



give
INDIA

Annual Report

Financial year 2016-2017

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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 17 years, GiveIndia has evolved and introduced several new activities which include:

Online Giving (ORG): 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 (Board Chairperson)	Former Chairman, ICICI Bank
Anu Aga	Director, Thermax
Amit Chandra	Managing Director, Bain Capital
Venkat Krishnan	Director, GiveIndia
Rajesh Jain	Managing Director, Netcore Technologies
Annabel Mehta	Director, Apnalaya
Dr. Sandeep Sibal	CEO & Co-founder, Fourth Frontier

The year that was

Figures in INR Crores			
	2016-17	2015-16	2014-15
The Year That was			
Total Donations Received	28.41	34.13	36.26
For Partner NGOs	25.79	30.62	33.06
For GiveIndia	2.62	3.51	3.20
Total Disbursements to Partner NGOs	26.02	35.04	37.90
	2016-17	2015-16	2014-15
Other Performance indicators			
Income	3.42	5.06	4.41
Donation Income	2.62	3.51	3.20
Investments Income	0.80	1.55	1.21
Expenditure	3.70	6.04	4.57

Online Giving

In FY16-17, Online Retail Giving saw a number of new initiatives being executed towards achieving our objectives. Our NGO partners raised 5.94 crores. Thematic and seasonal campaigns around tax saving season, festival season and Daan Utsav saw participation from several NGOs and thousands of donors. Email marketing was key driver of donations, where we reached out to segmented donor lists with personalized communication, resulting in growth of donations from high intent donors. Innovations, infographics, and experiments saw a growth in the Online Giving (OG) number of potential donors engaging with GiveIndia on social media. Usage of Google Grants advertising accounts to drive search traffic to our site, resulted in acquiring new donors looking to donate to trusted nonprofits.

Workplace Giving

This year we added 1 new partner to the workplace program - Evolent Health International Private Limited. Funds raised this year grew by just 1% from the previous year – from INR 19 Crs to INR 19.02 Crs with 14K new donors added. We ended the year with over 120 corporates and close to 60K active employees donating through the payroll program. During Daan Utsav, we ran the India Smile Challenge with 16 corporates like HDFC Bank, Genpact, Yes Bank, Firstsource, Amdocs, MMT, Mu sigma, Deutsche Bank to name a few. Through the smile challenge we raised close to INR 34 Lacs from 10,917 unique donors.

Alliances

It was a good year for Alliances as we added 3 new Partnerships –largest being Freecharge, followed by Giftxoxo and Giftistree. HDFC Rewards partnership helped us raise INR 19.8 Lacs that contributed 39% of the annual collection of INR 50.7 Lacs. Overall alliances brought in half the new donors acquired by GiveIndia. We had 17,912 donors contribute through these partnerships. TCS Gems, ICICI Rewards and Freecharge were among the other top alliance partners in terms of funds raised; with aggregate funds of INR 18 Lacs raised. Efforts are on to continue building on the relationships to ensure higher donor participation.

Credibility Assurance

The financial year began with a decision to revamp our team and restructure the roles. Thus far, our primary role was restricted to ensuring that organisations with credibility and transparency are signed up and listed on the platform. One of the key learnings from our interaction with our partners from conference we held earlier in the year is that we also need to work very closely with them to showcase their work and implementation on the ground.

Keeping this in mind, the roles for Relationship Managers were revised to hold responsibility for both due diligence as well as content generation and curation. Each Relationship Manager would actively seek and create a repository of content from NGOs which would help us showcase their work more effectively to existing as well as prospective donors.

The year also saw a younger and more vibrant team being formed as we reduced the average age of our team by half! By doing this, we were also able to rationalise the team strength reducing it by 20%.

In its fourth year, we continued to independently visit a sample set of end beneficiaries of the programs listed on the platform. This is a process which allows us to meet the beneficiaries who have received the benefit to ensure that they have indeed received the benefits promised. In addition to this, we also conducted visits to partners' office to understand that they continue to adhere to our norms and implement their programs in a verifiable and transparent manner.

On the reporting side, we undertook an exercise to ensure that reports reach our donors in a timely manner which only paid off partially. In consultation with our partners, we reduced the time given to for implementation and reporting. While a large number of them were able to streamline their operations, we still have some outliers who continued to face issues in timely reporting. We will continue our efforts to ensure that donors can get reports on donations made in a timely manner.

Financial Statements

Give Foundation
Balance Sheet as at 31st March, 2017

Particulars	Note No.	As at 31st March, 2017	As at 31st March, 2016
		Rs	Rs
A EQUITY AND LIABILITIES			
1 Shareholders' funds			
(a) Share capital	3	25,200	25,200
(b) Corpus fund	4	676,12,000	676,12,000
(c) Reserves and surplus	5	(145,93,269)	(119,44,479)
Total		530,43,931	556,92,721
2 Non-current liabilities			
Long-term provisions	6	17,02,685	16,56,553
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		1,12,074	6,09,547
(b) Other current liabilities	8	1,12,074	6,09,547
(c) Short Term Provisions	9	375,62,821	415,91,885
		1,36,854	69,549
		378,11,749	422,70,981
TOTAL		925,58,365	996,20,255
B ASSETS			
1 Non-current assets			
(a) Property, Plant and Equipment	10A		
(i) Tangible assets		9,15,353	13,38,940
(ii) Intangible assets		5,060	17,856
Sub Total		9,20,413	13,56,796
(b) Long-term loans and advances	11	156,93,547	156,88,321
Total		166,13,960	170,45,117
2 Current assets			
(a) Current investments	12	701,01,793	748,06,982
(b) Cash and cash equivalents	13	56,60,416	48,30,654
(c) Short-term loans and advances	14	1,82,196	29,36,787
(d) Other Current Assets	15	-	715
		759,44,405	825,75,138
TOTAL		925,58,365	996,20,255

See accompanying notes 1 to 27 forming part of the financial statements

In terms of our report attached.

For Deloitte Haskins & Sells LLP
Chartered Accountants

R. Laxminarayan
Partner



Place: Mumbai
Date:

31 JUL 2017

For GIVE Foundation

N Vaghul
Chairman

Venkat K N.
Director

Place: Mumbai
Date: 28 JUL 2017

Give Foundation
Statement of Income and Expenditure for year ended 31st March 2017

Particulars	Note No.	Previous Year	
		For the year ended 31st March, 2017	For the year ended 31st March, 2016
		Rs.	Rs.
Income			
1 Donations received for covering Administrative costs	16	262,30,153	351,28,232
2 Other income	17	80,94,121	155,40,288
3 Total (1+2)		343,24,274	506,68,520
Expenditure			
4 (a) Employee benefits expense	18	247,93,032	401,10,126
(b) Depreciation and amortisation expense	10B	15,14,626	26,87,640
(c) Other expenses	19	87,77,272	176,40,538
(d) Grants made		18,88,134	31,30,000
5 Total expenditure		369,73,064	635,68,304
6 Excess of Expenditure over Income (3-5)		(26,48,790)	(128,99,784)
Basic and diluted Earnings per share (Face value of Rs.10 each) (refer note 23)		(1,051)	(5,119)
See accompanying notes 1 to 27 forming part of the financial statements			

Give Foundation		
Statement of Fund Flow for the year ended 31st March, 2017		
	Previous Year	
	For the year ended 31st March, 2017	For the year ended 31st March, 2016
	(Rupees)	(Rupees)
Sources of Funds		
Donations retained	262,30,153	351,28,232
Received from sale of fixed assets	-	41,714
Contribution to Earmarked Funds & Charity Account	2578,93,947	3061,86,828
Redemption of Units in Mutual Funds	1382,05,188	1706,75,343
Fixed Deposit Matured	20,00,000	-
Income on Investments	79,67,703	155,31,026
Other Income	1,26,418	-
	4324,23,409	5275,63,143
Application of Funds		
Addition to Fixed Assets	12,28,397	8,35,708
Purchase of Units in Mutual Funds	1335,00,000	1071,63,451
Investments in Fixed Deposits	20,00,000	-
Disbursements from Earmarked Funds	2601,95,825	3504,56,006
Employee benefit expense	247,93,032	401,10,126
Other expenses	86,27,118	176,40,538
Grants made	18,88,134	31,30,000
Increase in net assets	1,90,903	82,27,314
	4324,23,409	5275,63,143
Previous year's figures are regrouped wherever necessary.		