

Directors' Report of UWH 2013-14

Dear Friends,

It gives me immense pleasure in sharing the Directors' Report 2013-14 of United Way of Hyderabad. It has been a year of growth both inwards and outwards. We have stabilized as an organization; we have increased our bandwidth to emerge as a preferred partner for donors and a friend and guide to over 68 NGOs with whom we have partnered last year. Over Rs.3.9 crore of Charity funds were raised and 70% of these funds were deployed towards projects on education, health care, livelihood enhancement and care and protection of destitute women and orphaned children. We continued to provide a platform for NGOs to connect with donors and raise funds. We also got an opportunity to support projects outside Hyderabad in partnership with other United Way Chapters in India.

We take this opportunity to thank all the corporate partners, who trusted us and donated funds that we could invest in various community development initiatives. They have also been magnanimous in providing constructive criticism with a true intention of wanting to see us emerge as the Best.

Our Thanks are due to NGOs who believed in us and allowed us to guide them in imbibing better documentation and project management practices.

Volunteers have been a great support, in fact they are our backbone. They have allowed UWH to dream big and walk with confidence. We owe it to our volunteers for what we have achieved to date. UWH has been fortunate to have many well-wishers who have time and again pitched in with their helping hand and advice.

I would also like to thank my colleague Board members for their participation, unstinted support and commitment to guide UWH in its journey of building an equitable society.

We are overwhelmed with care, trust, love and nurture shown towards UWH and feel enthused and empowered. We move forward with this new energy in realizing our dream of building an equitable society.

Thanking you,
Shakti Sagar
Chairman

Initiatives supported

We are happy to share with a brief account of the initiatives supported by UWH under each of its key focus areas. Inter linkages of education; health care and livelihood enhancement of the communities have become evident, even more clearly in the last year. Hence we have made considerable effort in providing equal support to these interlinked aspects as a priority.

Education

The Goal of this intervention is to provide access and conducive environment for the underserved children to pursue formal education. The support was provided directly to the schools and also to NGOs who are providing education for underserved children. Most of these children are first generation learners, whose parents are typically daily wage workers. As there is no sufficient motivation at home for these children to attend school regularly and continue with studies, the responsibility is on the school to keep them motivated. The objective of this project is to support the school in this effort.

Total Projects: 35
Beneficiaries: 17533
children benefited

Education support to schools: UWH has supported 3 schools, 2 government schools and one is a trust run school for children of daily waged workers (Vivekananda Public School). Under the project we have provided the schools; uniforms for children, school kits, teacher's salaries, teaching aids providing extra teachers to improve teacher child ratio, construction of toilets, safety grills, water purifier, Library, play equipment, projectors and computer labs

Education support to homes of underserved children: 31 NGOs were supported to provide education for children. These children are either orphaned; belong to economically poorer communities or HIV infected. The nature of support included paying fee, food and shelter, school kits, uniforms, after school tuitions, health education, value education, setting up of computer labs at care homes and infrastructure like construction of multipurpose halls and rooms to provide basic comfort for children.

Special Education: Three special education programs are being supported. Children are physically and mentally challenged. The project supports special educator's salaries, tuition fee, salaries of therapists and support staff.

Though girl child education is a priority for us, when it comes to accessibility issues, both boys and girls face similar challenges. In fact we have learnt that there is so many interventions and projects and financial resources available for girl child education but very little available for boys. We have also been concerned about quality of education that would include - providing academic rigor, skill building of teachers and students and providing employability skills.

Livelihood

Livelihood enhancement of the economically poorer households is believed to improve parent's expenditure on education. Increased income will also provide for

Total Projects: 6
Beneficiaries: 866

increased expenditure on preventive health care, hygiene practices and better nutrition. It has therefore always been our endeavor to implement projects that improve the employability of parents of the children whom we support through education and also of unskilled youth. Skill building of youth is a priority as we feel at this juncture in which our society exists, where a talent pool is migrating from remote, rural areas to urban centres seeking employment. It is important to nurture these talents and empower them to be able to seek employment.

We have supported six such initiatives in the last year, 3 of them with special focus on improving employability of women and adolescent girls and the others were geared towards providing English communication skills, computer skills and tools/investment in improving existing livelihoods.

Employability of women and adolescent girls: Two of the projects are located in urban slums where typically men work as daily wage labour or run auto rickshaw. Women a domestic help or manage their own homes. These women and adolescent girls are in the age group of 16 to 25 years, mostly married with children.

It is this workforce which is surveyed and convinced to come to the vocation training centers to improve skills and earn an income. They are trained on tailoring, beautician and making bridal mehendis. They are being training on all key aspects of the business to include purchase, production and sales. The reports from the NGOs share that these trained women are earning of 4000 to 6000 rupees per month.

Other project this is being support is employability of destitute women. These women stay in shelter homes and are emotionally disturbed. Employability skill training has multiple benefits to such women as it not only provides an employment opportunity but also helps them in dealing with pain positively.

Skill enhancement for adolescent boys and girls: English communication course, advance training in Microsoft office publisher and visual basics were the projects supported under this objective, the objectives were fulfilled through three projects.

Health care

Good health is essential for learning. Weather it is skill building or regular learning at school good physical health and mental health helps an individual in bringing in necessary focus and capacity to learn. Hence interventions on health care and nutrition are inbuilt to any educational activity. Apart from these our society has special children who need special attention due to their ill health caused because of biological and social factors. In our sprit of helping the needy it becomes our prerogative to extend necessary support in contributing for their wellbeing of these individuals.

Total Projects: 4
Beneficiaries: 2447

UWH has supported four interventions that promoted health care. Three of these projects focused on creating good health practices, organizing health camps, Eye checkups and Dental checkups for children studying in government schools.

Special workshops for adolescent girls and boys were organized to help them cope with the physical and emotional changes that happen during crucial age of growing. This opportunity was also used to discuss gender stereotypes in the society and its consequences on both girls and boys.

Supporting nutrition, regular health checkups, lab tests and medication of children affected with HIV was the other intervention supported by UWH.

Other Projects

Tree plantation drives in Hyderabad and Mumbai and Lake Restoration project at Bengaluru are few Environment related projects supported by UWH. The projects in other locations were implemented by local United Way Chapters. One old age care project was also supported.

UWH Flagship Program

“Enhancing learning abilities of the underserved children”

E2e education support program of United Way of Hyderabad

United Way of Hyderabad (UWH) believes that education is the only way forward to liberate poor from the vicious cycle of poverty and empower them to march towards progress and equality. It is this belief that inspired the organization to conceive a project that will enhance the learning abilities of children from precarious background currently protected by the government in various shelter homes.

As a pilot, UWH supports 865 children residing in 12 shelter homes, out of which 6 are girls’ homes, also called the ‘Rainbow homes’ and another 6 are boys’ homes which are referred to as ‘RSTC boys homes’. Most of these children are orphans picked from the streets of Hyderabad and some of them also come from poverty stricken families where schooling is not a priority. These homes belong to the Government, but are managed by various NGOs. The homes provide children with shelter, food, health care and also education.



Problem statement: All the children go to the nearby government schools. Typically when the child arrives to these homes, their learning levels are accessed to decide on which class to get admission to. In most cases they barely know alphabets and numbers. But due to the age they get pushed to grades that they can't cope with. At the schools there is not much that the kids learn. They are made to mug theories and the retention capacity is very less since the basics are weak. Learning is also not made interesting or any care is taken to help them cope with the

learning gap. As a result it creates boredom and the children just wait for a chance to runaway back to the streets.

Strategy implemented: The main aim of this project is to bridge the learning gap and bring these children on par with their same age counterparts, studying in regular schools. The project has partnered with, “Bodha Guru”, a social

enterprise, which has a methodology of imparting concepts in Math and Science through concept based videos. A customized device will be set up in It has been proved that the children find it interesting to learn, retention and reproducing the concept is higher. Continuous learning is ensured through interactive quizzes, practice applications and regular feedback. The project conducts initial and final assessment to check on their improvement.

Two teachers from each of the homes have been trained on using

A Project consultant and three part time coordinators have been employed to implement the project

Our goal is also to impart this skill to the resident teachers of the homes so that the project sustains. Hence the project includes teacher training component as well.

Health, Nutrition and Infrastructure – integral to learning

Health and nutrition condition of children has a great impact on children's attentiveness and participation in the class. It also has direct impact on regular school going possibilities. Clean and hygienic environment is crucial for good health. Hence providing regular health and medical check- ups and bridging infrastructure needs of the home has become integral part of the project. Health screening, remedial health, vaccines against water borne-diseases are some of the initiatives taken up towards this.

Project Launch: The project was launch on Children's Day, the 14th of November 2013. Collector of Hyderabad Mr. Mukesh Kumar Meena, State Project Director Rajiv Vidya Mission Ms. Usha Rani and Chairman and Board members of United Way of Hyderabad Mr. Shakti Sagar, Mr. Ramesh Kaza and Ms. Suchitra Ella were part of the inauguration.

Charity Events

United Way of Hyderabad was the Charity partner of two events, Freedom Ride Cycling event and Hyderabad 10K Run. The events have brought more visibility to UWH, post the event many companies and NGOs have approached us for partnership.

Cycling Events

Freedom ride cycling event was organized by The Atlanta Foundation on 15th August 2013 1147 riders supported UWH cause, 8 members raised pledge money of INR 10,000/- , INR 366,750 raised for Rainbow homes project. 82 volunteers from GE, ADP, Bank of America, Deloitte and FMC technologies participated.





We are also CHARITY PARTNER of The Atlanta Foundation Peace Ride which span for 1200 kms from Bapu ghat in Hyderabad to Sabarmati Ashram in Gujarath. Rider took pledge to raise funds towards relief and rehabilitation of Uttarkhand & Phailin cyclone rehabilitation.

Seva Mela

In partnership with United Care Development Services, UWH sponsored ‘Seva Mela’ during joy of giving week on 5th & 6th of October 2013. Registrations for the mela were invited from NGOs working on different causes. 103 NPOs, working for Education, Health, Environment, Old Age, Disabled and Shelterless, Women and Child Welfare, and Social Work Enablers and Resource Providers had participated in Seva Mela 2013. It also gives an opportunity for people to see the good work being done by NPOs, appreciate their work and support their work by making charitable contributions and also tie up with them for volunteer activities. NPOs also received donations of 42 boxes of toys, 168 pieces of books, groceries, Biscuit packets, stationary, toiletries, 28 boxes of shoes, 21 boxes of blankets, about 150 boxes of kids wear, men & women wear during the mela



A variety of entertainment programs such as music programs, small skits, plays, dance programs were performed by beneficiaries of NPOs and volunteers.

Mr. AK. Khan, retired police commissioner and present MD of Andhra Pradesh State Road Transport Corporation was the Chief Guest. On the concluding day an interactive lecture on “Volunteerism” was organized.

Hyderabad 10K RUN

For the 2nd time UWH was the charity partner of Hyderabad 10K Run. Over 10 thousand people participated in the RUN and had representation from over 30 companies, academic institutions and Armed and Police force. Under Run for Cause category, 16 companies and 40 NGOs participated in the event. 38 lacs of Charity funds were raised by NGOs. The achievement of the event is great given the short duration of time that was available for organizing the event



The India Luxury Expo

UWH was the charity partner of India Luxury Expo held on 3rd and 4th of December 2013. It was a unique opportunity to create awareness about UWH. UWH stall received a foot fall of over 200 people. Visitors

Included UN Special Reporter, political leaders, leaders of various Industrial and Trading body Companies like Volvo, Suchir India.

Financial Highlights

UNITED WAY OF HYDERBAD		
CASH FLOW STATEMENT FOR THE YEAR ENDED 31.3.2014		
PARTICULARS	Year Ended 31.03.2014 Amount in Rs.	Year Ended 31.03.2013 Amount in Rs.
<u>Opening Balance:</u>		
Cash at Bank	70,10,904	2,18,182
Cash in Hand	9,082	
Add: Total Receipts for the year		
i) HDFC	376,49,214	86,94,951
ii) HSBC	21,24,715	100,99,198
Total Cash Inflows:	397,73,929	187,94,149
Total Cash & Bank balance before payments	467,93,915	190,12,331
Less: Total Payments made during the year		
i) HDFC	(328,78,365)	(77,32,399)
ii) HSBC	(65,056)	(42,69,028)
ii) Cash	(8,485)	-
Total Cash outflows:	(329,51,906)	(120,01,427)
Closing Balance of Cash & Bank as on 31.3.2014	138,42,009	70,10,904

Break-up of Closing Cash & Bank as on 31.03.2014	As on 31.3.2014	As on 31.3.2013
i) HDFC	10383397	5612552
ii) HSBC	3458012	1398352
ii) Cash	600	9082
TOTAL	13842009	7019986

As per our report of even date attached

for and on behalf of the Board of Directors of
United Way of Hyderabad

For Subbarao Vamanan & Co.

Chartered Accountants

(Firm registration No. 004086S)

Shakti Sagar

Chairman

Vipul Khanna

Vice Chairman

Kedarnath Subbarao

Partner

Membership No. 020037

Place : Hyderabad

Date :

Place : Hyderabad

Date :

Board of Directors

UWH warmly welcomes Three New Board Members, Mr. Hari Karra, Mr. Peter Frawley & Mr. Antony Mariasundaram a brief profile of the members is shared below. We the new members in, Board of UWH has a team of 13 members which includes 5 office bearers, 5 members and 3 advisors.



At Deloitte U.S. India, **Mr. Hari Karra** serves as the Office Management Partner for the Hyderabad office, with the overall responsibility for strategically managing the operations of the Hyderabad office, in alignment with the guiding strategies of Deloitte U.S. India and focus on improving the strategic positioning of the Hyderabad office across areas including Talent, Operations, and Services. Additionally, Hari serves the U.S. India AERS leadership team and supports the USI AERS Audit service area.

Hari has extensive client service experience, and has specialized in serving multi-national and global technology and software clients during his 15 years with Deloitte's offices in Silicon Valley, London and Hyderabad. He has significant experience across all sectors of the technology industry, and has served clients ranging from start-ups to Global 500 companies. He has worked on a broad range of SEC registrants and has extensive experience in providing advice on U.S. GAAP and SEC matters on advisory and audit engagements.

Hari is a passionate advocate of Deloitte's Community Involvement philosophy of skills-based volunteerism and making a positive difference to the community and creating meaningful change. He leads several community initiatives of Deloitte U.S. India with strategic inputs to programs like the IMPACT Day and Deloitte Employee Giving Program. He also serves on the Board of United Way of Hyderabad.



Mr. Peter Frawley joined Accor Group in Andhra Pradesh with more than 30 years of experience in the travel & hospitality industry. As a General Manager Delegate he is responsible for the properties of Accor in Andhra Pradesh including Novotel Hyderabad Convention Centre and HICC, Novotel Hyderabad Airport, Mercure- Abids, & Novotel Vishakapatnam Varun Beach. His role and responsibilities are to ensure efficient and effective operations in all areas of hotel management specially department goals, budget and financial planning for the hotels.

Mr. Frawley specializes in large Scale Multi Style Operations with focus on Product Alignment & Strategic Planning. He has an active interest in asset management including portfolio growth and management contract negotiations. Throughout his career, his people management abilities have made him proficient in heading multi-cultural teams across brands. He is extremely focused on work and has been awarded the GM of the year twice during his career.

Mr. Frawley has done his degree of Bachelor of Business in Marketing from La Trobe University. He did his MBA from the prestigious Macquarie Graduate School of Management (Macquarie University Sydney). He also holds a Diploma of Corporate Governance from Australian Institute of Company Directors. When he's not working he plays Golf & Tennis or travels to the coastal areas for Scuba Diving. He holds an Unrestricted Pilot's License for Flying & an Instructors License in Gliding. He's visited India a couple of times, but this is his first time living here now with his new Royal Enfield he is eager to travel and explore India's rich and vibrant cultures during his tenure with us.



Mr. Mariasundaram Antony is India Engineering Leader, GE Energy Management & Site Leader- Hyderabad Technology Center (HTC), India.

Under his leadership, the team comprising over 900+ Engineers works on a variety of technologies across the entire energy value chain from exploration to utilization of Energy. As the Engineering

Site leader, he is involved in driving Operational Leadership & Engineering Excellence across the site in the different areas the team is engaged in like O&G, Power Generation Controls, Gas Engines, Renewables, Digital Energy, Industrial Solutions, Sensing, Manufacturing automation, Embedded systems & Controls for different industry verticals. He has been with GE close to 14 years and prior to that he has had stints in BHEL and TVS Sundaram Clayton.

Mariasundaram had completed his Bachelor's in Mechanical Engineering from Guindy Engineering College, Chennai and Masters from NIT, Tiruchy. Special interests include learning new emerging stuff like Industrial Internet, Smart Grid and Advanced controls technologies, Gas turbines for power generation / aircraft engines and Renewables. He has been active in forums like CII and has presented on topics related to Smart Grid Technologies and solutions. He is a member of ASME and IEEE. Mariasundaram is married to Pauline and they have a five and half year old daughter Ivana. Hobbies include playing tennis, reading, driving & listening to music

We also had to say good bye to.....

Ms. Katherin Dhanani, Mr. Hari Kumar and Mr. Paul Archer resigned from UWH Board as they had to move on with different assignments. With great respect we acknowledge their contributions in grooming United Way of Hyderabad into a vibrant organization.

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