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Jan 18, 2009

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Introduction

A marathon is more than just a race.

It is a triumph, an achievement and a sporting celebration that showcases the courage, passion and zeal of the citizens of a city.

Only seven weeks prior to the 2009 Standard Chartered Mumbai Marathon, on 26th November 2008, Mumbai was subjected to brutal and horrific terrorist attacks. Scores of lives were lost and the city and the country were shaken to the core. Against this backdrop loomed the 6th edition of the Standard Chartered Mumbai Marathon. The people of Mumbai unanimously chose the platform of the marathon as their riposte to the forces of terror and destruction. There was no rhetoric, no lengthy speeches – all energies were channelled towards coming together as one, to rejoice in the spirit of life. Without a doubt, this edition put on the grandest sporting spectacle yet, showing the world that the city was back on its feet, running.

Charity has always been one of the corner stones of the Standard Chartered Mumbai Marathon. Over Rs. 6.45 crores were raised in clearly tracked funds for 124 non-profit organizations through United Way of Mumbai, the official Charity Partner, during its 6th edition. Budgeting for the fact that a lot of small organizations would have raised funds through the event directly, along with contributions from event sponsors and partners, the final total is now Rs. 7.75 crores!

The Marathon also enhances the pride and emotional connect of our authorities with the city by showcasing their 'Can Do Will Do' spirit. The Government of Maharashtra has embraced the event as its very own, the custodians and caretakers of Mumbai's wellbeing are out in full force.

This docket attempts to record the excellent charity work carried out by non-profit organizations, corporates and individuals. We sincerely thank all the event partners and participants for making the Standard Chartered Mumbai Marathon 2009 truly memorable.

With Warm Regards,



Vivek B. Singh
Jt. Managing Director
Procam International Ltd.



Jayanti Shukla
Executive Director
United Way of Mumbai



Charity Structure

NGOs working for varied causes effectively use the Standard Chartered Mumbai Marathon as a platform to raise awareness on their respective causes and raise monies to fund their various projects. Initiatives like the Dream Champion, Dream Team, the Corporate Challenge and We Care provide avenues for people of all walks of life to raise funds for their preferred cause/NGO.

Charity raising is encouraged through 'pledges'. Pledges are donations of any amount made by family, friends, colleagues, companies, associates, acquaintances of the runner, who wish to support his/her cause with their contributions.

DREAM CHAMPIONS are select individuals who commit to raising more than Rs.10 lacs in pledges for a charity of his/her choice. To be a Dream Champion, s/he has to make an upfront payment of Rs. 50,000 which is considered in the total minimum amount to be raised by the Dream Champion.

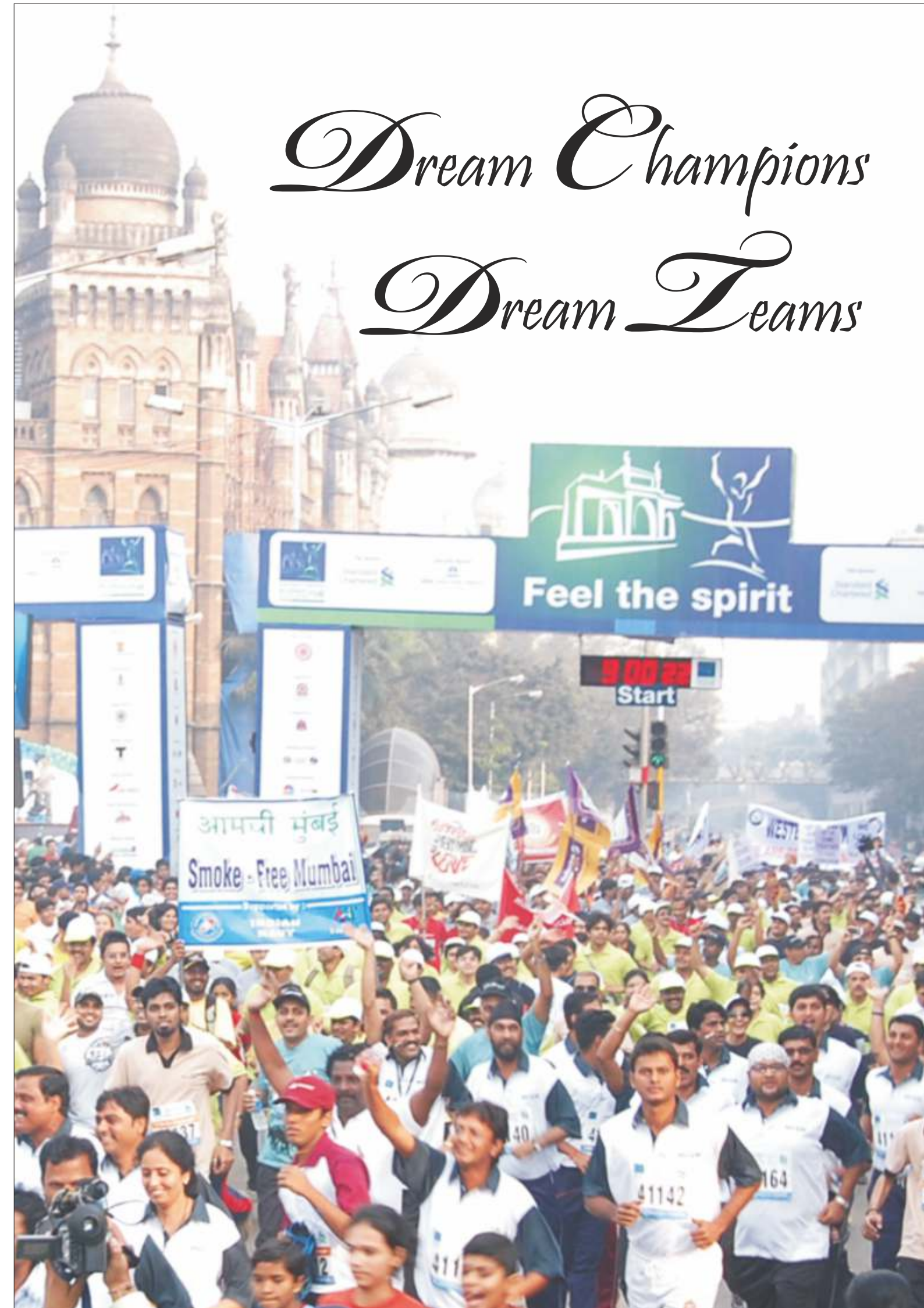
DREAM TEAM is a select group of individuals who commit to raising a minimum of Rs.1 lac upto Rs. 10 lacs in pledges, for a charity of his/her choice. To be a Dream Teamer, s/he has to make an upfront payment of Rs. 10,000 which is considered in the total minimum amount to be raised by the Dream Teamer.

CORPORATE CHALLENGE are a group of companies that contribute a minimum of Rs.2,34,000 and send a group of upto 30 employees to participate in the event. Each employee is motivated to raise any amount in pledges. A company signs up for the Event by making an upfront, non-refundable contribution of Rs. 234,000.

WE CARE are individuals who raise pledges of any amount and run for a cause they believe in.



Dream Champions
Dream Teams



Dream Champions

3

Dream Champions



Anand Mahindra
(for 'Nanhikali')



Amit Chandra
(for *17 NGOs)



Archana Chandra
(for *17 NGOs)



52 DREAM TEAMERS

- Aaran R. Patel (for 'Light of Life Trust')
- Ali Asghar (for 'Roshan Vikas')
- Anahita Pandole (for 'The Research Society')
- Andrea Kambli (for 'Apnalaya')
- Aneel Murarka (for 'Alert India')
- Annabel Mehta (for 'Apnalaya')
- Ashwin Kumar (for 'Ashray Akruti')
- B Surya Mahadev (for 'Indian Council for Mental Health')
- Bhavdeep M Pandya (for 'Masoom')
- Brian Oravec (for 'Salaam Baalak Trust')
- Darius Pandole (for 'The Research Society')
- Dottie Wagle (for 'Salaam Baalak Trust')
- Gautam Kumar Roy (for 'PTRC')
- Harsha Raghavan (for 'Ummeed')
- K.R. Bharat (for 'PTRC')
- Kaushal Inamdar (for 'Men Against Violence & Abuse')
- Kushal Desai (for 'ISKCON Food Relief Foundation')
- Mana Shetty (for 'Save the Children India')
- Manjeet Kripalani (for 'PTRC')
- Mira Patel (for 'Kasturba Gandhi National Memorial Trust, Saswad Ashram')
- Moneisha Gandhi (for 'Ummeed')
- Navin Wadhwani (for 'United Way of Mumbai')
- Om Puri (for 'Parkinsons Disease and Movement Disorder Society')
- Rahul Bose (for 'The Foundation')
- Rahul I Kadri (for 'Save the Children India')
- Rahul Rai (for 'Ummeed')
- Rajnish Dhall (for 'Ummeed')
- Ramesh Mangaleswaran (for 'MBA Foundation')
- Rishabh Desai (for 'ISKCON Food Relief Foundation')
- Sana Kadri (for 'Save the Children India')
- Sangita Kathiwada (for 'United Way of Mumbai')
- Sanjeev Kapoor (for 'Forum for Autism')
- Shanti Ekambaram (for 'SOPAN')

Dream Team

- Shvetha Bhupathi (for 'Childline India Foundation')
- Sujal Shroff (for 'Light of Life Trust')
- Sunil Rawlani (for 'Childline India Foundation')
- V. Ranganathan (for 'Alert India')
- Vikram Oberoi (for 'The Oberoi Care')
- Yatin B. Thakore (for 'Children Toy Foundation')

*Bain Capital had a group of 13 Dream Teamers participating in the Event. These 13 dream teamers along with Mr. Amit Chandra and Ms. Archana Chandra raised charity in support of 17 NGOs.

- Abhishek Gupta
- Candida Mendonca
- Kanush Chaudhary
- Leroy Coutts
- Nikhil Raghavan
- Pankaj Patwari
- Rishi Mandawat
- Roshitha Girish
- Samonnoi Banerjee
- Steve Barnes
- Susan Levine
- Vaibhav Badjatya
- Vijay Chakravarthi

The NGOs they supported:

The Research Society, Akanksha Foundation, Taj Public Service Welfare Trust, The Bombay Community Public Trust, ISCKON Food Relief Foundation, Credibility Alliance, The Energy and Resources Institute, CPAA (Cancer Patients Aid Association), IAPA (Indian Association for Promotion of Adoption), Praja, Child-N-You, Teach for India A/C Akanksha Foundation, Bombay First, Navjyoti Foundation, NCF (Nature Conservation Foundation), Maanav Foundation, Cankids

SOME INTERESTING FACTS

At the Standard Chartered Mumbai Marathon 2009, there were 5 combinations of pairs within families who were Dream Teamers in their own right ...

- | | | |
|---------------------|---|----------------------------------|
| ✓ Father & Son | : | Kushal Desai & Rishabh Desai |
| ✓ Mother & Son | : | Dottie Wagle & Brian Oravec |
| ✓ Father & Daughter | : | Rahul Kadri & Sana Kadri |
| ✓ Siblings | : | Aaran Patel & Mira Patel |
| ✓ Husband & Wife | : | Darius Pandole & Anahita Pandole |

This year saw 3 individuals less than 18 years of age taking up the mantle of being Dream Teamers

- ➔ Mira Patel (14 yrs)
- ➔ Aaran Patel (15 yrs)
- ➔ Rishabh Desai (16 yrs)





Corporate Challenge

160 Corporate Challenge teams

103 Companies

- Aamby Valley Limited - 2 teams (for 'National Liver Foundation')
- ABN Amro Bank (for 'Women Graduate Union')
- Aditya Birla Group - 4 teams (for 'Seva Sadan Society')
- Air Mauritius Ltd. (for 'Atma Education Trust')
- AT Kearney (for 'United Way of Mumbai')
- Aventis Pharma Ltd. (for 'Childline India Foundation')
- Axis Bank Foundation - 4 teams (for 'Child Rights and You', 'Childline India Foundation', 'Society Undertaking Poor People's Onus for Rehabilitation', 'Ummeed Child Development Center')
- BA Continuum Solutions Pvt. Ltd. (for 'Salaam Baalak Trust')
- Bank of America (for 'Ummeed Child Development Center', 'Childline India Foundation')
- BASF India Ltd. (for 'Paragon Charitable Trust')
- Bharti Airtel Ltd. (for 'Maharashtra Dyslexia Association')
- Bloomberg Dataservices Pvt. Ltd. (for 'Childlink India Foundation')
- BSE (for 'Deeds Public Charitable Trust')
- Cadbury India Ltd. - 2 teams (for 'Concern India Foundation', 'Paragon Charitable Trust')
- Caliber Point Business Solutions Ltd. (for 'Helen Keller Institute for Deaf & Deafblind')
- Castrol India Ltd. - 3 teams (for 'K.C. Mahindra Education Trust - Project Nanhikali')
- Centrum (for 'Meljol')
- Colgate Pamolive (India) Ltd. - 2 teams (for 'Network in Thane by People Living with HIV')
- Cox and Kings India Ltd. (for 'Make A Wish Foundation Of India')
- Diageo India Pvt. Ltd. (for 'Forum For Organized Resource Conservation and Enhancement')
- Dow Chemical International Pvt. Ltd. (for 'Concern India Foundation')
- DSP Merrill Lynch - 2 teams (for 'Childline India Foundation', 'Able Disable All People Together')
- Dun and Bradstreet Information Services India Pvt. Ltd. (for 'K.C. Mahindra Education Trust - Project Nanhi Kali')
- E-City Ventures (for 'Swayamsiddh')
- Eclerx Services Ltd. (for 'Child Rights and You')
- Ersnt & Young - 2 teams (for 'Door Step School')
- FIL Fund Management Pvt. Ltd. (Fidelity) - 2 teams (for 'Aseema Charitable Trust')
- Firstsource Solutions Ltd. (for 'Kherwadi Social Welfare Association')
- Fullerton India Credit Co. Ltd. - 3 teams (for 'LVPEI', 'Sankara Eye Hospital', 'Sightsavers International (Royal Commonwealth Society for the Blind)')
- Geodesic Information Systems Ltd. (for 'Project Crayons')
- GlaxoSmithkline Pharmaceuticals Ltd. - 2 teams (for 'Save the Children India')
- Godrej & Boyce Mfg. Co. Ltd. (for 'Alert India')
- Goldmans Sachs (India) Securities Pvt. Ltd. (for 'Paragon Charitable Trust')

Corporate Challenge

- Grand Hyatt Mumbai (for 'Make A Wish Foundation Of India')
- GTL - 2 teams (for 'Concern India Foundation', 'Helen Keller Institute for Deaf & Deafblind')
- HDFC Asset Management Company Ltd. (for 'Paragon Charitable Trust')
- Hexaware Technologies Ltd. (for 'Helen Keller Institute for Deaf & Deafblind')
- Housing Development Finance Corporation Ltd. (HDFC) - 5 teams (for 'HelpAge India', 'Save the Children India')
- HSBC - 4 teams (for 'Women Weave', 'Committed Communities Development Trust', 'Sesame', 'Wildlife Protection Society of India')
- Human capital for Third Sector (for 'KATALYST')
- ICICI Lombard Co. Ltd - 3 teams (for 'Make A Wish Foundation', 'Catalyst for Social Action', 'DEEDS Charitable Trust')
- ICICI Prudential Asset Management Company Ltd. (for 'VIDYA Integrated Development for Youth and Adults')
- ICICI Prudential Life Insurance Co. Ltd. - 3 teams (for 'United Way of Mumbai')
- ICICI Securities Ltd. (for 'Paragon Charitable Trust')
- Infrastructure Leasing & Financial Services - 2 teams (for 'Nalanda Foundation')
- Ingram Micro India Pvt. Ltd. (for 'Concern India Foundation')
- J.B. Advani & Co. Pvt. Ltd. (for 'Maharashtra State Womens Council')
- J.M.Baxi & Co. (for 'Dignity Foundation')
- Johnson & Johnson - 5 teams (for 'Population Services International', 'K.C. Mahindra Education Trust - Project Nanhikali', 'Prerana', 'Helen Keller Institute for Deaf & Deafblind', 'HelpAge India')
- Johnson Controls (I) Pvt. Ltd. (for 'Mumbai Mobile Creches')
- JSW Steel - 2 teams (for 'Maharashtra Dyslexia Association', 'Victory Arts Foundation')
- K.S Softnet Solutions Pvt. Ltd. (for 'Shri Hari Satsang Samiti')
- Kale Consultants (for 'Catalyst for Social Action')
- KPMG - 3 teams (for 'Society Moved to Instil Love with Empathy')
- Larsen & Toubro Ltd. (for 'Childline India Foundation')
- Life Insurance Corporation of India - 4 teams (for 'Concern India Foundation', 'Child Rights and You')
- Lodha Group (for 'Lodha Charitable Trust')
- Macquarie Capital Securities India Pvt. Ltd. (for 'Mumbai Mobile Creches')
- Marathon Group (for 'Ramniklal Zaverbhai Shah Trust')
- Marriot India (for 'Child Rights and You')
- Mastek Foundation (for 'Helen Keller Institute for Deaf & Deafblind')
- Mattel Toys (I) Pvt. Ltd. (for 'Save the Children India', 'ADAPT')
- Mc Kinsey & Company - 3 teams (for 'GOONJ', 'Pratham Mumbai Education Initiative', 'Cancer Patient Aid Association')
- Merck Limited (for 'Merck India Charitable Trust')
- Merck Specialities Private Ltd. (for 'AmeriCares India Foundation')
- Meru Cab Company Pvt. Ltd. (for 'Swayamsiddh')
- MF Global India (for 'Akanksha Foundation')
- MID- Day Multimedia (for 'The Foundation')

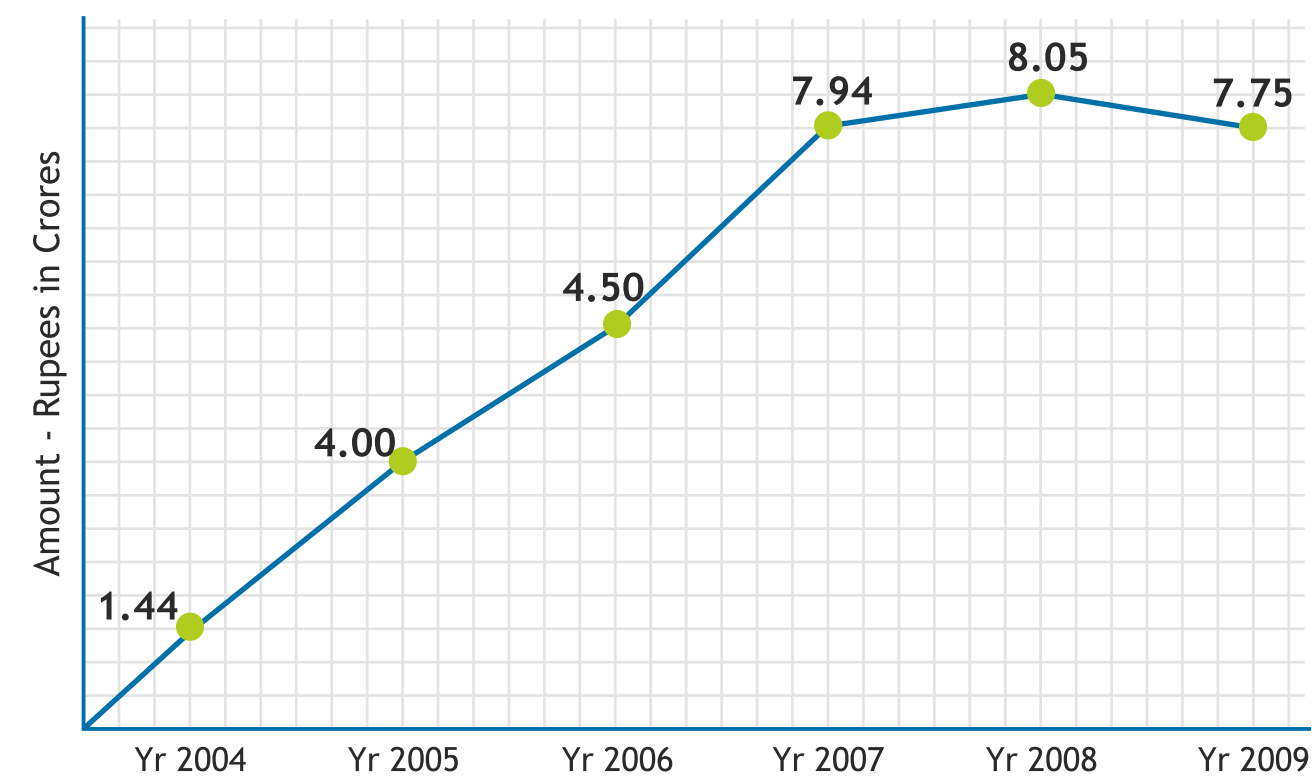
Corporate Challenge

- MIRC Electronics Limited (for 'Shraddha Charitable Trust')
- Nippo Batteries Co. Ltd. (for 'Friends of Tribal Society')
- Nomura Services India Pvt. Ltd. - 5 teams (for 'Childlink India Foundation')
- Novartis India Ltd. (for 'Akanksha Foundation')
- NYK Group India (for 'Mumbai Mobile Creches')
- Osian's Connoisseurs of Art Pvt. Ltd. (for 'Childline India Foundation')
- Paragon Textiles (for 'Paragon Charitable Trust')
- PATNI (for 'Reform Image Group')
- People Interactive (India) Pvt. Ltd. (for 'Make A Wish Foundation Of India')
- Pepsico India Holdings Pvt. Ltd. (for 'Concern India Foundation')
- Pfizer Limited (for 'V Care Foundation')
- Piramal Enterprises Ltd. - 3 teams (for 'Lok Swasthya SEWA Trust')
- Qualcomm India Pvt. Ltd. (for 'Able Disable All People Together')
- Rotary Club of Bombay Pier (for 'Society for the Education of the Crippled')
- RPG Enterprises - 2 teams (for 'The Victoria Memorial School for the Blind')
- Sigma Byte Computers Pvt. Ltd. (for 'Paragon Charitable Trust')
- SKF India Limited (for 'Friends of Tribal Society')
- Solvay Pharma India Ltd. (for 'Helen Keller Institute for Deaf & Deafblind')
- Star India Pvt. Ltd. (for 'Childline India Foundation')
- State Bank Of India (for 'Kherwadi Social Welfare Association')
- Tata Aig Life Insurance Company - 2 teams (for 'The Education Audiology & Research Society for Hearing Impaired Infants and Children', 'Childline India Foundation')
- Tata Capital Limited - 3 teams (for 'Aural Education for the Children with Hearing Impairment')
- TATA Sky (for 'GOONJ', 'Psychoanalytic Therapy and Research Centre')
- TATA Sons Ltd. - 3 teams (for 'Sunbeam Trust')
- The Godavari Sugar Mills Ltd. (for 'Girivanvasi Educational Trust')
- The Goodearth Company (for 'Goodearth Education Foundation')
- Thermax Ltd. (for 'Akanksha Foundation')
- Transocean Offshore International Ventures Ltd. - 2 teams (for 'VIDYA Integrated Development for Youth and Adults')
- Unichem Laboratories (for 'Akanksha Foundation')
- UTV Software Communications Ltd. (for 'Society to Heal, Aid Restore and Educate')
- Varun Industries Ltd. - 2 teams (for 'Cancer Patient Aid Association')
- Varun Shipping Company Limited - 2 teams (for 'Child Rights and You')
- Wire and Wireless India Limited (for 'Catalyst for Social Action')
- Zee Entertainment Enterprises Ltd. (for 'Habitat for Humanity')



Charity Amount at a Glance

Charity Amounts a Glance



SUMMARY OF AMOUNTS RAISED IN STANDARD CHARTERED MUMBAI MARATHON 2009

Amount raised by Dream Champions and Dream Teamers	Rs. 1.74 crores
Amount raised by Corporate Challenge Teams	Rs. 4.25 crores
Amount raised by We Care participants	Rs. 0.46 crores
Total Amount raised via United Way of Mumbai	Rs. 6.45 crores
Estimated amount raised directly by NGOs and Sponsors/Partners	Rs. 1.30 crores
Total Amount raised	Rs. 7.75 crores

Scmm 2008 - 2009 Comparison

	Year 2008	Year 2009
Description		
No. of NGOs who benefitted monetarily through the event	104	124
No. of runners who raised money	790	1254
No. of people who pledged money	11,080	7,490
Largest number of pledges raised by a runner	531	629
Largest single pledge amount	Rs. 19,77,374	Rs. 48,00,000
Smallest single pledge amount	Re. 1	Rs. 10
No. of pledges of Rs. 50 or lower	1184	60
No. of pledges of Rs. 5,000 or higher	1634	795
No. of pledges of Rs. 10,000 or higher	886	376

Highest Individual Pledge Raisers/Company

Dream Team	Rs. 38,26,396	Rs. 4,83,009
Corporate Challenge	Rs. 4,28,674	Rs. 4,58,101
We Care	Rs. 3,81,371	Rs. 6,25,000

Corporate Challenge/Description	Number/Rs.	Number/Rs.
Largest no. of participants from a company	270 (TCS/ICICI Bank)	78 (HSBC)
Highest pledges raised by a company (Rs.)	Rs. 25,54,734 (Aditya Birla Group)	Rs. 21,58,773 (HSBC)

Highest Fundraising NGOs	Name/Amount	Name/Amount
Highest	Childline India Foundation (Rs. 54 lacs)	Akanksha Foundation (Rs. 42.41 lacs)
2nd Highest	Indian Council for Mental Health (Hygiene) (Rs. 48 lacs)	The Research Society (Rs. 30.25 lacs)
3rd Highest	The Research Society (Rs. 35 lacs)	Childline India Foundation (Rs. 27.53 lacs)

Awards



Awards

DREAM CHAMPION

Special Appreciation to all Dream Champions

Anand Mahindra
Amit Chandra
Archana Chandra

DREAM TEAM

Highest Pledge Raiser (Men)

Rahul I Kadri - raised Rs.4,83,009
(36 pledgers)

Highest Pledge Raiser (Women)

Annabel Mehta - raised Rs.2,46,002
(18 pledgers)

Highest Pledge Raising Couple

Anahita & Darius Pandole - raised
Rs.2,50,000

Highest Pledge Raising Duo
(Daughter-Father duo)

Sana & Rahul Kadri - raised Rs.
6,25,009

Youngest Dream Teamer

Mira Patel - Rs.1,43,001 (35 pledgers)

CORPORATE CHALLENGE

Highest Pledge Raising Corporate

HSBC - raised Rs. 21,58,773

2nd Highest Pledge Raising Corporate

Aditya Birla Group - raised Rs.15,93,802

Highest individual pledge raiser (men)

Nariman Bacha of Godrej & Boyce Pvt.
Ltd. raised Rs.3,49,113 (629 pledgers)

2nd Highest individual pledge raiser (men)

Girish Borkar of Geodesic Information
Systems Ltd. - raised Rs.3,00,000
(37 pledgers)

Highest individual pledge raiser (women)

Meher Pudumjee of Thermax Ltd.
raised Rs.4,58,101
Anu Aga of Thermax Ltd. - raised
Rs.4,58,101

2nd Highest individual pledge raiser
(women)

Priya Pradeep of Ernst & Young - raised
Rs.56,050

Highest Pledge Raising individual
Corporate Challenge team

Godavari Sugar Mills - raised
Rs.15,01,014

Awards

WE CARE

Highest individual pledge raiser (men)	Suresh Sivram - raised Rs.6,25,000 (110 pledgers) for Rotary Club of Madras Temple City
2nd Highest individual pledge raiser (men)	B S Singhal - raised Rs.2,35,000 (5 pledgers) for Parkinsons Disease and Movement Disorder Society
Highest individual pledge raiser (women)	Puja Saloi - raised Rs.3,44,410 (29 pledgers) for Family Service Center
2nd Highest individual pledge raiser (women)	Ashika Pohoomul - raised Rs.1,29,500 (11 pledgers) for Apne Aap Womens Collective

NGO AWARDS

Highest pledge raising NGO	Akanksha Foundation - raised Rs.42,41,441
Highest pledge raising NGO (excluding corporate challenge contributions)	The Research Society - raised Rs.30,25,000
NGO with highest number of pledgers (Event participants)	Seva Sadan Society - 56 pledgers

Individual raising amounts with maximum number of pledgers	Nariman Bacha - 627 pledgers
Highest online pledges raised by an individual	Puja Saloi - raised Rs.3,08,000 (12 pledgers)

Outstanding Corporate Initiative	Bain Capital Advisors (India)
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We did it!



We Did It

Total Amount raised	Rs. 3,00,000
No. of pledges raised	37
Highest amount of single pledge raised	Rs. 20,000/-
Lowest amount of single pledge raised	Rs. 1000/-



Girish Borkar

(of Geodesic Information Systems Ltd. Corporate Challenge team)

The NGO supported?

Project Crayons.

What motivated you to raise pledges for the same charity again?

The motivation for me is to give something back to society. The girl child is very close to my heart and also close to the heart of my friends and associates. Project Crayons shelter for the girl child "Udaan Ghar" houses 62 under-privileged girls, girls from broken and violent homes from the age of 5 to 13. If we want our nation to progress it is essential that a good education reaches all classes of society and primarily to girls, as they will give direction to their children. If today's girl child is not educated, then it will be difficult for them to guide their children fruitfully.

Were the funds raised by you last year used the way you intended? What kind of feedback mechanism was used?

Last year the money I raised was for the purchase of an ambulance. The rest of the money was sponsored by Geodesic and the ambulance is running in the Mankhurd area. The ambulance is for the poor hutment dwellers who cannot afford ambulance service in case of medical emergencies. The ambulance details are available on Project Crayons' website.

How did you go about raising money this year?

I sent an e-mail to all the people who have supported me earlier, plus to some I had missed out on. I explained in brief the purpose of raising funds, clearly mentioning the total proposed to be raised for whom it was being raised, giving the website details and powerpoint presentation of Project Crayons and a history of work they have done and continued to do. The response I got was along expected lines - as all my colleagues and friends believe that the money will be well spent.

How long did it take for you to raise pledges?

It took me approximately a month to raise the pledges and get the cheques.

Was the current market situation an obstacle to the pledge raising process? If yes, can you give some experience?

No....though some did cite it for not contributing, but did promise to contribute next year.

Are you a regular pledge raiser? Do you usually use the Marathon as an inspirational vehicle to aid your fund raising efforts?

I raise pledges only during the Marathon - using the event as an inspirational vehicle for the fund raising effort.

Any advice for the other Pledge raisers.

Always do a due diligence on the cause you are supporting to succeed in your efforts. Believe in your cause, put your heart into the fund raising effort so that your sincerity is visible to the donor and you are sure to succeed.

Puja Saloi
(a We Care participant)

Total Amount raised	Rs. 3,44,410
No. of pledges raised	29
Highest amount of single pledge raised	Rs. 200000
Lowest amount of single pledge raised	Rs 100

The NGO supported?
Family Services Centre

What motivated you to raise pledges for the same charity again?
The approach and being a part of the organization as a family was one of the key motives to raise funds for my organization. The issues we work on are very close to our hearts and we wanted to raise the maximum to be raised for enabling us to do more for our client group.

Have you participated and raised pledges for the Standard Chartered Mumbai Marathon in the previous years? If Yes, how was the experience different this year?
No, it was my 1st experience.

How did you select the charity you raised funds for?
Working with children and women is a cause which has always been close to my heart, especially kids and FSC (I work with them) is an organization working for their cause. Hence, it was the driving force.

How long did it take you to raise pledges?
Approximately 4 months.

Was the current market situation an obstacle to the pledge raising process? If yes, can you give some experience? Are there any other challenges that you faced?
Yes, to some extent as people, especially corporates were not very open to funding us since the were already involved with some charity or the other. Even, individuals had concerns of it being used in a proper and appropriate cause.
Secondly, with online donations they were uncomfortable due to the risk of their credit card number being misused. Also, some of our families who have been open in the past with donations were hesitant in this year or donated less than expected.

Are you a regular pledge raiser? Do you usually use the Marathon as an inspirational vehicle to aid your fund raising efforts?
No, I am not a regular pledge raiser and have felt in this year that the Standard Chartered Mumbai Marathon is a beautiful and inspirational vehicle to raise pledges for ones cause.

Your advice for the other pledge raisers?
Well, I feel that if one tries one can achieve and also we have to feel for our cause. My pledges were through personal contacts of our organization with whom we have been associated since long and they all really feel for the work done by us and our credibility. In fact, in the next year we wish to collaborate with a corporate and raise more charity for our cause.



Utilization Of Funds By NGOs

A Report: Aseema Charitable Trust

At the Standard Chartered Mumbai Marathon 2008, 5 Corporate Challenge teams, apart from individuals, participated in support of Aseema. Total funds generated were approx. Rs.17 lacs.

These funds were utilized primarily for the following projects:

1. Operational Costs at the Pali-Chimbai Municipal School, Bandra West

The funds raised by one of the corporates went towards covering the operational costs for Stds. V, VI and VII where Aseema runs its Primary Section. These costs covered the provision of academic facilities to children in these classes and included items such educational material and teaching aids, mid-day meals for the children, costs of excursions and payment of honoraria to the teachers.

In addition, for the all-round development of the child, Aseema provides additional facilities such as computer and art classes, yoga and drama, sports and judo to name a few. All costs for these facilities for the children from Stds V, VI and VII were also covered.

The concerned corporate not only raised funds for these activities but also visited the school on many occasions and encouraged its employees to organize special events for the children.

2. Preparation of the infrastructure at the Santacruz West Municipal Secondary School (first floor only)

The Santacruz School was adopted by Aseema in January 2008 and runs the Pre-Primary and Secondary Sections.

Funds from a corporate were used to repair and renovate the facilities on the floor which enabled Aseema to create the desired conditions for children to be at school. In the case of this corporate also, not only did the organization provide the funds but some of the employees even took time off on the weekend to actually help in the painting of the premises as their gesture of being engaged with Aseema in its work of providing quality education for under privileged children.

A Report: Save the Children India

An amount of Rs. 3,76,000 was raised through the Standard Chartered Mumbai Marathon 2008.

The amount raised was used for the following projects:

1. Support 4 Balwadi's and 2 Study Center

In these Balwadi's 150 children were supported through an outreach and nursery program. This program ensures pre-primary education and provides assistance to children in BMC schools to upgrade their performance for acceptable standards through Comprehensive Study Centers.

2. One Vocational Center

Supporting 60 women by providing vocational training for young women living in urban slums of Mumbai to be socially and economically independent.

A short case study below shows the difference the vocational center brought in the life of a 20 year.



Utilization Of Funds By NGOs

She came to know about the class when a survey was conducted in their area. Being a very enthusiastic and talented girl she joined the vocational skills in tailoring and embroidery. Encouraged by the organization, she got a chance to sell her articles in a large scale exhibition and thereon started taking orders. She says that her first earning was of Rs 1250/- when she stitched 125 Batwas in 10 days and was proud to support her family with that money.

A Report: K.C. Mahindra Educational Trust - Nanhikali

Funds Raised in previous two years of Standard Chartered Mumbai Marathon:

Year	Total no. of corporate teams	No. of Dream Teamers	Total amount raised	No. of beneficiaries
2007	3	1	Rs. 13,64,717	682
2008	4	1	Rs. 8,20,000	455

Nanhikali has participated in the Standard Chartered Mumbai Marathon from its inaugural year. The platform of the marathon was initially used to raise awareness about the Nanhikali project- a national girl child education programme.

In 2007 for the first time Nanhikali obtained corporate participation for the marathon and since then it has been a great success. The funds raised through the marathon have benefited 1137 Nanhikali's through the following projects:

- Direct material support is extended to the girl child annually through a material kit consisting of Uniforms, school bag, shoes, socks, undergarments, notebooks and stationery.
- Direct non material support is extended through Gyan Jyothi centres or Academic Support Classes (ASC) which is run in schools attended by the Nanhi Kalis either prior to school or after school hours to ensure that children attending Govt Schools acquire grade specific learning competencies.
- Indirect support provided to teachers through teacher learning material, ongoing capacity building programmes etc. and Sensitizing parents and other stakeholders in community on gender equity and the importance of girl child education.



Amounts Raised By NGOs	
NGO Name/Description	Total
ADAPT This NGO works to ensure that all disabled children have equal access to education, and all disabled youth have equal job opportunities. It also aims at providing education, therapy, counselling, support, skills training and is a forum for disabled children and their parents.	6,34,000
Akshara Foundation Akshara's goal is to ensure that 'Every child is in school and learning well'. Its work is to bring benefit of education to all through innovative and different models. It tries to bridge the gap and take the first step towards bringing equitable access to quality and relevant education to all.	33,300
Alert India Its objective is to strengthen the integration of leprosy into the public health system and to sustain the leprosy control activities through a community partnership approach.	9,02,114
AmeriCares India Foundation Americares is an international relief and humanitarian aid organisation. It has acted as a bridge between medical manufacturers who donate products and health care workers in resource poor communities who deliver care.	2,34,000
Apnalaya Apnalaya works in some of the worst slums in Mumbai, striving for the empowerment of people. Programmes include training, sponsorship, balwadis and crèches, study classes, recreation groups and sports, community health, family counselling, saving groups, HIV awareness and prevention, work on civic issues, housing and food security.	4,24,574
Apne Aap Womens Collective Apne Aap Women's Collective is a day care centre. It is working in Faulkland road red light are of Mumbai with women to provide care and support service, their daughters from 2.5 yrs and above to prevent second generation from prostitution.	1,45,600
Aseema Charitable Trust Their mission is to provide under-privileged children with a nurturing and stimulating educational environment that helps them recognize their limitless potential.	9,89,307
Asha Sadan It is a Government recognized Children's Home, catering to two age groups; 0-6 years (120 children) and 14-18 years old girls (80 girls) through their Balgruha Scheme. They also accommodate a few women above 18, under their Adhargruha Scheme. Their vision is to create empowered lives; mission is to ensure care and protection of the child, providing opportunities for development & rehabilitation through education vocal training and thus facilitating reintegration into societies.	1,00,000
Ashray Akruti Ashray Akruti is working for the hearing impaired children and normal children without hearing impairment from underprivileged backgrounds. The main feature being that the children are encouraged to speak.	76,451
Atma Education Trust Atma Education Trust partners with NGOs, who are working in the field of education and children, to become sustainable and professional organisations. It drives change through learning, professionalism, empowerment, long term thinking and works towards a sustainable future for these NGO.	2,74,300
AURED Atma Education Trust partners with NGOs, who are working in the field of education and children, to become sustainable and professional organisations. It drives change through learning, professionalism, empowerment, long term thinking and works towards a sustainable future for these NGO.	7,17,000
Avehi Public Charitable (Educational) Trust Avehi works towards promoting audio-visual modes of communication & alternative media for widening horizons, for raising the level of education & social awareness. Avehi's media support activities aim at meeting the needs of educational institutions, non formal education units, training institutions, NGOs CBOs, individual activists & others.	10,000

Amounts Raised By NGOs	
NGO Name/Description	Total
Bal Raksha Bharat It was founded in 1919 by Eglantyne Jebb as a response to the condition in Europe immediately following the First World War. Jebb had drafted the Geneva Declaration of the Rights of the Child, which was adopted by the League of Nations. Save the Children a federation of 28 members with similar vision, mission and values for children, works in more than 110 countries to form a truly international movement for children.	1,17,000
Bombay First Bombay First is an organization dedicated to improving the economic and social infrastructure of the city making it globally competitive and improving the quality of life of its citizens.	2,00,000
Cancer Patients Aid Association Cancer Patients Aid Association works towards the "total management of cancer" as a disease. They raise awareness through lectures, promote early detection, cover the cost of cancer treatment through a unique insurance plan, and provide complete patient care and rehabilitation.	8,52,842
Cankids Cankids is an organization of about 50 highly dedicated volunteers & staff and has provided (since inception in 2004 to Dec.2008): (1) Medical assistance to over 1500 children & over Rs. 2 crores. (2) Education to over 100 children. (3) Information & awareness about childhood cancer.	50,000
Catalyst for Social Action The organization works for the welfare of the children with special focus on child adoption. It supports adoption agencies located in remote areas and also helps in improving capabilities, enhancing capacities of the adoption agencies.	10,86,724
Child Rights and You CRY has direct action with children in the form of education and health inputs. It strives towards community mobilisation for their right and is active with government bodies to influence policy framing and their implementation. It also provides financial and non-financial inputs: capacity building, training individuals, organisational development etc.	20,19,457
Childline India Foundation Supporting the running of a childline centre. Centralise call centre capacity.	27,52,860
Childlink India Foundation Childlink India Foundation uses sport as a medium to work on overall development enabling girls and boys to realize their true potential. Since its inception in 1999, they have reached out to over 30.000 children living in some of the most at-risk and marginalised circumstances in Mumbai.	14,82,329
Child-N-You CNU is working for children with special needs. To help create awareness & ensure that all children are entitled to an equal opportunity for the maximum development of their potential increasing their acceptance and guiding them towards inclusion in mainstream society.	2,00,000
Children Toy Foundation To educate children, through play, beyond reading and writing so as to help them acquire real skills and develop positive attitude. We open Khelvigya centres and go to children NGO's construction sites and hospitals where children have no access to toys and plays.	1,03,288
Committed Communities Development Trust CCDT provides marginalized communities with social relevance through comprehensive programs of integrated health services, social education and community development. It works in resource constrained conditions with communities living in slums, pavements and red light areas in Mumbai. Stigma and discrimination, gender empowerment and participation of people living with HIV/AIDS are the 3 cross-cutting themes in the organization.	9,29,168

Amounts Raised By NGOs	
NGO Name/Description	Total
Concern India Foundation Financial and Non-financial support is extended towards organizations with the aim of capacity building of the beneficiaries and towards making the program sustainable. We reach out to the under privileged children, youth, and women, differently-abled and aged.	17,40,401
Credibility Alliance Consensus and membership building. Development and continued improvement of norms. Accreditation of rating/certifying agencies and capacity building organizations. Information and communication support for enhancement of credibility.	4,00,000
Deeds Public Charitable Trust Their vision is to enrich the lives of at least 10.000 people with hearing impairment by the end of the decade, and to make them financially self reliant and contributors in mainstream society.	4,68,000
Dignity Foundation Dignity Foundation runs for the older persons and promotes the concept of productive ageing. They provide services like: Ration Service, Second Careers, Companionship, Civic Service, Dignity Helpline, Counselling Centre, etc.	2,34,000
Dream a Dream Dream a Dream empowers children from vulnerable backgrounds through programs which provide opportunities for the development of crucial life skills-skills such as confidence, communication, leadership and teamwork which will help them achieve their dreams.	17,000
Family Service Centre It is a voluntary organisation committed to preserve, promote and strengthen family as a unit. We reach out to families in the difficult circumstances through our various non-institutional and community based programmes namely: Sponsorship, Adoption, Foster care, Community Development.	4,32,580
Forum For Autism FFA work towards increasing awareness on Autism through advocacy & conducting various seminars. They conduct Lectures/Workshops for parents and professionals on the autism. Disseminate information regarding available therapies and professional help in Mumbai and Maharashtra.	1,40,751
Forum For Organized Resource Conservation and Enhancement It works towards creating awareness about water issues and facilitating adoption of measures to conserve it. In 3 years they have created awareness about water in 200 localities and schools and optimised 150 rainwater harvesting structures.	2,34,000
Friends of Tribal Society It provides literacy, primary health care, rural development in the tribal belt of India by opening non formal schools. At present there are 26,000 schools.	7,20,551
Girivanvasi Educational Trust Girivanvasi Educational Trust runs Nareshwasi learning centre comprising of primary and secondary school, vocational training centre and residential facilities. It focuses on the physical, intellectual, emotional as well as spiritual development of each child.	15,01,014
Goodearth Education Foundation The Goodearth Foundation has established its name for bringing in quality and care in the lives of the children & believes that this can be done only by actively involving the community it works with.	2,72,000
GOONJ A unique resource mobilization initiative, providing clothes and other basic amenities to millions. With a force of 300 volunteers, GOONJ has created a network of over 100 grass-root organisations, Panchayats, Ashoka fellows, social activists.	3,81,700

Amounts Raised By NGOs	
NGO Name/Description	Total
Habitat for Humanity India Trust We work in the area of affordable housing for the marginalized communities in India. We have helped build over 24.000 homes, sheltering 120.000 people till date. We have HCR's (Habitat Resource Centre) in Bangalore, Chennai, New Delhi and Mumbai.	2,34,000
Helen Keller Institute for Deaf & Deafblind They offer free/subsidized education, residential facilities, transport, nutrition, hearing aids, and medical facilities to deaf and deafblind children. They also provide counselling services for teachers, parents and children. We do every effort needed to rehabilitate them in the society.	14,57,255
Help a Child Somaia Vidyavihar has been working on education needs since 1959. The Help A Child program is an initiative that provides opportunities to students through financial support. The students are unable to fulfil their potential due to lack of financial resources.	10,000
Helpage India Helpage India is a national level secular, apolitical, non- profit, and non-governmental organisation working for the cause and care of disadvantaged older persons.	8,20,100
Human Capital for third sector The paramount mission of the Katalyst Program is to create Economic Emancipation in women. It seek to create an environment and process towards enlarging the managerial work force of India by creating a brand of women from a segment of the population that otherwise might not have had a chance to participate in the mainstream.	2,34,000
Indian Association for Promotion of Adoption and Child Welfare IAPA which started as an adoption agency mainly for advocacy for adoption of an unrelated child with unknown background become also a service agency. In 1995 IAPA broadened its activities to cover other family based services for children viz. foster care, sponsorship & other supplementary services for all round development of underprivileged children.	2,00,000
Indian Council for Mental Health ICMH caters to the needs of children with developmental disabilities. At the schools, they follow the RITE Approach: Rehabilitation after Intervention Therapy and Education. Their holistic range of services includes occupational therapy, speech therapy, sensory integration, animal assisted and arts based therapy, neuro developmental therapy and vocational training for adults above 18 years.	1,34,100
ISHA Education It was founded as a means for transforming the lives of rural children by providing affordable, high-quality education where it is otherwise unavailable. The schools are designed to built confident, English speaking, computer-adept youth, on par with students from good urban schools.	17,500
ISKCON Food Relief Foundation Organizing Midday Meal Program in Government aided schools for the benefits of underprivileged children. The scheme is implemented to facilitate the Govt. in increasing the enrolment, reducing the drop out rate & improving the attendance in schools.	8,34,201
K C Mahindra Education Trust A/C Nanhi Kali We focus on underprivileged girls, who are at risk of dropping out of government schools either due to financial constraints or social conservatism. We provide them with effective academic support, and with special sponsorships that take care of their educational requirements.	27,39,104
Kasturba National Trust, Saraswas Ashram Running State office for branches in Maharashtra. 33 girl children living in hostel pursuing in schools. Home for retired Lady workers for 10 No. 5 Acre Agricultural Land yield wheat, corn, beans & vegetables with 4 milking cows. Tribal welfare centre in Melghat running 3 Homes Ashramshala.	1,43,001

Amounts Raised By NGOs	
NGO Name/Description	Total
Kherwadi Social Welfare Association The primary purpose of the organization is to conduct Vocational training courses for the school dropouts and underprivileged youths from economically weaker sections of society of age group 16-25 years in the slum/villages of Maharashtra and Karnataka.	4,68,000
L V Prasad Eye Institute L V Prasad Eye Institute, Hyderabad is a comprehensive eye health facility with six main areas of focus: comprehensive patient care, clinical research, sight enhancement & rehabilitation, community eye health, education & product development.	2,35,900
Light of Life Trust Their goal is to realize the untapped potential of India's rural children, to empower them and to recognize them as a major resource of India. They thus educate, empower and equip/employ these children.	5,55,703
Lodha Charitable Trust Lodha Charitable Trust works in the areas of education, vocational guidance, community welfare and empowerment of underprivileged section of the society. Educational centre, computer training centre, vocational guidance are some of the activities undertaken.	2,34,000
Lok Swasthya SEWA Trust SEWA is a trade union of 11 lakh self employed women workers from the informal sector. SEWA's main goals are to organize poor women workers for self reliance and full employment. Full employment means employment whereby workers obtain security, income security and social security.	7,02,000
Maanav Foundation Maanav Foundation is the Manav Rehabilitation Centre, a day care therapeutic set up for the psychosocial rehabilitation of adults suffering from mental illness and emotional disorders. Using various methods such as counselling, family therapy & support, group therapies & vocational interventions, the mainstay of this is to facilitate the reintegration of mentally ill individuals into mainstream society.	2,00,000
Maharashtra Dyslexia Association MDA is a non-profit body of parents and professionals concerned about the lack of awareness and facilities for people with Learning Disabilities.	5,87,100
Maharashtra State Women's Council MSWC looks after women from birth to old age. It has 12 projects that deal with rescued girls, abandoned babies, children in foster care, mentally challenged children. It imparts vocational training and rehabilitation of girls.	2,34,000
Make A Wish Foundation Of India The mission of Make-A-Wish Foundations across the globe is dedicated to granting cherished wishes of children with life-threatening illnesses in the age group of 3 & 18 yrs. The Indian affiliate started operations in 1996 and has fulfilled more than 13,000 wishes with the support of various organizations, generous donors and the larger community.	9,36,000
Masoom The organization is working to impart quality education to the night school students. It is an outcome of an research carried out to study the educational problems of night school students.	86,520
MBA Foundation MBA Foundation is working for the integrated rehabilitation of persons with disabilities. Their mission is "Life with dignity and self esteem". Our regular activities include vocational training and they run 3 day care centres and 1 residential centre.	1,00,000
Meljol Meljol endeavours to impart social and financial education among children. It works to sensitize the children about their rights and responsibilities in order to enable them contribute to their immediate environment.	2,34,000

Amounts Raised By NGOs	
NGO Name/Description	Total
Men Against Violence & Abuse (MAVA) MAVA is India's first organisation of concerned men working towards to stop and prevent gender based violence & abuse of women by involving men as 'partners' and 'stakeholders', through cultural advocacy, direct intervention & youth education. MAVA provides safe, non-threatening forums for adolescent boys and young men to communicate share their thoughts and concerns.	88,401
Merck India Charitable Trust To adopt talented students and prevent them from dropping out of academics due to lack of resources. To encourage talented students to pursue higher education.	2,34,000
Mumbai Mobile Creches Integrated day care centres which provide holistic education and development as well as healthcare and nutrition to the children of construction site workers. They currently reach over 6500 children a year and expect to be providing services to 10,000 children by 2010.	7,54,200
Muskaan Sharing Smiles They work for the slum and under-privileged children from Andheri (E): Educate them in English-Medium School from nursery to their graduation; take care of their food, clothing, and medical assistance; try to be a part of their life by celebrating festivals with them and give them opportunity to have a better standing in society.	16,802
National Association for the Blind Empowerment and Rehabilitation of Blind women. Supporting Education, Employment and Vocational Training.	45,000
National Liver Foundation National liver foundation provides free medical treatment, Hep B-C virus awareness and treatment, Hepatic transplant at concession rate medicines to the patients at low cost for hepatic diseases.	4,68,000
Nature Conservation Foundation Highly qualified & motivated conservation scientists work in a range of wildlife habitats, from coral reefs and tropical rainforests to the high mountains of the Himalaya. Over four-fifths of funds are directly used for science & conservation.	2,00,000
Navjyoti Foundation The areas of service are education for children, women empowerment, health care, vocational training, protection, shelter, panchayati raj training, environment programs, de-addiction treatment and counselling.	2,00,000
Network in Thane by People Living with HIV/AIDS NTP+ works towards improving the quality of life of people living with HIV. It provides various services as per the need of the people. It provides counselling and psychosocial support.	4,68,000
Paragon Charitable Trust The Trust offers low-cost, high-quality child-centred English medium education for socio-economically challenged children, inclusive of differently-abled. They do this by training women from low-income communities who earlier had no career prospect.	23,70,095
Parkinsons Disease and Movement Disorder Society Their aim is to improve the life of people living with Parkinson's disease & movement disorders. We develop and coordinate support groups, disseminate knowledge and understanding of Parkinson's disease (PD), organize workshops, conferences, and encourage research on PD.	4,50,490
Population Services International Their goal has always been to help improve the health of the underprivileged populations in India via a social marketing approach. They also deal with HIV/AIDS prevention and a wide range of maternal and child health areas (providing clean water, preventing diarrhoea).	2,44,000

Amounts Raised By NGOs	
NGO Name/Description	Total
Praja Foundation Simplifying Citizens & Ers lives by educating & empowering them with knowledge & information. Voice a principal-centred stand on issues of public interest & governance to improve the quality of life of the citizens of India.	2,00,000
Pratham Mumbai Education Initiative Pratham works in the primary education sector. It serves over 5,00,000 children through urban direct service delivery education programs in 43 cities. Pratham innovated accelerated "learning to read" technique in most Indian language followed by "reading to learn".	2,62,301
Prerana Prerana has been protecting red light district based children and women actual and potential victims of commercial sexual exploitation and human trafficking since 1986 through a comprehensive care programme run on 24x7 basis right in the red light districts of Mumbai.	2,34,000
Project Crayons They focus on issues of child rights and youth development. Also empower children through education, health and rights.	5,76,551
Psychoanalytic Therapy and Research Centre PTRC in Mumbai is an organization that is striving to create awareness about mental health and to provide the necessary treatment to emotionally deprived and disturbed children, adults and their families from all walks of life.	6,15,502
Ramniklal Zaverbhai Shah Trust NGO provides education at school and college level to more than 4000 students.	2,34,000
Reform Image Group Their primary objective is to enrich the quality of life of the underprivileged and indigent people, and the children in crisis. They have chosen to focus on education and healthcare needs, and contribute towards expenses for higher and primary education, and healthcare expenses of mentally and physically challenged children.	2,87,621
Roshan Vikas Foundation RVF promotes urban cooperatives for women that provide financial support and profit participation to women from predominantly Muslim families. RVF supports RV Thrift Co-op, and Mahila Sahakar Co-op. in Hyderabad to scale up their activities of providing financial services, development of sustainable livelihoods, resources for children to complete school education & build vocational skills.	2,10,000
Rotary Club of Madras Temple City One of the most successful & significant projects have been the adoption of schools which primarily entail modernization & ongoing support. To eradicate Polio, provide substantial financial support to the Primary Healthcare Centres. To help school going children who have been displaced by the Tsunami-by giving them bicycles.	6,25,001
Royal Commonwealth Society for the Blind Sightsavers International (Royal Commonwealth Society for the Blind) is a leading global development agency working in 34 countries to combat blindness, restore sight and work.	2,34,000
Saksham They provide school for blind (or low vision) and multiple disabilities children, sponsor education, promote informal education, provide aids and appliance for blinds (low vision) and also provides auto description of movies.	50,000
Salaam Balak Trust In 2007 Salaam Balak Trust began its work with beggar children of Mumbai and enrolment in school. SBT provides a holistic safety net of services to cater to the individual needs of street children, covering the entire area of child development from physical & medical needs & encompassing the educational, creative, cognitive, social needs of children & young adults.	5,09,686
Sankara Eye Hospital Sankara Eye Hospital comprising 6 super speciality eye hospitals is engaged in providing free community eye care. Started in 1990 this programme has benefited over hundreds of thousands individuals & children. This programme aims at eradicating curable and preventable blindness from the country by the year 2020.	2,34,000

Amounts Raised By NGOs

NGO Name/Description	Total
Save the Children India Save the Children India functions in the field of child development and child rights since its inception in 1988. They firmly believe in making India a child friendly nation, and have demonstrated this through various innovative projects aiming at integrated child development.	21,52,819
Sesame Workshop India SWI has been making a meaningful difference in children's lives in over 120 countries in the world. They tell stories to help children learn about faraway places, about treating one another with respect & empathy, about staying healthy & strong so that they can realize their highest potential.	4,33,953
Seva Sadan Society Seva Sadan Society works towards caring, education and empowerment of underprivileged girls and women.	15,93,902
SHARE (Society to Heal, Aid Restore and Educate) It is implementing developmental projects in six places. It has a strong base of professional social workers and para professionals. It has provided water to 110 villages. It runs a livelihood program for mentally challenged youth in Mumbai city.	2,34,000
Shraddha Charitable Trust SHRADDHA provide rehabilitation workshop for autistic and mentally challenged young adults. They are imparted vocational training to create artistic crafts like gifts bags in paper jute and silk and wooden gift articles which are later sold and the proceeds of the sale are used to give them a monthly remuneration.	2,34,000
Shri Hari Satsang Samiti Their objectives are to eradicate illiteracy, provide medical assistance and help empower rural and tribals in India. To achieve this, they provide primary health education & health facilities, training in handicrafts, horticulture, vegetable plantation, optimal use of water resources, etc., and help establish direct contacts with major markets for their products.	2,34,000
SMILE (Society Moved to Instill Love with Empathy) SMILE have been successful in reaching out to thousands of needy children, women and senior citizens through various projects. We also organize medical camps that provide medicines and treatment. During times of natural calamity, we provide our services (such as rehabilitation and supplies) to victims.	7,10,200
Society for Service to Voluntary Agencies SOSVA was started in 1984 as a support service agency and it started with training programmes & capacity building of NGO's. SOSVA's programs focus on managing projects in partnership with national-international agencies such as AIDS Initiative of Bill & Melinda Gates Foundation, Volunteerism, CSR programs, feeding programs for children & education programs for tribal.	1,42,953
Society for the Education of the Crippled (Child & Adult) The focus of SEC is to educate and rehabilitate physically challenged children and adults from a low economic group.	2,34,000
Society of Parents of children with Autistic disorders (SOPAN) SOPAN works towards empowerment of persons with autism. It started a school 'SAMARPAN' for autistic children. It provides a variety of services form diagnosis to early intervention, education and vocational training for students with autism.	1,72,500
Society Undertaking Poor People's Onus for Rehabilitation SUPPORT has been actively working with street children and homeless youth in the field of drug addiction. Other activities include residential detoxification centre, residential rehabilitation centre for boys and girls and residential vocational training centre for boys at Mumbai.	2,40,253



Amounts Raised By NGOs	
NGO Name/Description	Total
SOS Children's Villages The purpose of our work is to provide specialised services to children in need & the neighbouring community with permanent care, education, basic literacy, nutrition, health care, vocational training, women's empowerment, emergency relief & most recently children with special need.	2,000
Sunbeam Trust The Trust works primarily in the field of formal education for underprivileged children in Mumbai, their aim being the overall development of our children and not academic growth alone. They also work towards empowering the parents to take responsibility for the welfare of their children.	7,02,000
Swayamsiddh Matimand Mulansathi Matrupalak Sanstha Swayamsiddh works for the children with mental retardation, cerebral palsy, autism and multiple disabilities. They work for parental training and counselling with their empowerment.	4,68,000
Taj Public Service Welfare Trust To provide relief to victims of sudden act of violence, natural disorders & other tragic events. The objective of the Trust is to provide immediate relief to all victims of the recent attacks including to the families of those who were killed - be it the general public, the security forces, employees of Taj or employees of other establishments.	6,00,000
The Akanksha Foundation They are a non-profit organization that educates less privileged children. They give children the education, training and the skills to change their life. Since it's inception it has created opportunities for over 3500 children through 63 centres.	42,41,441
The Bombay Community Public Trust The first Public Foundation in India, primarily to address the various social, educational, health and environmental problems affecting the citizens of Mumbai. The Community Trust aims to promote peoples participation & widen the circle of philanthropy by motivating people to volunteer & give.	6,00,000
The Education Audiology & Research Society The EAR Society teaches deaf/hearing impaired children to listen and talk. It has pioneered early diagnosis through Newborn hearing screening to detect deafness at birth.	2,34,000
The Energy and Resources Institute TERI was established to tackle and deal with the immense/acute problems that mankind is likely to be faced with on account of the gradual depletion of the earth's finite energy resources & the existing methods of their use.	6,00,000
The Foundation The Foundation works towards non-discrimination. Its Andaman Nicobar Scholarship Initiative is an effort to create a platform of equal opportunities. Its HEAL project is against child sexual abuse. It is an effort to end the conspiracy of silence that surrounds child sexual abuse.	3,44,000
The Nalanda Foundation The Nalanda Foundation provides Nalanda NIOS program through the Nalanda Institute for children with learning disabilities from grades V-XII. Through the Nalanda Centre for Children with disabilities, it provides comprehensive and wide range of services for children with Autism Spectrum Disorders.	2,34,000
The Oberoi Care Fund	3,35,000
The Research Society The Research Society has a comprehensive Spectrum of Services which includes Jai Vakeel School for children in need of special care, the vocational training and Aditya Birla Sheltered Workshop & Rehab Centre, Residential section for boys and girls for respite care and Sairam Autism Centre for Education & Training of Autistic Children.	30,25,000

Amounts Raised By NGOs	
NGO Name/Description	Total
The Society for Door Step School They work for the education of the urban poor with an aim to eradicate illiteracy and to improve the quality of learning at the primary level. Today, they reach out to over 20.000 children in Mumbai and Pune.	4,73,351
The Vatsalya Foundation The Vatsalya Foundation is a developmental organisation working with the vulnerable children. For holistic development of under-privileged children, it organises educational, recreational, health care, rehabilitative and counselling services.	19,037
Ummeed Child Development Centre Ummeed has the objective of helping children with developmental disabilities such as cerebral palsy. It provides integrated care, empowers parents and provides care for all.	7,87,023
United Way of Mumbai United Way of Mumbai is a community impact organization working towards bridging the corporate sector and the civil society. It mobilizes resources from the corporates through Corporate Giving & Payroll Giving programs & invests them strategically into the NGOs working for livelihood, education, health, civic issues & disaster preparedness.	20,02,952
V Care Foundation V Care is dedicated to providing free help, hope, awareness and education to cancer patients and their families through outreach programs and services that improve the quality of their lives.	2,34,000
Victoria Memorial School for the Blind VMSB is a residential school which offers free education to children with visual impairment. They are trained in craft, yoga, dance, drama etc. with the objective of making them responsible.	4,69,500
Victory Arts Foundation VAF is a non-profit org. committed to making dance a meaningful experience for 'all'. It endeavours to use the power of performing arts especially dance to bring joy to the underprivileged, specially challenged, visually impaired and others.	3,11,403
VIDYA Integrated Development for Youth and Adults VIDYA is a registered NGO with a mission to educate, empower and bring social change. VIDYA integrated progamme offers holistic education, build capacity, leaders and proud teachers headed by volunteers.	7,45,117
Wildlife Protection Society of India The primary aim has been to bring a new focus to tackling India's growing wildlife crisis by providing support & information to Govt. Authorities to combat poaching & the escalating illegal wildlife trade-particularly in wild tigers. WPSI is actively involved in every major wildlife conservation issue in India.	3,16,732
Women Graduates Union Areas they focus on include: the empowerment and education of women, vocational skills training, scholarships, guidance on the RTI Act, soft skills training for girls, awareness and life skills education for girls and women.	2,34,000
Women Weave Charitable Trust It is dedicated to empowering & improving the lives of women of rural India. Women Weave works towards making handloom a profitable, fulfilling, sustainable & dignified income-earning activity for women. It provides support through sustainable partnerships with design, marketing, health care & financial guidance.	4,74,770
Zonal Transplant Co ordination Center ZTCC is the Govt. formed body of the 25 hospitals, NGOs & individuals which works to co-ordinate and promote the deceased donor transplant programme in Mumbai.	11,807
Total	659,32,158
Less: Participation Entry Fees	14,63,700
Grand Total	644,68,458

About United Way Of Mumbai

About United Way of Mumbai

United Way is a global movement which seeks to leverage corporate, employee and leadership talent for community development. Through Corporate and Employee Giving Campaigns, United Way seeks to successfully engage employee participation in bringing about a positive change in their communities from their workplace.

What began in USA in 1887 as a small initiative by a group of individuals, transliterated in India in 2002 as United Way of Mumbai – an entity committed to bring about a measurable and sustainable change in India's developmental sector.

Globally, the United Way network has expanded to 48 countries with as many as 4500 chapters in various locations, making it the 5th largest non-profit organization in the world. This gives every chapter an opportunity to avail a global network to help build sustainable communities.

At United Way of Mumbai, we endeavor to bring professional management concepts into practice. The high degree of involvement of the Governing Board, comprising 14 Corporate CEOs, adds to the credibility of the organization's functioning ensuring the highest standards of integrity are maintained in fund allocation and management.

Community Investment Process: United Way believes that every donation made towards a developmental cause is an 'investment' and not merely a financial support. A significant time is dedicated for careful due diligence – evaluating and building synergies with the right partners who demonstrate an ability to understand and address issues in a larger perspective. United Way strives to make sure that the ROI is maximized, measurable and most importantly, sustainable.

The three paradigms that set United Way of Mumbai apart are:

- Professional structure in place for management
- High level of internal auditing and tracking
- Result efficient giving, sustainable change

Mumbai Helpline: United Way of Mumbai has been making collaborative and consistent efforts in addressing civic issues and disaster response measures in Mumbai. This initiative brings together local civic authorities, residents, NGOs and other stakeholders to address Sanitation issues at the civic ward level and alongside set up a Disaster Preparedness Plan for the area. The 'Corporate Ward Adoption Program' has given a huge impetus to the initiative.

Relief Funds: United Way of Mumbai has also setup the 'Mumbai Disaster Response Fund' in the wake of the 26/11 Mumbai Terror Attacks for the express purpose of long term rehabilitation of victims.

Our philosophy can be effectively summarized in following quote: “Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it is the only thing that ever has.” - Margaret Mead

For more information on United Way of Mumbai, please visit www.unitedwaymumbai.org or write in to contact@unitedwaymumbai.org









