# Annual Review 2007-2008





emails committed to effective giving

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# Our vision

A society **motivated to give** ever more effectively, **transforming** lives and communities around the world...

# Our mission

An integrated **customer-focused** organisation for donors and charities that **stimulates giving**, social investment and the **effective use of funds.** 

# Our promise

To be transformational across every aspect of the business.

### Our values

Our values drive everything we do. We are:

- trusted: our 80 year track record internationally of helping people give effectively has earned us the trust of charities and donors alike
- dynamic: we are enthusiastic about our ability to fuel positive change
- human: we deliver our professional services with a personal touch
- confident: we are optimistic about the future and not afraid to take risks

### **Our services**

Our core activity is to provide innovative services to charities and their supporters:

- for individuals we make it easy to give, to find charities and to support them taxefficiently
- for companies we set up giving, volunteering and community programmes
- for charities we offer validation, fundraising and capacity building services







### Chairman's foreword



I am delighted to report that this year we have been remarkably successful in achieving our purpose and goals. We have contributed to building philanthropic infrastructure, raised

substantial resources for the not-for-profit sector, engaged companies and raised the profile of giving in-country. In 2007- 2008, we doubled the resources raised from previous years from INR 1.27 crores in 2006 - 2007 to INR 2.32 crores. Our services continued to be used by several global clients and international grant makers.

In addition, we have spent considerable time building our operational efficiency and crafted a Long Range Plan with clear goals that will see CAF India taking a huge leap forward over the next three years. Our goal is supported by the twin pillars of "money and many" and we have relaunched programmes that focus on:

- taking giving to the doorstep of the citizen by revitalising Give As You Earn
- continuing the strong momentum on Company Accounts
- increasing attention on HNI engagement
- continuing to add and support charities into the programme

This Annual Review which complements the formal Trustee's Report and annual accounts, sets out in a less formal way how CAF India has achieved growth during the year. It also indicates what we aim to accomplish in the next couple of years.

None of the achievements of the year would have been possible without the efforts of CAF India's dedicated staff. The team has been committed to the aspirations and mission of CAF and has been relentless in delivering solutions for clients and charities.

My appreciation and thanks to our Trustees, staff, donors and partners. We are committed to pursuing CAF India's mission with sincerity.

I have every confidence that CAF India will continue to provide giving solutions in the years to come and will provide valuable resources to the not-for-profit sector.

Subodh Bhargava Chairman, CAF India November 2008

### Chief Executive's introduction



2007-2008 was a significant year in CAF India's trajectory. It was a year of consolidation and growth, it was also a year of intense reflection as we approached our 10th Anniversary.

CAF India is a part of the CAF International network - an organisation with an 80 year track record of helping people give effectively and distributing £1 million to charities each working day.

CAF India, a significant network partner and leader operating in a vibrant and growing economy - the potential evident for all to see! But despite being a trusted advisor driving companies to invest in communities and an enabler for the not-for-profit sector - building credibility and capacity - CAF India was clearly struggling with issues of scaling; potential and opportunity notwithstanding...

As with individuals, organisations often need external perspective and support in the form of mentors. It was fortuitous for CAF India that at this time of reflection and restlessness we found a mentor and business leader, with over two decades of experience, to help us on what I look back on as an "incredible" journey. The engagement resulted in the team, trustees and CAF UK agreeing on the following:

 CAF has spent a decade building capability and a reputation in India

- the India of today is very different to when we launched 10 years ago... the confidence, money supply, the presence and need of corporations to play a social role and the unique demographic of a very young and upwardly mobile workforce
- the belief that we can grow CAF India and the scale of it's impact manifold on the platform we have created

Thus was crafted the Long Range Plan that focuses on two pillars for success: first, simplicity of objectives in total alignment with CAF's global objectives and second, a focus on execution. While INR 21 crores in 2011 is CAF India's goal, the challenge for 2008 is to scale up from INR 3.5 crores to INR 7 crores.

In April 2008, employees from American Express and Ernst & Young joined the Give As You Earn programme and we are ecstatic that 1,500 employees are contributing and committed to making a difference!

I am confident we are on track to achieve our annual target despite conversations at the moment centering on the economic meltdown and recession. The reasoning is simple. There is always opportunity in adversity and so it will be for companies and the not-for-profit sector in India and around the globe...

Our vision and resolve remains to build a society motivated to give - transforming lives and ever more effectively, communities in India and around the world.

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# **Chief Executive's introduction**

Milestones and celebrations I believe are a result of tried and trusted partnerships. Our clients, charity partners, communities, colleagues and volunteers in India and across the network, and all who believed in the potential of CAF in India and partnered with us - thank you for your faith and support all these years! It has been an honour to work with you all.

Significant moments also require special mentions - Peter Berry, Vice Chair of CAF UK, John Low, Russell Prior, Marion Amartey and Bea Devlin from CAF UK who have believed and invested in us; key Founder Trustees -Rajesh Tandon, Manju Bharat Ram, Shankar Ghose who continue to remind us of our purpose; our current Chairman and Trustees who have guided and endorsed this plan and our work -thank you!

The staff at CAF India - high on energy, optimism and dedication - none of this would be possible without you!

Priya Viswanath Chief Executive CAF India







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### Championing effective giving

CAF India exists to help create a world in which effective giving is possible and a part of every day life. We do this by providing a range of services - helping companies and individuals articulate and realise their giving goals and also by lobbying, advocacy and by providing research into giving for charities, and those seeking to make giving a part of their activities.

Since 2006, CAF India has also been helping companies and foundations in scoping and establishing philanthropic vehicles that can help support their community and philanthropic aspirations.

In 2007- 2008 the Chronic Care Foundation (CCF) was incubated by CAF India on a buildoperate-transfer model. A commitment was made for core funding and support of USD 0.5 million by the Baxter International Foundation in Chicago. CCF's remit is to provide awareness about chronic health diseases with a special focus on diabetes, cardio-vascular and renal diseases.

Charities Aid Foundation India performed an invaluable service in helping to guide a great idea to fruition. They understood the goal and provided excellent technical assistance, guidance, and administration to incubate the Chronic Care Foundation to the point where it was functioning as an independent non profit organization (NGO) in India. We see a great future for the Chronic Care Foundation, and by virtue of that, the health of Indians, due to the fine stewardship of Charities Aid Foundation India.

> Celene Peurye Executive Director The Baxter International Foundation

CAF India in addition to providing advisory services to Baxter also helped legally establish CCF, helped with the recruitment of the Board of Trustees and Staff, and also developed a Business Plan for the Foundation. CCF was housed at CAF India up until January 2008 and has since been spun off as a separate entity; CAF India retaining only reporting responsibilities to the Baxter International Foundation on fiscal and programme matters.

The Chronic Care Foundation has benefitted greatly not only by the grant that CAF India has provided but the unfathomable steadfastness, guidance at each step of our inception, with a helping hand when we walked through complex waters for clearances and approvals as well as the continued assistance long after the financial transactions were over has been a boon to CCF. CAF India's professional grantmaking and requisite support service, backed by professional staff is an invaluable resource available to start up charities in India.

> Rama Naidu Chief Executive Officer Chronic Care Foundation



### For company and individual giving

At CAF India we believe that everyone will be gripped by the desire to support a cause they care about deeply sometime in their lives. We believe individuals have the capacity to change lives and Give As You Earn is the giving solution that has the power to bring thousands of employees in companies into the giving net.

Give As You Earn is a payroll giving solution on offer for employees in companies. Employees can choose from a range of CAF India validated charities and causes to donate to from their monthly salaries. In India, payroll giving was introduced about a decade ago and has since been growing in popularity.

A number of global multi-nationals who now have a significant presence in this country, have simply extended this global practice into their India operations. Many companies see this as an integral part of their Corporate Social Responsibility (CSR) and are keen to match employee contributions with similar contributions of their own.

In 2007 - 2008, the Give As You Earn (GAYE) programme was launched at two new companies - Microsoft and Hewitt Associates.

India-based employees of Microsoft today support over 30 charities across six cities and the company matches employee donations rupee for rupee. Their engagement with these charities has led to a significant increase in volunteering by employees. These people value the effort made by their employer in enabling their personal social benefit objectives - the introduction of the giving scheme and the donation matching. Our employees are passionate about volunteering and giving back to society and we partner with CAF India in this endeavour. CAF India has provided us intellectual and logistical support to run this program for Microsoft India on a pan India basis.

> Vikas Goswami Lead CSR Microsoft Corporation (India) Pvt. Ltd.

Employees of Hewitt Associates across three locations in the National Capital Region of Gurgaon and Noida support eight CAF India charity partners. Salaam Balaak Trust, National Association for the Blind, Deepalaya and Association of People with Disability topped the list of charities supported by 98 employees in the first few weeks of launching the programme.

I think payroll giving is an easy way of helping the NGO and the cause that you identify most with. CAF India is able to ensure that the organization is trustworthy, so we are sure the money goes to the right people/cause. As a company, it helps us to have a transparent and effective method of collecting money for charitable causes. It leaves a very positive impact overall.

> Bindu Malini Krishnan HRO India Benefits CSG Hewitt Associates



### For companies

CAF India's engagement with companies is that of a trusted advisor and partner. The Company Services team at CAF India helps companies craft their community investment strategy and is at every stage an enabler that helps deliver solutions to support the community investment programme of companies.

Benefits of a structured investment programme are manifold but CAF India ensures that the solutions on offer help a company in achieving key Corporate Community Investment (CCI) objectives:

- providing a structured approach to meeting a company's social and community goals
- creating a healthier social and economic environment in which to live and work
- strengthening company reputation
- supporting employee development; fostering leadership and decision-making skills
- boosting employee motivation and improving staff retention

In 2007 - 2008, CAF India provided strategic advice to several new clients - HDFC, Coca-Cola India, Godfrey Phillips India, Arrk and UBS. With Adobe, GlaxoSmithKline and Incentive Destinations existing initiatives were reviewed and strengthened and new areas for support were identified. Adobe is committed to supporting communities where we live and work around the globe. Community involvement is one of our core values and embedded in our culture worldwide. In India some of our focus areas are to support digital education for the underprivileged, relief and rehabilitation for victims of natural calamities and environment conservation. Employee volunteerism is also one key element of our corporate social responsibility agenda.

Charities Aid Foundation India is one of our key NGO partners for the last four years. They have been very helpful in setting up and improving systems for grant management and efficiency of community projects for Adobe India. They help and advice our employee volunteers to carry out community initiatives successfully. With their expertise and reach CAF India also helps in capacity building of our other NGO partners at the ground level. We are thankful for their support and guidance.

> Rashmi Soni Senior Communications Manager Adobe India

#### CAF India's Company Solutions

Company Accounts CCI Advisory and Grantmaking Company funds Thematic Funds Fundraising campaigns Cause related marketing Employee giving Matched giving Volunteering

### For companies

CAF India facilitated grants of INR 1.77 crores in 2007 - 2008 as against INR 46.14 lacs the previous year from companies and individuals through Company Accounts, Give As You Earn and Individual one-time gifts.

In 2007 - 2008, CAF also conducted research; provided insights and concepts on community investment strategies to several global and domestic companies. These included Accenture, Aviva, Bausch & Lomb, Capita, Cadbury, Cisco, DE Shaw, eFunds, Fidelity, Headstrong, HSBC, IBM, Merck, Nokia, Panalpina, PepsiCo, Perfetti, RBS, Suzlon, Tecnova Global, Whirlpool and Zensar.

The programmes supported through CAF India's Company Accounts include:

Adobe India: IT based learning centres for underprivileged children and youth in Bangalore, Delhi and Noida. The focus this year has been on imparting computer literacy to children with disabilities and challenges.

Coca-Cola India: Rain water harvesting for domestic use in a water scarce area in Udaipur, Rajasthan and a ground water recharge project in Gurgaon, Haryana.

#### GlaxoSmithKline Consumer Healthcare:

Support for children from poor and marginalised families for holistic growth and learning requirements, a paediatric cancer day care centre and support for HIV positive women for anti-retroviral therapy and vocational training. These projects are in Gurgaon, New Delhi and Bangalore. Godfrey Phillips India: Women empowerment through training for income generation activities for women and adolescent girls at Gurgaon.

Housing Development Finance Corporation: Construction of a shelter home for street children, specifically girls at Palam Vihar, Gurgaon.

Incentive Destinations: Setting up a health centre at Bandhwari Village, Gurgaon.

UBS: Educational projects for poor and disabled children in the slums of Mumbai and capacity building programmes for the not-for-profit sector.



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### For companies

#### CAF India's company solutions

Better health status among men, women and children Donor: Incentive Foundation Period: 1st February 2007 -31st January 2009 Amount: INR 3,09,000

Charity Supported: Sukarya is a nongovernmental registered trust based in Gurgaon, Haryana. It has been working in the field of health and development since 1998. With a focus on promoting and guiding positive health seeking behaviour, Sukarya works on advocacy based curative and preventive health projects in 20 villages of Haryana and slums of Gurgaon.

In the villages surrounding the Gurgaon urban cluster, general access to timely and quality health care is still a far cry. The absence of municipal health care centres in these areas is responsible for the mushrooming of unlicensed private medical practitioners who resort to indiscriminate use of allopathic medicines, further affecting immune systems.

Therefore to provide basic health care services (preventive and curative) in a regular and systematic way, Incentive Foundation has provided support to Sukarya to set up and run a health centre in the village of Bandhwari which has been operational since 2006. In February 2008, the programme was expanded to include the formation of a village action group and strengthen the referral services for sustainability of the programme.

Impact: The project has displayed high levels of patient satisfaction. It further aims to achieve increased awareness levels on nutrition, reproductive and sexual health, immunization, TB, DOTS programme, sanitation, hygiene, safe drinking water and family planning.

The health centre has been accessed by over 1,200 patients between February and December 2007 for consulting, diagnosis, free medicines and counseling.



### For companies

#### CAF India's company solutions

Construction of 55 rooftop rain water harvesting structures Donor: Coca-Cola India Period: 8th August 2007 -7th August 2008 Amount: INR 5,00,000

Charity Supported: Seva Mandir began work in 1969, although it was conceptualised in the early 1930's. Its initial self-definition was strongly influenced by the expectation that the State would, as was constitutionally mandated, bring about social transformation, and the role of the voluntary sector was to hold the State accountable. Seva Mandir, with its head office at Udaipur City, is currently working in 583 villages, mainly in the areas of natural resources development, education, health, women's empowerment and village institution building. It works with around 70,000 households, influencing the lives of approximately 3,60,000 persons.

Delwara town in Udaipur district is prone to immense water scarcity. This imposes great constraint on the agricultural development and economic growth of the region.

In 2007, Coca-Cola India funded a project to harvest rainwater through the construction of 55 rooftop rain water harvesting (RWH) units, with an aim to provide adequate water for drinking and sanitation.

Impact: These RWH structures have been constructed in two residential localities of Delwara town. Each of these 55 households will have an additional 5,000 litres of water at their disposal now. CAF India has been a trusted partner since 2003. CAF India has not only helped us in our disaster and emergency responses including disaster rehabilitation, they have also helped us forge community partnerships for sustainable water resources. The professional team at CAF India helps us understand community needs, plan right partnerships, select good grassroot NGOs who can deliver time bound results and in a transparent manner. Several Community Rain Water Harvesting projects that we have undertaken with CAF India in Rajasthan, Haryana and UP have shaped well and have immensely benefitted all stakeholders.

Our relationship with CAF India has evolved much beyond only community interventions, they have helped us review our journey on sustainability, build capacity for CSR within the organization and forge meaningful partnerships. We are proud of our partnerships with CAF India.

> Praveen Aggarwal General Manager & Head of CSR and Sustainability for South West Asia Coca-Cola India



### For companies

#### CAF India's company solutions

#### **Donor: UBS**

Since December 2007, UBS has been supporting three education projects with CAF India's charity partners in Mumbai:

- National Association for the Blind (NAB)
- Society for Doorstep School
- VIDYA

These projects cater to the poor and disabled children from the suburbs of Mumbai and will run for a period of two to three years.

Short-term computer training programmes for special teachers and visually impaired students Amount: INR 14,82,000 Period: 1st December 2007 -

30th November 2010 Charity Supported: National Association

for the Blind. On 19th January 1952, the then Prime Minister of Bombay province, Mr. B.G. Kher, moved a resolution establishing the National Association for the Blind (NAB) as the First All India Conference for the Blind held at Sir Cowasji Jehangir Hall in Mumbai. With no staff or office of its own and hardly any money, NAB started its slow and steady march to achieve its goal of full participation and equality of opportunity for the visually impaired citizens of India. Today NAB is the single largest voluntary organisation dedicated to the cause of the blind and has been carrying out integrated education programmes in more than 16 states of the Union of India.

Computers have greatly enabled the blind community to access information. This project supports short-term computer training programmes for special teachers and visually impaired students. The project envisages training 150 students and special educators over a period of three years, and this will eventually result in opening up a lot of avenues for employment.

#### Community based study classes Amount: INR 15,02,558 Period: 1st December 2007 -30th November 2009

Charity Supported: The Society for Doorstep School, a registered NGO, has been working in the field of primary education for the urban poor ever since its inception in 1988. The focus has been on addressing the various problems faced by the public primary education system especially nonenrolment of eligible children into formal schools, wastage and stagnation. Expanding to Pune in 1993, Door Step School is constantly evaluating the educational needs in the community and developing strategies for addressing them. The organisation has impacted the lives of over 25,000 children.

In families where all members including children are struggling to meet basic necessities, going to school is very low on their priorities and at the slightest of excuses children tend to drop out of school. Female children are at a higher risk as educating a girl child is low in priority and are removed from school if it inconveniences the family.

### For companies

#### CAF India's company solutions

The main goal of the project is to sustain school going children from the slum communities and stem the prevalent drop out rate by providing inputs to initiate the learning process and imbibe the habit of learning amongst the children. The programme reaches out to 150 school going children in the age group of 7-12 years, in three slum communities in Mumbai.

Having worked with CAF in the United Kingdom and Australia, UBS knew who to turn to in India when we began to develop a community investment strategy for Mumbai and Hyderabad. We have not been disappointed. CAF India listened carefully to what our objectives were and responded with a well thought portfolio of meaningful projects for our consideration. We have also been pleased to collaborate with CAF India on the Community Leadership Experience - a groundbreaking capacity building project - to address the "leadership challenge" facing many NGOs in India.

> David Boyd-Thomas CFRE Regional Head of Community Affairs - Asia Pacific UBS







# Committed to effective giving For individuals

CAF India helps individuals give to causes and charities they care about. This we do by providing advice, offering tax-effective solutions and creating programmes wherever their chosen causes reside. We monitor and report back on the impact of donations.

Our Donor Advised Fund is for those high net worth donors who are committed and informed about the cause they wish to support, but need advice around structuring their giving to achieve impact. Individuals choose from a range of charities pre-validated by CAF India.

For those who would like a bespoke solution, CAF India helps identify charities and develops programmes with charity partners. Donors can also indicate a specific organisation of choice. In the case of the latter, to enable the donation to be made, CAF India will conduct due diligence and validate the organisation to ensure that the required financial, legal and regulatory norms are being met by the selected charitable organization.

CAF India has helped year on year in managing our Donor Advised Fund. Through the Fund set up at CAF India we have been able to support multiple projects and causes. They provide us with bespoke advice and custom made solutions and have enabled us this year to continue to support disabled adults and marginalized children. CAF India illustrates for us the impact of our giving and inspires us to continue to make a difference in the lives of the less fortunate.

> Kunhali Family August 2008

Our individual donors have extended support over the years to a variety of causes from empowering HIV positive widows; through setting up of income generation programmes to sponsoring tobacco cessation clinics; providing for free legal aid to under trials in Tihar Jail to supporting marginalised women who require mental health care.

#### □□□ Charities supported

In 2007 - 2008 our individual donors continued to extend support to marginalised people and causes.

- community based rehabilitation programme for disabled children at Astha, Delhi
- children affected by HIV/AIDS at Udayan Care, Delhi
- supported 19 beneficiaries of Family of Disabled (FOD), Delhi with income generation opportunities through the Apna Rozgar Scheme
- provided funds for setting up baking and catering units at Tamanna, Delhi for children with cerebral palsy
- legal aid for under trials in Tihar Jail through the legal literacy programme of Aids Awareness Group (AAG), New Delhi
- support for cataract surgeries at JGS Charitable Trust, Bangalore
- provided for a Dream Bus for Dream A Dream in Bangalore

# Committed to effective giving For individuals

#### Donor Advised Fund

Outreach home based care for the affected children of HIV+ parents Donor: Mr. Praveen Gupta Period: 1st April 2007 - 31st March 2008 Amount: INR 1,00,000

Charity Supported: Udayan Care is a voluntary organization established in 1994. The vision of Udayan Care is to contribute towards sustainable human development through initiating and executing social developmental activities that result in substantial improvement in the quality of life of the disadvantaged, with a special focus on women and children.

The HIV epidemic in India is creating a new class of children who need care and support; these are children orphaned and made vulnerable by HIV and AIDS. In India, as per the latest National AIDS Control Organisation (2007) estimates, there are 70,000 children under the age of 15 living with HIV/AIDS and a rapidly increasing number of children orphaned or affected by AIDS. The children of parents infected with HIV/AIDS encounter several problems.

Seeing the magnitude of this urgent need, Mr. Praveen Gupta decided to support Udayan Care's Outreach programme by providing financial support for affected children of HIV positive parents. Impact: The project has helped five children by providing them financial support for meeting their educational and nutritional needs. The project has also helped in providing emotional support through counselling of parents and their children.

Apart from this the grant has helped 387 parents and 447 children by organizing workshops for them. The aim of the workshops was to impart knowledge about HIV/AIDS and instill in them a sense of confidence and self-worth, so as to enable them to cope with the prevailing situation.



### For charities

CAF India in 2007 - 2008 provided a range of services to charities which has helped them in enhancing credibility, transparency and maximising resources.

Funds distributed to charities increased from INR 1.27 crores in 2006 - 2007 to INR 2.32 crores in 2007 - 2008.

- Baxter International Foundation and Give2Asia from the US topped the list of donors to CAF India and have helped support critical initiatives in health care and education.
- Tsunami fund continued to rebuild lives and supported livelihood programmes with sea food kiosks and a dairy project being completed in Cuddalore, Tamil Nadu.
- The Thematic Fund for Livelihoods supported income generation activities in Tamil Nadu.
- Funds from companies largely supported education, environment, income generation, health care, disabilities and shelters. UBS Mumbai was the largest corporate donor in 2007 - 2008 and extended support to three cutting edge projects in Mumbai.
- Individual donors continued to extend support to the marginalised and innovative projects and contributions have doubled from the previous year.

CAF India built further on streamlining processes of due diligence and validation. Companies both in India and overseas sought assistance in validating new charities for support. This helped in our mission of building credibility for the not-for-profit sector.

Capacity building and training with visiting resource persons were organized. Grant making on behalf of our international donors and the advice and support provided around this body of work also received impetus and was strengthened.

CAF India worked in close collaboration with Give2Asia in helping identify a credible partner in Andhra Pradesh, India for their client Avon. The grants provided by Give2Asia/Avon has resulted in four local Village Panchayats (self-government) to pass a resolution that child marriages are banned in their respective villages and they take the responsibility to ensure that no child marriage takes place in their jurisdiction.

Villagers are extremely happy with this project and the Government machinery is delighted to have our support in enhancing the school going rate of girl children.

ASSIST is extremely happy to be working with CAF India as it provides an opportunity to systematically strengthen its strategy, methodology, project execution, monitoring and documentation strictly following the time-frame. Timely response of the respective staff of CAF India in enabling its partner organisations to execute the projects successfully is commendable.

> J. Ranga Rao Operational Director ASSIST

### For charities

#### Charities support

Eradication of child labour in Andhra Pradesh Donor: Avon Implementing Partner: ASSIST Facilitated By: Give2Asia/CAF India

The Avon Foundation is supporting education for 545 girl children in four villages in Andhra Pradesh.

These children have been enrolled in schools or transitional/bridge centres. The Village Education Committee ensures that as soon as children attain the age of five they are enrolled in schools. It also ensures maintenance of the schools which have been strengthened with infrastructure and equipment.

At the end of three years, 405 children would have had assistance in the form of scholarships.

The project further aims for 100% enrollment of all girls up to the age of five years in these targeted villages.

Livelihood opportunities for adolescent girls have also been initiated. The project incubated in February 2008 for a period of two years, aims at benefiting 130 girls including providing scholarships. Partnerships with overseas donors have resulted in significant resources for the sector in 2007 - 2008. The partnerships with Baxter International Foundation, Give2Asia and others have strengthened our work incountry and to donors internationally.

Give2Asia and CAF India share a mutual commitment to effectively support organisations meeting critical needs through high impact grants. We partnered with CAF India in the aftermath of the 2004 Tsunami, and CAF India ensured responsive and accountable grantmaking to rebuilding efforts following that disaster and provided us with valuable insight and guidance.

They helped us identify ASSIST, a strong Indian organization doing cutting-edge work in support of children in Andhra Pradesh, ensured timely implementation, and quality monitoring and reporting of this important programme. Our partnership with CAF India has resulted in outstanding service to our donors and invaluable support for grantees.

> Jennifer Lofing Director of Programs Give2Asia



## **Tsunami Rebuilding Lives Fund**

The Tsunami Rebuilding Lives Fund continued to support initiatives that focused on rebuilding lives. To address the challenges posed by the disaster, CAF India incubated multiple initiatives on infrastructure, livelihoods and education in parts of Andhra Pradesh and Tamil Nadu. Projects in 2007 -2008 were funded by Give2Asia.

In Pondicherry, CAF India's long time partner BLESS successfully set up a dairy farm with 60 cows of mixed-breed and a dairy shelter helping 38 persons with regular livelihood opportunities. The excess income from the dairy has enabled BLESS in supporting 54 students between Standard I - IX on their various educational requirements.

At Cuddalore, 55 Tsunami-affected women and men were productively trained and supported in managing 10 seafood kiosks. Beneficiaries of the project are currently earning a cumulative profit of over INR 3.5 lacs per annum.

In a separate but similar initiative the Fund has helped support 115 women of Prakasam District, Andhra Pradesh in setting up a salt making unit. This has resulted in raising their income by at least 100% each from INR 40 a day to INR 80 and above.









# How we can help you make a difference

#### Services for individuals

As an independent professional organisation we provide a single point of contact for all your charitable giving and a trouble-free way to identify and support causes that are close to you.

#### Give As You Earn (GAYE)

Simple, efficient giving straight from your salary.

#### **Donor Advised Fund**

Tax-efficient, effective giving for individuals who want to support their own projects.

#### Services for companies

Support to achieve your community goals - we allow you to maximise the difference you and your employees make, while ensuring your donations go to the charity of your choice.

#### **CAF India Company Account**

A special account to help companies manage their community investment budgets.

#### Give As You Earn (GAYE)

The largest payroll giving scheme, enabling employees to support their communities in the most tax-efficient way.

#### Matched giving

CAF India customises matching programmes for employees' time, fundraising effort and/or cash donations (including payroll giving) to charities and community organisations.

#### **Employee volunteering**

We help you help companies design and manage employee volunteering programmes.

#### Cause related marketing

We provide support and assistance in identifying and selecting causes and projects with best brand fit with corporate/brand values.

#### Services for charities

Professional, financial and support services that assist you in generating funds for your organisation. Accreditation by CAF India opens doors to Indian as well as global donors.

#### CAF India fundraising support

Tailored for charities wanting to maximise their fundraising potential.

#### Grantmaking

Support for the development of charitable organisations throughout India.

#### www.cafindia.org

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# Making a difference with CAF India

### Charities

This year has seen a tremendous increase in the number of charities which have been appraised, assessed and validated by CAF India.

The following charities are now making a difference with CAF India.

Action for Autism (AFA), New Delhi Action for Food Production (AFPRO), New Delhi AIDS Awareness Group (AAG), New Delhi Akshara Foundation, Bangalore Ananya Trust, Bangalore Animal India Trust (AIT), New Delhi Asha (Action, Service, Hope for AIDS) Foundation, Bangalore A Society for Integrated Rural Development (ASSIST), Guntur Association for Rural and Tribal Development (Action), Rajahmundry Association of People with Disability (APD), Bangalore Alternative Strategies for the Handicapped (ASTHA), New Delhi Bangalore Oniyavara Seva Coota (BOSCO), Bangalore **BLESS**, Cuddalore Bombay Young Men's Christian Association (YMCA), Mumbai Byrraju Foundation, Secunderabad Calcutta Samaritans, Kolkata Calcutta Social Project, Kolkata Cancer Institute (WIA), Chennai CanSupport, New Delhi Central Himalayan Rural Action Group (CHIRAG), Nainital Centre for Research and Advocacy (CFAR), New Delhi Centre for Social Research, New Delhi

Charkha, New Delhi Child Aid Foundation, Vijaywada Childhood Enhancement through Training and Action (CHETNA), New Delhi Compassion Unlimited Plus Action (CUPA), Bangalore Concern India Foundation, Bangalore Darpana, Ahmedabad Deepalaya, New Delhi DHAN Foundation, Madurai **Dignity Foundation**, Mumbai Dr. Shroff's Charity Eye Hospital (SCEH), New Delhi Dream A Dream, Bangalore Drishtee Foundation (DF), Noida Family of Disabled (FOD), New Delhi Foundation of Occupational Development (FOOD),Chennai Freedom Foundation, Bangalore Friends of Rural India, Gurgaon Genesis Foundation, Gurgaon GOONJ, New Delhi Hope Foundation, New Delhi Hope Project Charitable Trust (HPCT), New Delhi India Foundation for the Arts (IFA), Bangalore Indian Cancer Society (Delhi branch), New Delhi Indian Grameen Services, Hyderabad Integrated Rural Community Development Society (IRCDS), Tiruvallur Interact Society for Spastics & Handicapped, Noida Isha Foundation, Coimbatore Jan Madhvam, New Delhi Janakalyan Welfare Society, Rajahmundry Janhit Foundation (JF), Meerut JGS Charitable Trust, Bangalore Karm Marg, New Delhi

### Making a difference with CAF India

### Charities

Karunashraya Bangalore Hospice Trust, Bangalore Krishna District Lorry Owners' Association (KDLOA), Vijaywada Literacy India, Gurgaon M. Venkatarangaiya Foundation, Secunderabad Mahita, Hyderabad Maximising Employment to Serve the Handicapped (MESH), New Delhi Mobile Creches, New Delhi Mobility India, Bangalore Muskaan, New Delhi Naandi Foundation, Hyderabad Nabha Foundation, New Delhi National Association for the Blind (NAB), Mumbai Navjyoti Development Society (NDS), New Delhi Navjyoti India Foundation, New Delhi Parikrma Humanity Foundation, Bangalore People's Upliftment in Rural Areas (PURA), Nagercoil Pondicherry Multipurpose Social Service Society (PMSSS), Pondicherry Pratham Delhi Education Initiative Trust, New Delhi Prayas, New Delhi Professional Assistance for Development Action (PRADAN), New Delhi Ritinjali, New Delhi Sahara Centre for Residential Care and Rehabilitation, New Delhi Sai Kripa, Noida Salaam Baalak Trust, New Delhi Samadhan, New Delhi Sampark, Bangalore Sankalp Welfare Society, Gurgaon Sense International, Ahmedabad Society for Service to Urban Poverty (SHARAN), New Delhi Shristi Special Academy, Bangalore Sikshana/Sivasri Charitable Trust, Bangalore

Smile Charitable Society, Gurgaon Snehasadan, Mumbai SNS Foundation, Gurgaon Social Outreach Foundation, Noida Society for Promotion of Area Resource Centres (SPARC), Mumbai Society for Rehabilitation for Mentally Challenged, Chandigarh Society for Urban Regeneration of Gurgaon (SURGE), Gurgaon South India Cell for Human Rights Education and Monitoring, Bangalore South Indian Federation of Fishermen Societies (SIFFS), Trivandrum Srijan, New Delhi Stree Mukti Sanghatana, Mumbai Sukarya Charitable Trust, Gurgaon Tamana, New Delhi Technology Informatics Design Endeavour (TIDE), Bangalore The Akanksha Foundation, Mumbai The Akshaya Patra Foundation, Bangalore The Banyan, Chennai The Bridge Public Charitable Trust, Mumbai The Naz Foundation (India) Trust, New Delhi The Richmond Fellowship Society, Bangalore The Society for Doorstep School, Mumbai Udayan Care, New Delhi Vidya Integrated Development for Youth and Adults (VIDYA), Mumbai Vidya Poshak, Dharwad Vidyarambaram, Chennai West Bengal Voluntary Health Association, Kolkata Wildlife Trust of India (WTI), New Delhi

### **Companies and institutions**

#### Give As You Earn

ABB India Adobe India Charities Aid Foundation India Dominos FCS Flextronics Genesis Public Relations GlaxoSmithKline Consumer Healthcare Hewitt Associates India Foundation for Arts Microsoft Corporation PricewaterhouseCoopers The Shri Ram School Withya Direct

#### **Company Account**

Adobe India British Airways Coca-Cola India GlaxoSmithKline Consumer Healthcare Godfrey Philips India HDFC Ltd. Incentive Destinations UBS

#### **Foundations**

Baxter International Foundation CAF Australia Give2Asia

#### Advisory

Arrk Limited Asia Pacific Philanthropy Consortium Bertelsmann Stiftung Goldman Sachs Larsen and Toubro Nand & Jeet Khemka Foundation Prudential

#### Grants to Designated Funds

Adobe Arora and Associates Aviva Life Insurance Benetton International (USA) Bajaj Capital Cargill India **Catalyst Social Development Consultants** Coca-Cola India **Computer Science Corporation** Emco Ltd. Give2Asia GlaxoSmithKline Godfrey Phillips India **Grindwell Norton** Grow Talent Co. Ltd. Hexaware Technologies Hindustan Petroleum Corporation Hughes Escorts Communications Ltd. **ICICI One Source** International Textiles ITC, ITC Hotels, ITC Infotech India Johnson & Johnson **KNA** Associates Larsen & Toubro Mahindra & Mahindra Panalpina World Transport India Pvt. Ltd. Patni Computer Systems PepsiCo India Holdings Polaris Software Lab **PSI Data Systems RPG Enterprises** Samtel Color **SM Sehgal Foundation** The Shri Ram School Synergos Institute TATA Interactive Systems, TATA Teleservices **Tana Exports Triangle Community Foundation** Wipro Spectramind Services

### **Financial summary**

### Report by the Trustees on the financial summary

The financial summary relating to the year ended 31st March, 2008 is extracted from the financial statements, which were approved by the Trustees and signed on their behalf on 1st July, 2008. Auditors Deloitte Haskins & Sells gave an unqualified audit report on these financial statements on 1st July, 2008.

The financial summary is compiled by CAF India from the audited financial statements for the year ended 31st March, 2008.

This financial summary may not contain sufficient details to gain a complete understanding of the financial affairs of the charity. The full audited financial statements and auditors' report may be obtained from the CAF India office.

Subodh Bhargava Chairman

#### Summary of incoming funds for the year ended 31st March 2008

	2007-08 (INR Lacs)	2006-07 (INR Lacs)
INCOMING FUNDS		
International grants	168.36	183.46
Grants and donations from individuals, corporates and others	119.76	20.88
Appeals	-	16.90
Corpus Fund	-	10.00
	288.12	231.24
Other Income		
Interest from fixed deposits with bank	14.95	8.21
Fees and contributions	20.08	28.84
	0.43	0.92
TOTAL INCOMING FUNDS	323.58	269.21
OUTGOING FUNDS		
Donations and grants to charities (including payroll giving)	239.71	139.93
Cost of providing service to charities and donors	62.06	51.50
Management and administration	32.49	39.86
Fundraising and publicity	3.54	9.43
TOTAL OUTGOING FUNDS	337.80	240.72
NET MOVEMENT IN FUND	() 14 22	20.40
Net gains (losses) on investments	(-) 14.22	28.49
Capital fund and donor balances brought forward	263.44	234.95
CARRIED FORWARD	249.22	263.44

### **Financial summary**



- International grants
- Grants and donations from individuals, Corporate and others
- Interest from fixed deposits with bank
- Fees and contributions
- Miscellaneous





- Donations and grants to charities (including payroll giving)
- Cost of providing service to charities and donors
- Management and administration

31.3.2008

31.3.2007

□ Fundraising and publicity

#### Summary of group balances as at 31st March 2008

	(INR lacs)	(INR lacs)
Investments (Fixed Deposits with Bank)	200.84	39.77
Bank balances	50.19	231.48
Other assets less liabilities	-1.81	-7.81
	249.22	263.44
CAF unrestricted funds (Capital Fund)	123.09	102.82
Corpus Fund	10.00	10.00
Donor Fund	116.13	150.62
Capital and Donor Funds	249.22	263.44



# CAF India trustees, management and committees

#### **CAF India trustees**

Subodh Bhargava (Chairman, Appointed June, 2005) Renu Sud Karnad (Vice Chair) Russell Prior (Executive Director, Enterprise & Philanthropy, CAF UK) Ajay S. Mehta Anil Sachdev Kashi N. Memani Noshir H. Dadrawala Prema Sagar Rati Forbes Sanjay Gupta S. Sivakumar M.P. Vasimalai

#### Management group

Priya Viswanath, Chief Executive Anil Goel, Head - Finance and Operations Piyali Mendiratta, Head - Donor Services Anvita Singh, Sr. Manager - Donor Services Puja Bhalla, Sr. Manager - Development Support Abhishek Chaturvedi, Sr. Manager -Grantmaking

#### **Principal bankers**

HDFC Bank Limited Plot No. 8, Sector - 4, R. K. Puram New Delhi - 110022

#### Legal advisers

Premnath Rai & Associates W-126, Ground Floor, Greater Kailash II New Delhi-110048

#### **Auditors**

Deloitte, Haskins & Sells MCT House, One Okhla Centre Okhla Institutional Area, New Delhi-110025

#### **CAF United Kingdom**

#### Patron

HRH The Prince Phillip, Duke of Edinburgh, KG, KT

#### Chairman Lord Cairns, CVO CBE

#### **Chief Executive**

John Low 25, King Hill Avenue King Hill, West Malling Kent ME 19 4TA T : + 44 (0) 1732 520 000 F : + 44 (0) 1732 520 001 E: enquiries@cafonline.org







# The history of CAF in the UK

We have been working to help donors to give more effectively and charities to make the most of their resources for more than 80 years – and we have been an independent charity for more than 30 of them. We are proud of our history, and we benefit from the enormous wealth of knowledge and experience it has given us.

In 1924, The National Council of Social Service (now the National Council for Voluntary Organisations or NCVO) set up a Charities Department to encourage more efficient giving to charity. In 1959– the Charities Department was named the Charities Aid Fund, and it achieved great success in assisting in the distribution of large sums of money for charitable purposes. In 1974, the National Council of Social Service (now the NCVO) decided that independence would allow us to flourish. We were set up as an independent registered charity called the Charities Aid Foundation, and set up our first board of independent trustees.

## **CAF** International

CAF International works globally and has US\$5 billion under management on behalf of donors and civil society organisations. The network is led by Charities Aid Foundation (CAF), a registered charity in the UK. More than US\$2m is given through CAF each day and last year CAF distributed funds to over 45,000 civil society organisations.

Services provided across the network include: designing and running giving programmes; managing charitable funds and providing training for civil society organisations.

# About CAF India

CAF India is a registered public charitable trust and is part of the CAF International network. Established in New Delhi in October 1998, CAF India's mission has been to increase the flow of resources from corporations and high net worth individuals to the non-profit sector.

In India we have provided giving solutions – Payroll giving, Company Accounts, Donor Advised Funds to several individuals and multinational companies and their employees since 1998.

CAF India has a wide range of validated charities that work across diverse areas of children, education, health care, livelihoods, aged, animal welfare and environment. The charities we support go through a process of due diligence and validation and CAF India ensures the charities we recommend to our donors comply with all the fiscal, legal & regulatory norms in-country.







Charities Aid Foundation India, A - 85, First Floor, East of Kailash, New Delhi –110065

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- W: www.cafindia.org

Registered Trust Number: 3733/IV dated 15th October 1998



emails committed to effective giving