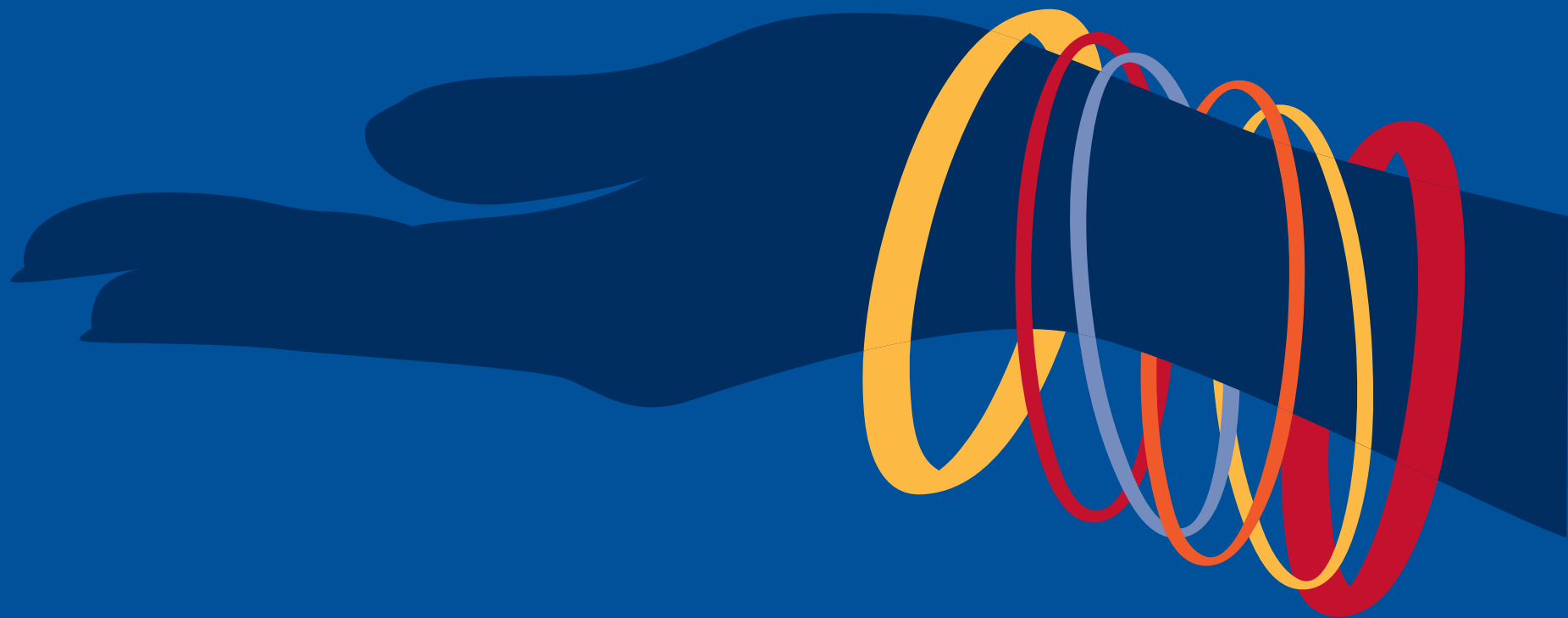


**ANNUAL REPORT 2012-13**





Dear Friends,

I am happy to share with you our second annual report. United Way of Hyderabad has made a big leap this year. We are steadily progressing towards being recognized as the value NGO partner by companies and a friend to NGOs. I am pleased to inform that today five corporates have signed with UWH as their NGO partner compared to only one last year. Today we partner with over 16 NGOs to implement projects on education, health and livelihood.

This year we have had many firsts to our list:

- We sponsored Seva Mela, a unique platform for NGOs to connect directly with donors, and a unique experience for donors to understand various activities going on towards community development.
- We were the charity partners for Hyderabad 10K Run, where NGOs were able to raise charity funds by convincing corporate to run for a cause.
- We have touched the lives of over 6000 children through education support
- Restored livelihoods of over 50 women and provided health care to nearly 2000 children.

Adding to the crown is our signature program on education which will give us an opportunity to expand our scope of work.

I would like to take this opportunity to thank all our Board Members, advisors and friends of UWH who have guided and supported us in our endeavour. Special mention is due to our untiring volunteers who are our backbone.

We look forward to partnering with many more like minded organizations and individuals on our journey of increasing the caring power in the community for a better tomorrow.

**Shakti Sagar**  
Chairperson  
United Way of Hyderabad



## UNITED WAY OF HYDERABAD: THE YEAR'S OVERVIEW

*United Way of Hyderabad* has made a big leap this year. We were able to generate a charity fund of around INR 1.9 crore, through payroll campaigns, corporate giving and fund raising events. The number of corporate partners has increased to five, while there was just one last year.

We are supporting 16 initiatives in education, livelihood and health care. We have organized one fund raising event and another big event for interface between corporate volunteers, the public and the NGOs. Adding the crown is our signature program on education.

Education, health and livelihood remain our focus areas, but we have expanded the scope of work under them. UWH has streamlined its programs; this year, all the initiatives were brought under three major categories —

Employee payroll giving and corporate giving campaign

Capacity building of NGOs by organizing fund raising events and organizing interface between donors and non-profits

Signature program on education to provide end-to-end support to identified schools



# GIVING BACK

*Spreading the culture of generosity by connecting employees to their communities*



## Community Based Rehabilitation

### HELPLIFE-PUNE

Education Support, Rehabilitation of Differently Abled, Livelihood Support

22 differently abled girls and women in the age group of 18 to 45 years have been provided education and vocational support to make them self-sufficient. These girls are severely disabled and live in far off rural villages with no access to any kind of support.

As a result of educational support, 14 girls have taken up courses in hotel management, MS-CIT, computer software, MPSC-UPSC, B.Com, B.A and English speaking.

The other women have been helped in enhancing their livelihoods by providing them with financial assistance to set up a stationary shop, a vada-pav stall and a sari selling business. They have also been provided with Pico- fall machines and sewing machines, enabling them to start their own businesses. One woman has taken up commercial photography, while another woman was helped in setting up a beauty parlor. Computers were purchased to make data entry and recording more efficient.

These girls have also been provided with mobility aid like calipers and crutches.



## Care and Support for HIV Positive Children

### DESIRE SOCIETY

*CHILD SPONSORSHIP – FOOD, SHELTER, EDUCATION AND HEALTH CARE*

We have been able to rebuild the lives of 64 HIV infected children by providing a homely atmosphere and nurturing them with good food, medical care, education and rehabilitation. These children are either orphans or have poverty-stricken families that can't support them.





## Support to Visually Challenged Children

### I AND EYE SHARING VISION

#### EDUCATION, FOOD AND HEALTHCARE

120 children studying in various schools and hostels have been supported this year. Below are the details of the initiatives given to the children —

**Akshara:** Computer lab, four computers with JAWS installed

**Aarogya:** Periodical health checkup  
Periodical checkups by ophthalmologists, dentists and general physicians

**Providing nutritious food and essentials:**

Providing monthly groceries and other essentials required to maintain one's self (like toothpaste, soaps, shampoos etc.)

## 100 Days School in Melghat

### MAITRI

#### EDUCATION FOR TRIBAL CHILDREN

Melghat is a remote tribal area in the north-eastern part of Maharashtra state, in Amarawati district. "MAITRI" is an NGO striving to provide quality education. Under the 100 days school program, 56 volunteers from Maitri have helped 60 children studying in three zila parishad schools, by providing an extra hand to the single-teacher schools, motivating parents to send their children to school and forming an educational committee to ensure the quality education of the children in the village.

Children here have now acquired basic mathematics and English language skills. 'Learning by doing' method has helped the children enjoy science classes. Extracurricular activities like storytelling, learning songs and crafts, have been included in the curriculum to attract children to the school.

## Supporting children affected with HIV

### NIREEKSHANA ACET

**EDUCATION SUPPORT FOR 100 HIV INFECTED AND AFFECTED SCHOOL CHILDREN:** 100 children were provided with school fees, stationery and other school needs. Attendance of these children has improved and no drop-outs have been reported.

Children here have now acquired basic mathematics and English language skills. 'Learning by doing' method has helped the children enjoy science classes. Extracurricular activities like storytelling, learning songs and crafts, have been included in the curriculum to attract children to the school.

**EDUCATION SUPPORT FOR 25 INFECTED AND AFFECTED COLLEGE STUDENTS:** 25 HIV affected students pursuing B.Sc Computers, Nursing, B.Com and engineering courses have been provided support to take admission into junior and graduate colleges.

#### NUTRITION SUPPORT FOR HIV AFFECTED

**FAMILIES:** 40 to 50 HIV positive families have been provided with packs containing 7kg rice, 1kg dal and 1kg oil. We often find that HIV positive people have to take a lot of medication on an empty stomach, because their sickness affects their ability to work and provide food for the family.

**RESEARCH AND DEVELOPMENT:** The laboratory of Nireekshana carries basic HIV related tests including HIV spot tests, hemoglobin, blood sugar, serum creatinine and ESR tests. These tests help the laboratory monitor the progress of the health of HIV affected people. The lab also carries out higher-level tests for research and development, with the ultimate goal of achieving a cure for HIV.

## Providing life skills and education to mentally challenged children

### SRI VIDHYA CENTRE FOR SPECIAL EDUCATION

#### CHILD SPONSORSHIP – EDUCATION, FOOD, SHELTER AND HEALTH CARE

138 children from poor families are learning life skills and getting a basic education from the support offered by employees of ADP. These children come from poor households where parents cannot afford special education for their special children.

Apart from learning, reading, writing and math, they are taught about concepts of money, time and weight, writing thank you letters, leave letters and writing a bio data. They are also taught yoga, meditation, music therapy, games therapy and are given cooking classes. They go on outdoor excursions for recreation, an activity that is often denied to the special children.

## Study centers, youth camps

### SEVA SAHAYOG

20 study centers have been established through which youth camps, health awareness programs and women empowerment programs are conducted for people living in the slums around Pune.

## Health care facility for children

### NICE FOUNDATION

#### HEALTH AWARENESS, TREATMENT AND MEDICINE PROVIDED TO CHILDREN

Over 1,625 children from ten government schools around Hyderabad have been provided with

health care, medical facilities and taught hygiene awareness. Health care includes preventive, promotive and curative services, which are provided through a network of outpatient clinics set up in nodal schools. Photo identity cards are given to all students, which contain basic details.

## End-to-end education support for Mandal Praja Parishad School, HMT W/S, Balanagar, Hyderabad

#### INFRASTRUCTURE SUPPORT

260 children studying in primary classes, from 1st to 5th standard, now come to the school well dressed, with more dignity and respect for themselves. A stationary kit in the school bag has motivated children to come to school and feel on par with children in private schools. They are now seated on benches with desks instead of the unhygienic floor on which they would sit earlier.

The biggest challenge was safety of school infrastructure during the vacations. Earlier, they lost mike sets, play equipment and the teaching aid donated to the school, as they were not able to protect them from miscreants who would use the school premises for unsocial activities. New grills, cordoning off all entry to the school premises, have been a boon.



Two corporates, **GE** and **Deloitte**, have contributed under the corporate giving campaign. Three projects have been implemented with the financial support received through these grants.

Though the availability of funds is great, UWH is handicapped by not having FCRA permission to receive grants from foreign sources.

## Infrastructure support to schools

### PROJECT 511

#### CLASSROOMS AND DUAL DESKS

Project 511 has supported the infrastructure of two schools with the funds made available through this campaign.

Every year, as many as 110 children will benefit from the two additional classrooms built at Bandimet government schools, in Hyderabad.

Similarly, the condition of children studying in Pattigadda School, in Hyderabad, has improved. Around 97 children will benefit from the 38 dual desks provided for the children, who were otherwise sitting on the floor.

Improved infrastructure has reduced posture problems among children and has improved attendance in the school as children find it attractive.

## Infrastructure support

### CENTRE FOR SOCIAL SERVICES

#### CLASS ROOMS, LIBRARY, READING ROOM AND COMPUTER LAB FOR UNDERSERVED GIRLS

450 girls, who are either orphaned or with single parents, are being provided with free, English medium education. This support is extended to those who wish to pursue higher education, including professional courses like B.Tech and master courses in humanities, science and commerce. A mighty sum, of INR 40 lakhs, has been provided to this non-profit, for construction of an additional block with a library, a reading room and computer lab facilities. The facility is located at Munaganoor Village, SBH Colony, Hayath Nagar, Hyderabad.

## Infrastructure development Redla Repaka Zilla Parishad High school, Chilakaluripeta, Guntur district

The main objective of this institution is to provide basic infrastructure, like safe drinking water and toilets, to the children. The drinking water source is

made sustainable by enhancing the ground water level and channeling the roof rainwater into the ground.

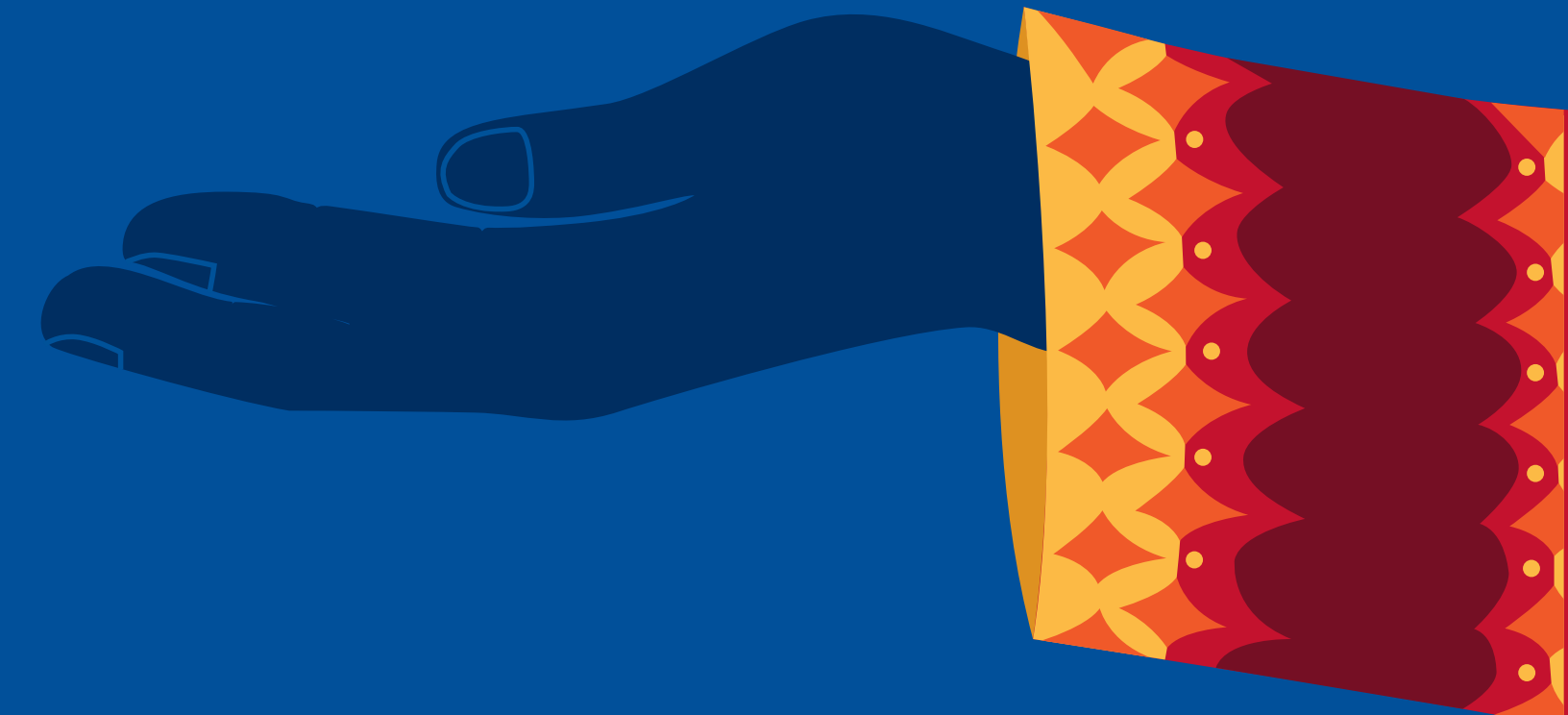
**REVERSE OSMOSIS PLANT:** Children now have safe drinking water. Earlier, the water source in the school had a high level of fluoride contamination, which caused water borne diseases. Some children are now taking home one bottle of plant water in the evenings. It has reduced incidence of disease, thereby reducing expenditure on medicine. This upgraded infrastructure has improved the attendance of the children.

**SANITATION BLOCK:** Urinals and waste water soaking pits have been constructed. This is useful to the girl students as they now have proper sanitation at school. Educational murals have been painted on toilet walls to create awareness among the children on toilet usage and maintenance.

**RAINWATER RECHARGE:** Rain water collected from the school buildings is channeled into the ground, which prevents the wastage of rain water. This system enables optimum saving of rain water. This example will create awareness among the children as well as the community towards recharge of rain water. This will also help solve future water scarcity.

# BRIDGING THE GAP

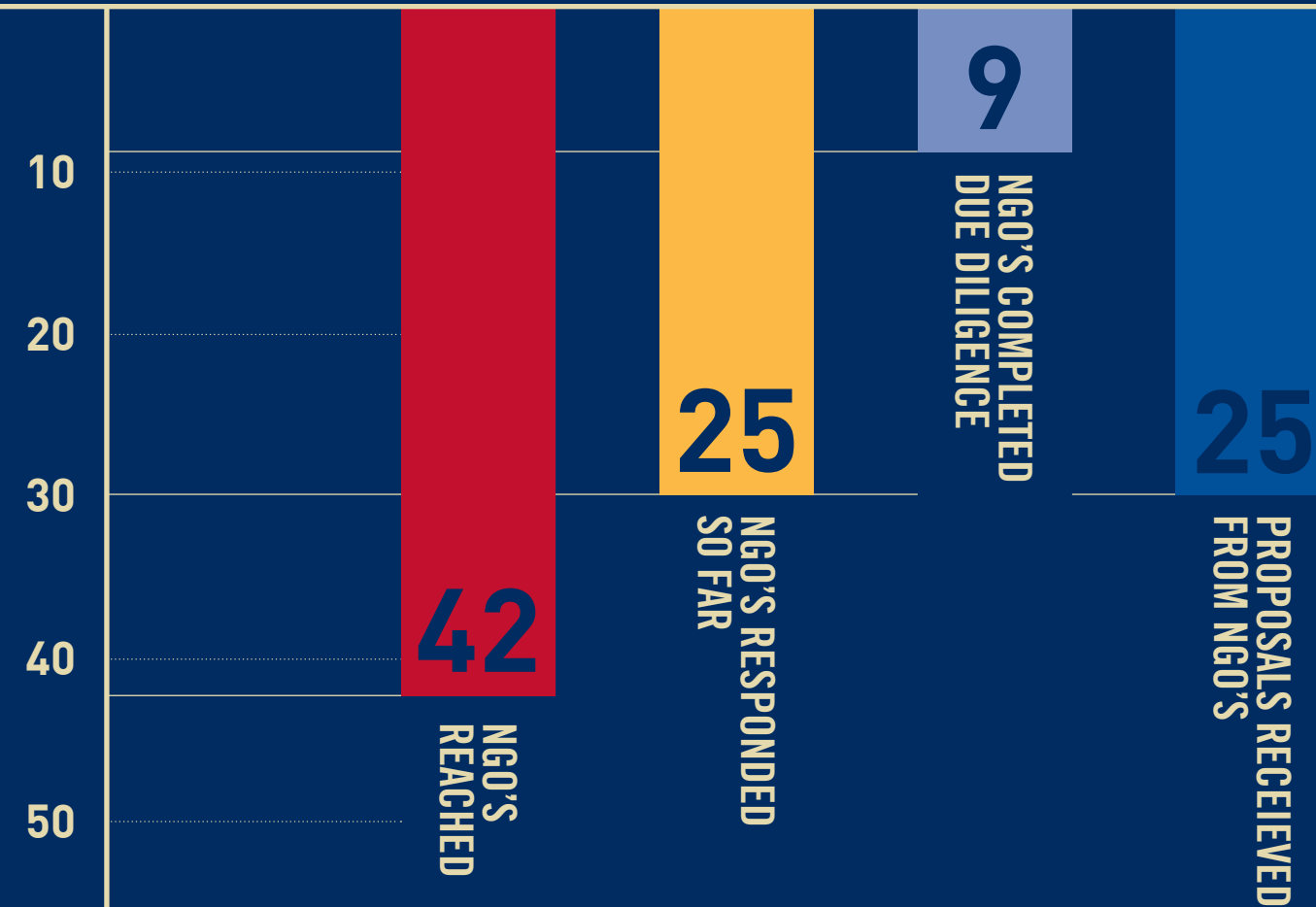
*Building giver and recipient connections in transforming the community*





## GETTING NGOS ON BOARD – KEY FOCUS:

Our area of critical focus is to get on board as many NGOs as possible through a detailed “due diligence” process. The goal is to have 50 NGOs registered with UWH by the end of 2013. The key is to register new business cases from registered NGOs in the areas of education, health and livelihood. We identified that documentation among NGOs is weak; a lot of handholding support was provided in building their cases for fund raising, by suggesting to them the best ways of submitting case studies and proposals for new projects. Through this course, we have standardized proposal submission formats.



## FUND RAISING SUPPORT

Funds available for community development have seen some significant changes in the past few years. This is more so in India, where fund flow from international donor agencies has reduced considerably. An important reason for this is the shift in focus from India to other nations in the world that need immediate attention. The other reason is that there is increased volunteering and financial support coming from corporates and entrepreneurs within India.

Sourcing funds from these new donors is a new concept to many non-profits ; they are still building the skills required for doing this effectively. One of the endeavors of United Way of Hyderabad is to build the capacity of these NGOs and organize events and programs that facilitate this process.

This year two such events were organized:-





## HYDERABAD 10K RUN

United Way of Hyderabad became the charity partner of the Hyderabad 10 K Run. The event was promoted by Procam, a leading sports event management company in India. Though the HYD10K run has been in place since a decade, this was the first time the participating corporations had the opportunity to route their contributions to an NGO they prefer.

INR 36.52 lakhs of funds was raised and given in charity to 35 NGOs. It gave an opportunity for people to support the social causes they believed in and raise funds. For companies that participated, it was a great team building exercise to motivate, inspire and promote health and fitness among the employees



## SEVA MELA

Seva Mela is a unique event for connecting NGOs with people. It was conducted on October 6th and 7th, during the Joy of Giving Week.

The program was a collaboration between United Way of Hyderabad, Seva- an NGO based out of Hyderabad- and Joy of Giving volunteers; UWH sponsored the Mela. Ms. Katherine Dhanani, from the US consulate and a board member of UWH, inaugurated the program,

65 NGOs participated and 3,000 people visited the event. As a new NGO, it gave us visibility and the opportunity to establish rapport with other NGOs

Currently this is the only mela exclusively organized for NGOs to interface with the public and share their

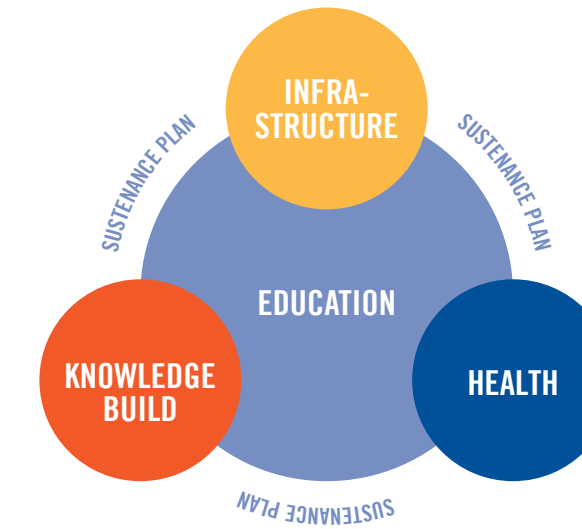
work. They use this opportunity to identify donors, sell their products and exhibit their achievements through documentary screenings, street plays and performances by children supported by them.

It gave an opportunity for corporate and individual donors to identify causes and projects that they could support. Many corporates handed over all the donations collected by them, during the Joy of Giving campaign, to the NGO of their choice.



# SUPPORTING EDUCATION

*Empowering the disadvantaged by supporting their education thereby benefitting the nation's future*



## SIGNATURE PROGRAM

The objective of this project is to provide end-to-end support to the schools identified by UWH. End-to-end support would include providing infrastructure, health care, nutrition and academic support.

The plan is to adopt 25 schools, in the city of Hyderabad, that provide education to street children and children who are physically and mentally challenged. The project is a good opportunity for volunteer involvement.

## FUTURE PLAN

Our priority is to streamline processes, both inwards and outwards. This is important as we grow and bring on board new companies and NGOs as our partners.

We plan to increase the number of corporate partners to 15 by the end of this financial year and have 50 NGO partners registered with us.

We want to strengthen capacities of NGOs by organizing workshops and training them on fund raising strategies, project management, and documentation and communication skills.

We will organize fund raising events like the Hyderabad 10K run and Freedom Ride – a cycling event.

We will continue to hold Seva Mela and also find innovative ways of providing interface between corporates and NGOs.

We will implement the UWH signature program of providing end-to-end support to underprivileged children. The plan is to adopt 25 schools.

We plan to get FCRA and payment gateway which will increase our scope for community development.



**LIVE UNITED**



UNITED WAY OF HYDERABAD