

# Module 2

## Chapter -1

# Fundraising Importance and Modes

# Why do we need funds -

- TO SUSTAIN ORGANIZATIONS ONGOING OPERATIONS
- CORPUS BUILDING FOR SUSTAINABILITY
- PROJECT EXPANSION TO REACH PWDS FAR AND WIDE
- FUTURE GROWTH/ INNOVATIONS & MEETING UNEXPECTED NEEDS

# What benefits do donors/funders get -

- TAX EXEMPTION UNDER SECTION 80 G OF INCOME TAX ACT 1961
- DUE VISIBILITY TO DONORS/ORGANISATIONS
- CORPORATES/PSU'S HAVE TO SHARE 2% OF THEIR PROFITS FOR SOCIAL CAUSES UNDER CSR
- IMPROVES CREDIBILITY
- MAKES AN IMPACT.

# Process of fundraising -

- Research on leading donors, firms, organizations
- Connecting with CSR team/Senior POC's
- Sharing Concept Note
- Fixing Meetings for presentation/discussion
- Proposal Submission
- Review/Approvals
- Project onboard.

# Connecting with funders

- Cold Calling /Mailing
- Connect over call
- Share about Organisation and requirements
- Face to Face Meeting/ Online video call meeting
- Raise funds and share its utilisation and monthly bulletins

# Modes of Fundraising -

- Corporate Grants under Companies Act 2013 (Sec 135) or CSR funds
- Govt. funding under various schemes
- Change Donations
- Service Fundraising
- Payroll Giving (Power of One)
- Crowd-funding Campaigns
- Individual Fundraising/Cold Calling/F2F Meetings
- Social Media Advertisements

# CSR Funding

- Under Corporate Social responsibility, Private Companies & PSU's are eligible to share grants with NGO's/NPO's, under Sec 135 Companies Act
- Any company is eligible to disburse CSR funds which has -
  - ✓ Net worth of at least ₹500 crore or
  - ✓ Revenue/Turn Over of ₹1,000 crore or
  - ✓ Net profit of ₹5 crore
- Have to spend at least 2% of their net profit on CSR.

# List of some important PSU's -

<b>Maharatna PSU's</b>	<b>Navratna PSU's</b>	
National Thermal Power Corporation (NTPC)	Bharat Electronics Limited (BEL)	National Mineral Development Corporation (NMDC)
Oil and Natural Gas Corporation (ONGC)	Container Corporation of India (CONCOR)	Neyveli Lignite Corporation Limited (NLCIL)
Steel Authority of India Limited (SAIL)	Engineers India Limited (EIL)	Oil India Limited (OIL)
Bharat Heavy Electricals Limited (BHEL)	Hindustan Aeronautics Limited (HAL)	Power Finance Corporation [PFC]
Indian Oil Corporation Limited (IOCL)	Hindustan Petroleum Corporation Limited (HPCL)	Power Grid Corporation of India Limited (PGCIL)
Coal India Limited (CIL)	Mahanagar Telephone Nigam Limited (MTNL)	Rashtriya Ispat Nigam Limited
Gas Authority of India Limited (GAIL)	National Aluminium Company (NALCO)	Rural Electrification Corporation [REC]
Bharat Petroleum Corporation Limited (BPCL)	National Buildings Construction Corporation (NBCC)	Shipping Corporation of India (SCI)



# Few Corporate giving CSR Funds -

- ANZ India
- KHS Group
- GITS
- Hero MotoCorp
- L&T Group
- Spark Minda Foundation
- Tech Mahindra
- Pernod Ricard India Foundation
- HDFC
- Deloitte.

# Few Govt. Schemes for NGO's -

Disability Division of Ministry of Social Justice and Empowerment provides following five grant-in-aid schemes (Link - <http://disabilityaffairs.gov.in/content/page>) –

1. DDRS Scheme - Deendayal Disabled Rehabilitation Scheme to Promote Voluntary Action for Persons with Disabilities
2. SIPDA - Scheme for Implementation of the Rights of Persons with Disabilities Act, 2016
3. ADIP Scheme of Assistance to Disabled Persons for Purchase/Fitting of Aids/Appliances.
4. Scheme of Assistance to Voluntary Organization for the Rehabilitation of Leprosy Cured Persons.
5. Scheme of Assistance to Voluntary Organisations for Special School for Handicapped Children.

# What is Change donation -

- Change donation is a process of raising funds from online/offline retail or e-commerce formats while paying bills during check out.
- Eg. During billing, cashier usually ask customer “to donate Rs. 1 towards social cause”.
- Major retail chains can be approached for partnering.

# What is Service Fundraising -

- Service Fundraising is a process of raising funds by providing Services of corporate package on commercialised basis.
- Eg- Conducting Disability Sensitization Workshops, Job Mapping, hiring of PwDs etc, with corporate.

# What is Payroll Giving or Power of One -

- Payroll giving is a process of raising funds directly from employees of corporate/own employees from their salaries.
- Primarily for donating Rs 1 per day Rs. 365 per year.

# What are Crowd-funding Campaigns -

- These are done through uploading online campaigns
- Select a Crowd-funding Platform like Global Giving/Impact Guru/Ketto/Give India, etc.
- Build Organization profile and upload a story/campaign details
- Promote over social Media, upload regular reports and progress

# Social Media Campaigns -

- Create donation posts/appeals
- Upload Requirements on any platform/s like Instagram, Twitter, Facebook, Whatsapp, Linkedin, Youtube videos
- Choose right audience
- Circulate your post to raise funds - paid/unpaid.

# Cold Calling & Mailing/F2F Meetings/References

- Cold Calling / Mailing
- Connect over call
- Share details about Organisation
- Face to Face Meeting
- Raise funds and share its utilisation to donors.



**Thanks**