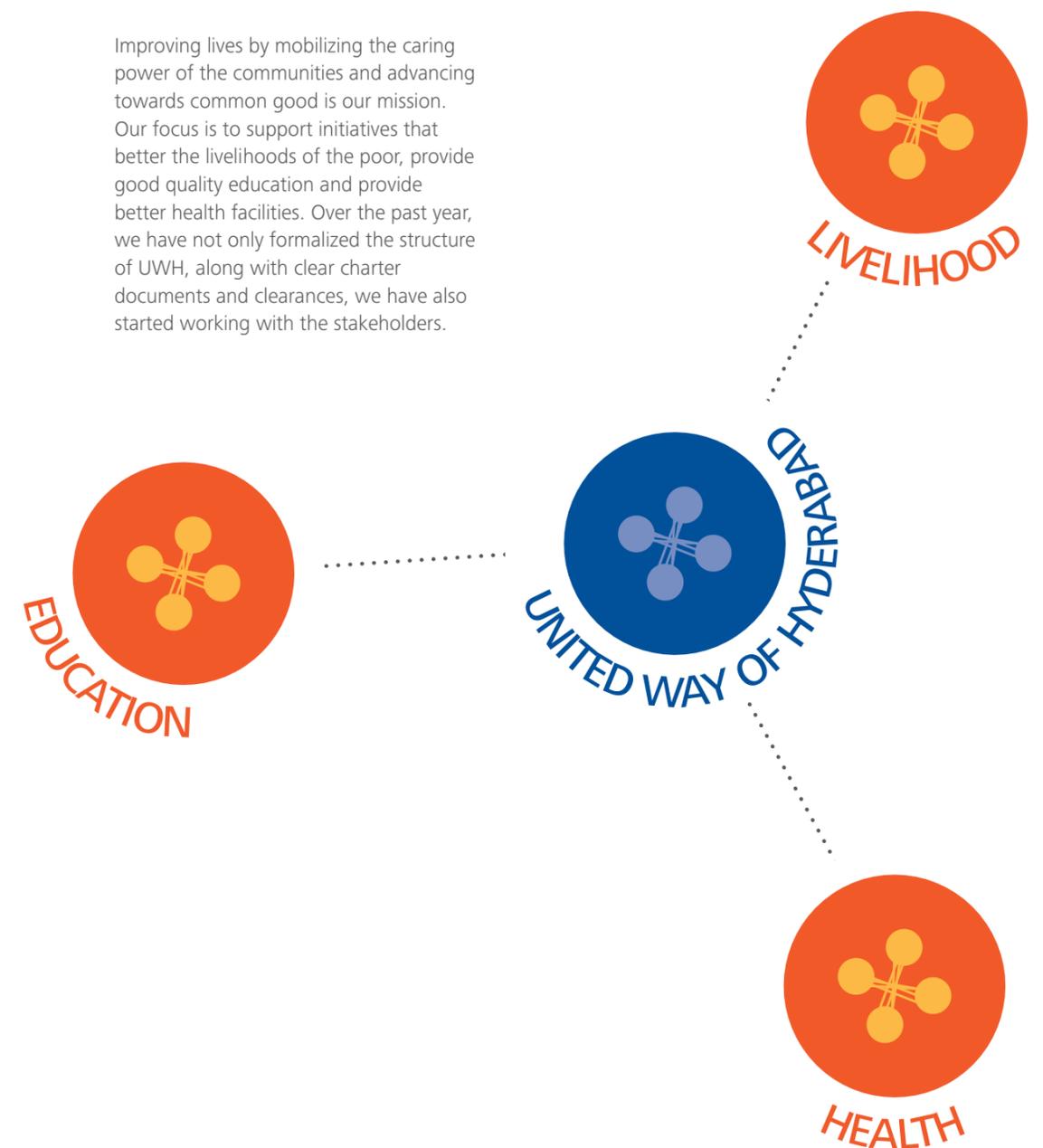
It is a volunteer led organization, where its leaders are the board members who give leadership to all the initiatives taken up by UWH. UWH Board comprises of highly experienced individuals who are well respected across AP and India, with members from: *Multinational companies, Reputed local organizations, Government officials and Entrepreneurs.*

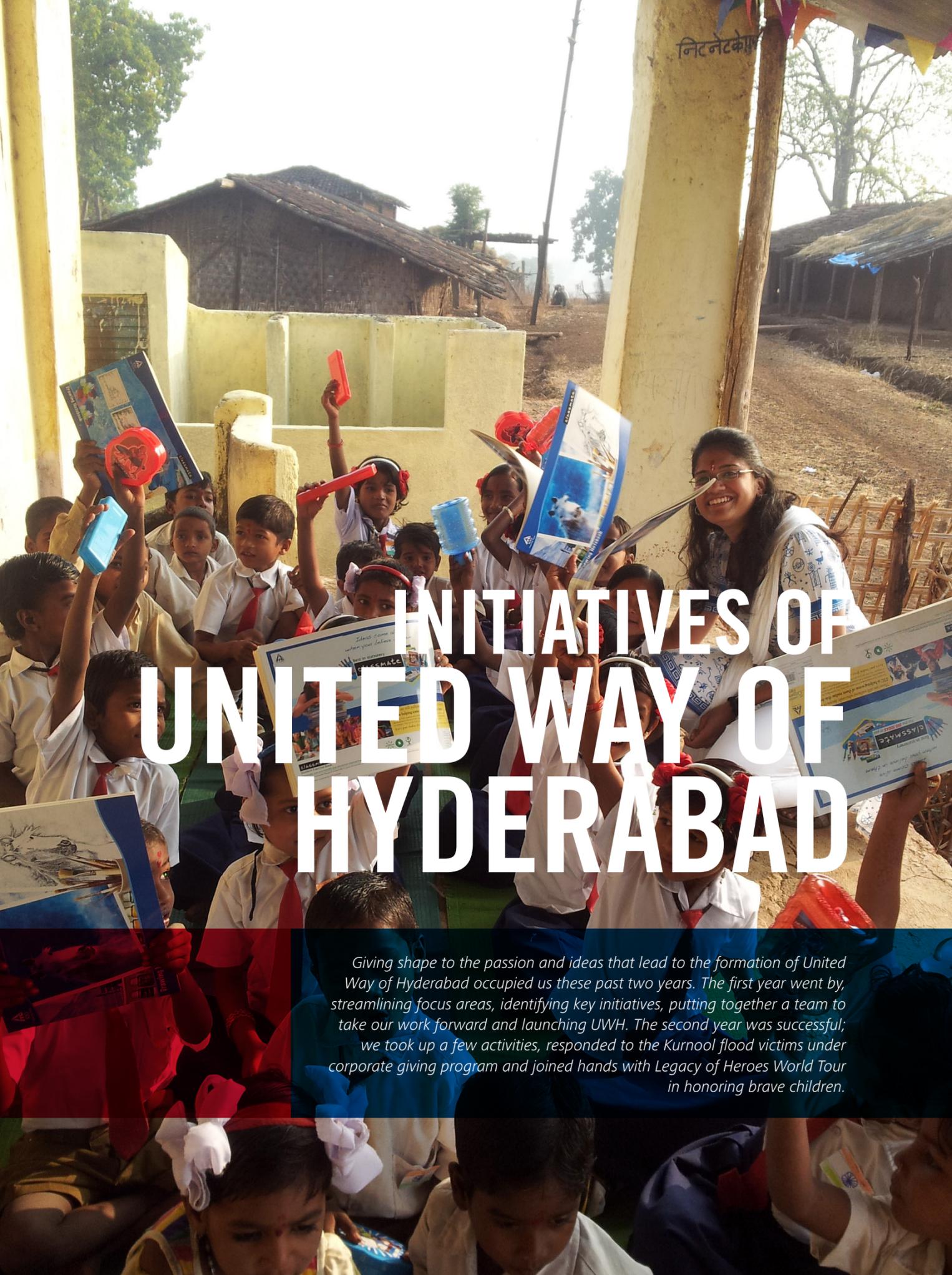
It is also served by **advisors** who are prominent members representing both India and international governments.

# VISION & MISSION

*Our vision and mission guide us in the project we support:*

Improving lives by mobilizing the caring power of the communities and advancing towards common good is our mission. Our focus is to support initiatives that better the livelihoods of the poor, provide good quality education and provide better health facilities. Over the past year, we have not only formalized the structure of UWH, along with clear charter documents and clearances, we have also started working with the stakeholders.





# INITIATIVES OF UNITED WAY OF HYDERABAD

*Giving shape to the passion and ideas that lead to the formation of United Way of Hyderabad occupied us these past two years. The first year went by, streamlining focus areas, identifying key initiatives, putting together a team to take our work forward and launching UWH. The second year was successful; we took up a few activities, responded to the Kurnool flood victims under corporate giving program and joined hands with Legacy of Heroes World Tour in honoring brave children.*

## UWH launch: Announcing that we have arrived

A launch was organized on July 23rd 2010 to communicate the vision, mission and goal of United Way. The initiative was inaugurated by *Dr. Anji Reddy Garu*, leading Industrialist and Chairman of Dr. Reddy's Foundation, the corporate social Responsibility arm of Dr. Reddy's Labs. Leading NGOs in Hyderabad and representatives of various CSR initiatives were invited to this launch. It gave us an opportunity to introduce the work of United Way Worldwide and our focus in Hyderabad.



### PUTTING SYSTEMS IN PLACE:

In the first year, our focus was to put systems in place and plan for the activities to be implemented by UWH. UWH was officially registered under societies registration act on 10th of October 2010. The registration process led to charting out guiding principles that would guide the initiatives and management style of UWH. UWH has also obtained 80 G certificates which allow it to provide 80G exemption certificates to individuals who make contributions to UWH.

### UWH GOVERNING STRUCTURE:

As it is a volunteer lead initiative, its board members provide leadership. They

lead the chapter, right from envisioning its vision and mission, to leading the initiatives taken up by UWH. Volunteers are the backbone of UWH; volunteers from UWH partner organizations are involved in implementation and planning various initiatives of UWH.



VOLUNTEERS



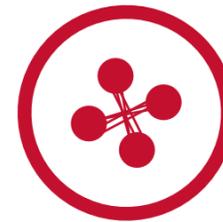
UWH STAFF



GOVERNING BOARD

# INCOME

*Our programs are channelized towards mobilizing the caring power of employees and empowering NGOs with financial and technical support in implementing projects.*



## 'WEAVING LIVES BACK TOGETHER':

Restoring not only livelihood but also the tradition of fine fabric handloom weaving.

Tungabhadra river ran amok on 1st October 2009, letting loose a huge deluge of water that engulfed Kurnool city and 100 other villages, some of which were virtually wiped off the map as they were submerged under a sheet of water. The floods devastated many weavers' families; workplaces, looms and instruments were destroyed. Many corporates associated with UWH wanted to intervene and provide support.

As a large stream of support was flowing in to respond during the crisis period, it was decided to support restoration of livelihoods. Towards this, four multi-purpose weavers' sheds, along with tools and looms, were built in Naguladinne Village, Nandavaram Mandal, Kurnool Dt, Andhra Pradesh.

It was a four-way collaborative effort – UWH - GoAP; CII AP - Rajanna Trust- CSR arm of Amaron Batteries. Through public-private partnership, the government of Andhra Pradesh provided one acre of land and the sheds were built and looms and tools were provided through UWH.

The intervention would play principle role in restoring livelihoods on 'direct delivery model'- 100 weaver families will restore their livelihood of handloom weaving.

## EMPLOYEE PAYROLL GIVING CAMPAIGNS:

This program was initiated for employees who would like to voluntarily pledge a part of their salary for a cause of their choice. The companies enter into a partnership with UWH to provide this facility to its employees.

UWH helps the companies in running the campaign, identifying the cause and channelizing the funds from the donors to the recipients.

This year went by in approaching companies to partner with us on payroll giving, few are still in the pipeline; we might have at least five companies on this program in the next financial year.

## CORPORATE GIVING PROGRAM:

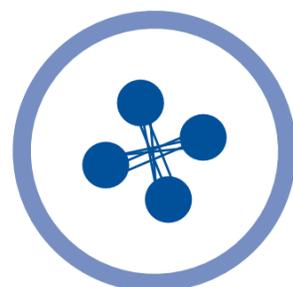
Corporate giving is a program offered by UWH, where corporations donate a portion of their profits or resources to non-profit organizations in support of a cause.

This year we had Deloitte contributing funds for a project identified by them under this program. Deloitte is the first corporate partner of UWH, and the support, cooperation and trust they have bestowed on us is empowering.

## VOLUNTEER MOBILIZATION CAMPAIGN:

Mobilizing volunteers towards community development is yet another important initiative. UWH provides opportunity for volunteers to meaningfully utilize their volunteer time for better impact.

Partnering with NGOs: UWH partners with NGOs for meeting its objectives. Through a due diligence process, UWH forges partnership with the NGOs. Once the partnership is established, UWH helps NGOs in raising funds and volunteer support for the projects implemented by it.



# HEALTH

# EDUCATION

**November, 2010.** Then 8-year-old *Yadam Amary Uday Kiran* was witnessing the effects of flash flooding in his community when he saw a 26-year-old mother fall into a canal. The mother, who was carrying a three-year-old child, was washed away by the overpowering currents. Without hesitation, the boy dove into the canal and rescued the three-year-old from drowning, suffering minor injuries in the process.

**July, 2010.** Then 14-year-old *Suthrapu Shiva Prasad* was with friends when he saw a 45-year-old woman attempting to cross a waterway and become overtaken by heavy currents, immediately unable to swim. As she shouted for help, Prasad navigated through rocks and debris and while injuring his legs, brought her to safety.



## THROUGH STILL AND STORM: UNLIKELY HEROES IN HYDERABAD:

### Sikorsky Helicopter Event & Honoring Bravery Awardees

The Legacy of Heroes World Tour in partnership with United Way of Hyderabad recognized brave children. The event was organized on April 2nd 2011, it gave children an opportunity to experience a tool that other real-life heroes rely upon – the Sikorsky helicopter. The crew considered this as a small token of appreciation and hoped that their visit and flight would be memorable. The objective of the event was also to inspire others with their stories and spread the message of the good that exists in the world.

# FUTURE

*As we are established now, with dedicated staff and office space, our plans for next year are;*

- Take employee engagement campaigning to many companies and increase the volunteer base of United way of Hyderabad.
- Establish partnership with at least five more corporates.
- Establish partnership with NGOs in Hyderabad.
- Support projects on education, livelihood and health.
- Initiate fund raising events to assist projects that we identify.



