

A brighter future for children



Share their Dreams  
Shape their Future



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ALL HANDS CALL

# ALL HANDS CALL

(OCT 12, 2014)



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## Children in India

900,000

Number of infants who die every year

11,000,000

Number of child laborers

15,000,000

Number of children who have not had any form of immunization

39,000,000

Number of children of school going age, outside the school system



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## Who are we?

A non-profit, non-religious, non-political volunteer organization that seeks to restore the promise of a future to underprivileged children

## Our Vision

Ensure that every underprivileged child attains his or her right to education, health and opportunity

## Our Mission

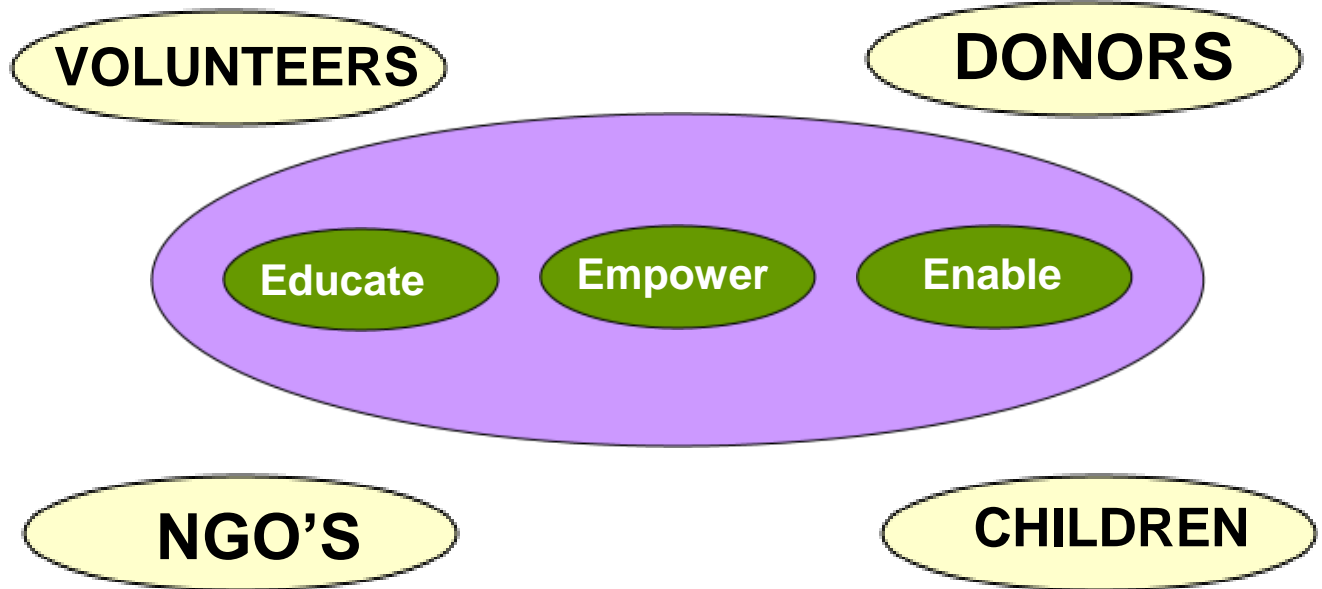
Educate, empower, and enable every individual who wishes to make a positive difference to the life of an underprivileged child



# Share their Dreams Shape their Future



## Mission

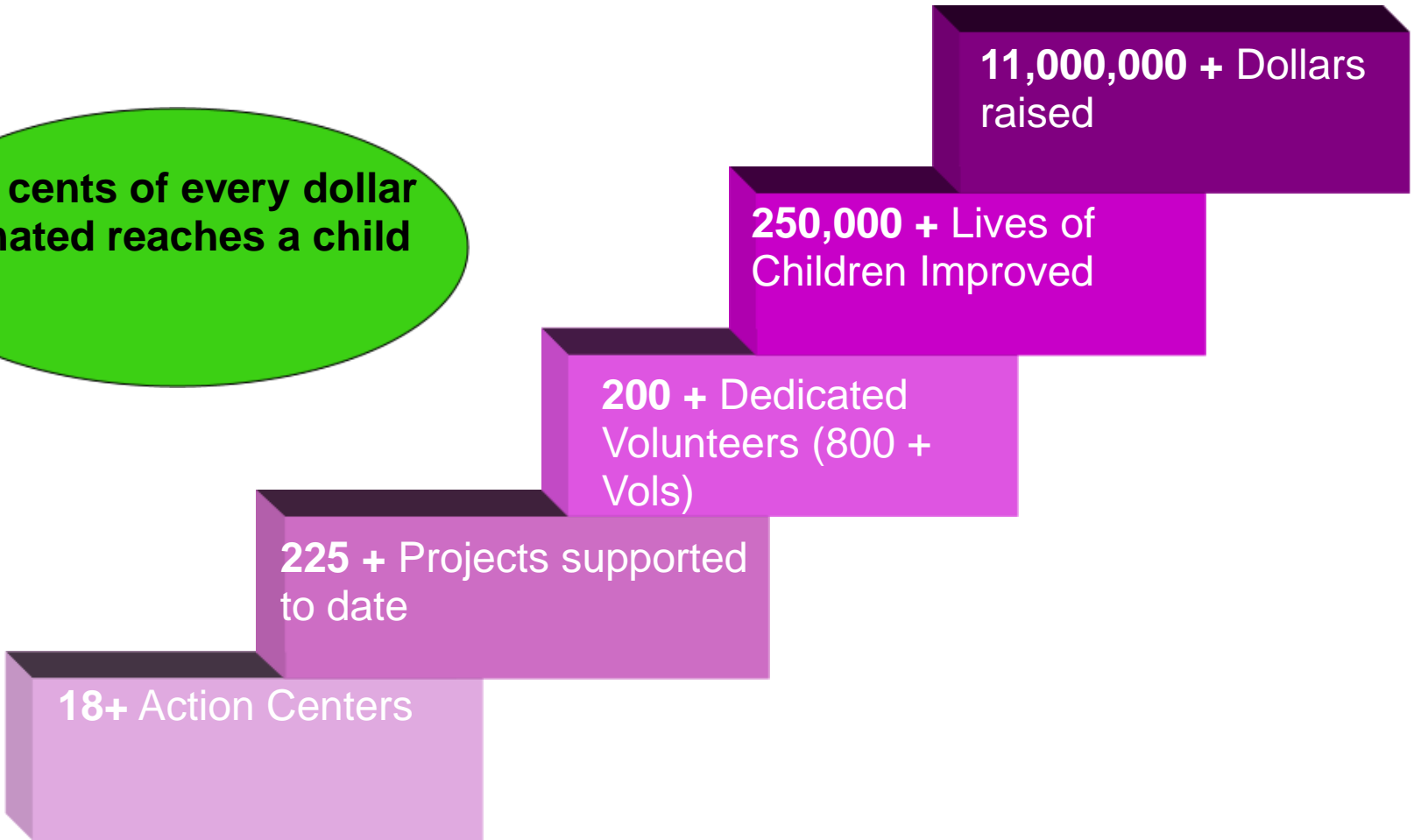




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**90+ cents of every dollar  
donated reaches a child**



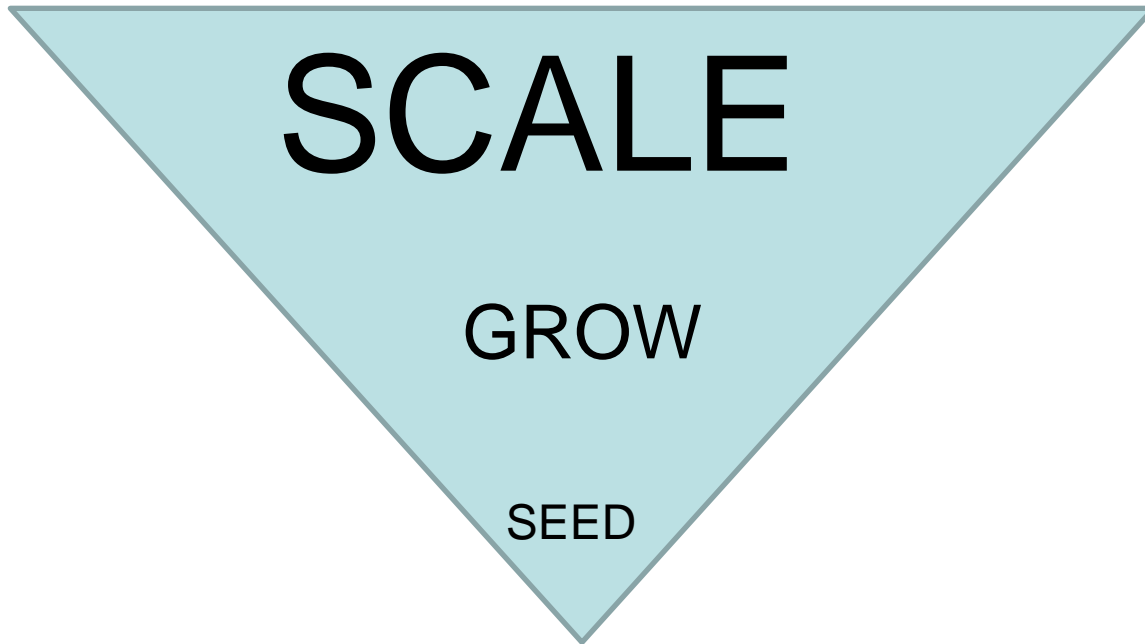


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What we are

# Social Venture Capitalist





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**What We Do**

Support child development organizations executing projects with primary focus of:

- Education
- Vocational and livelihood training
- Care for physically and/or mentally challenged children
- Rescue and rehabilitation of children in vulnerable conditions

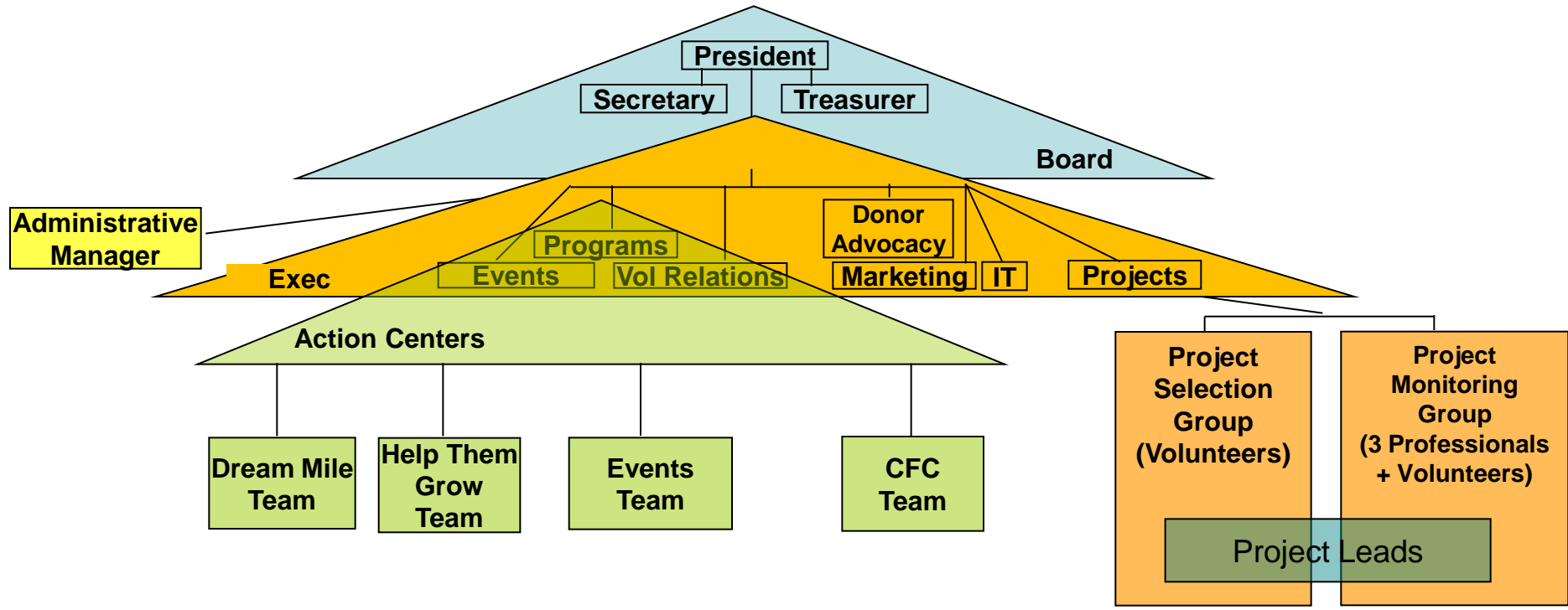




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## A Structured Volunteer Organization



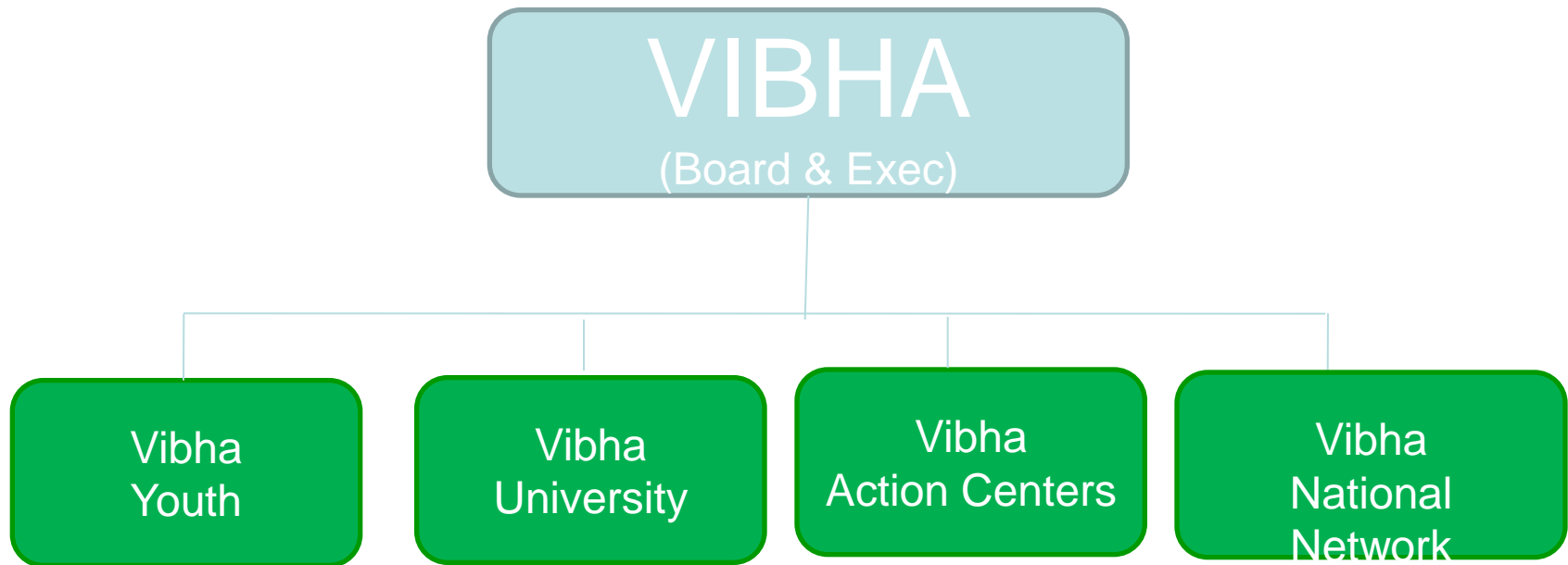


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Vibha USA

# Structure





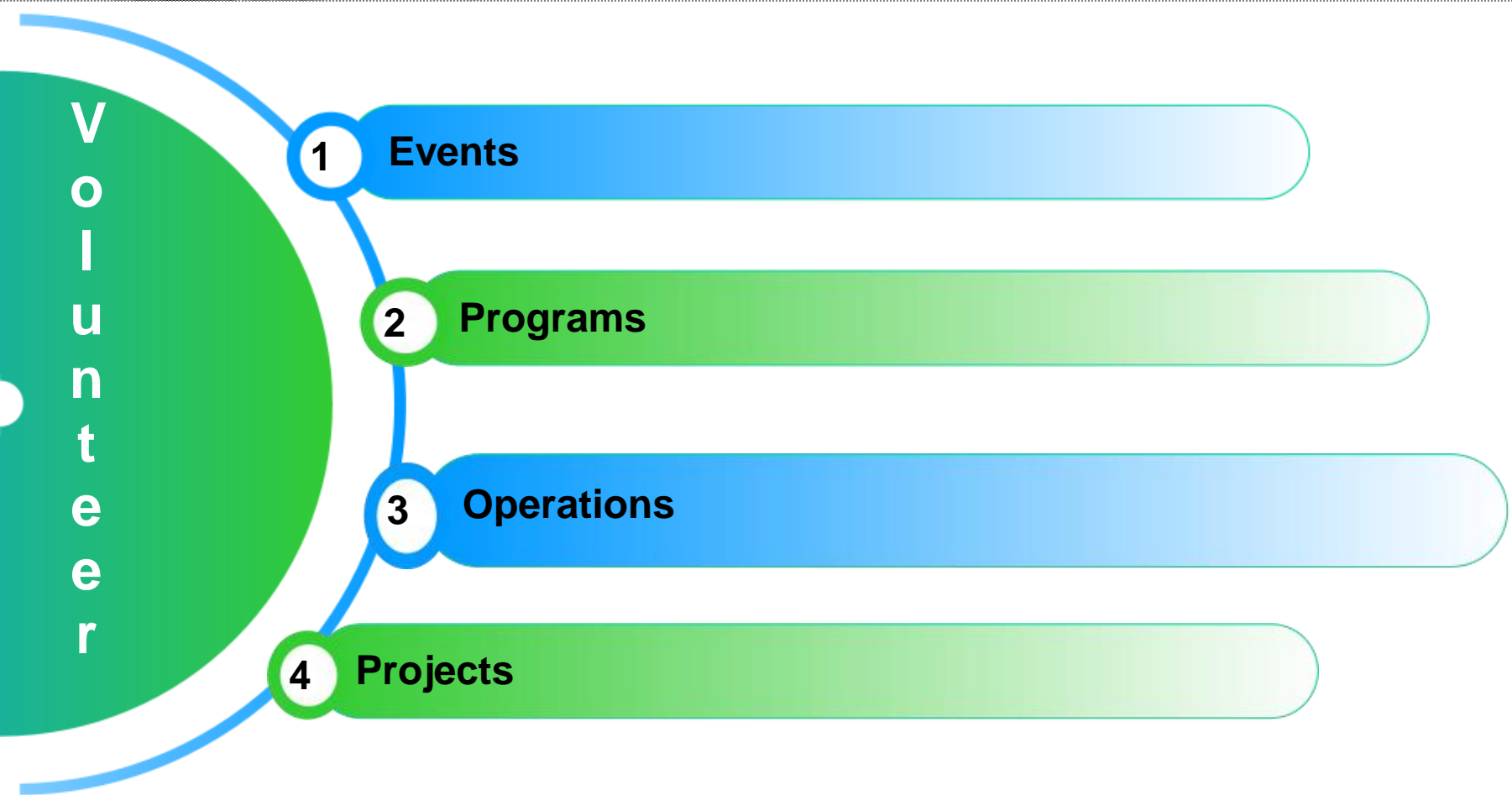
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How can you help ?



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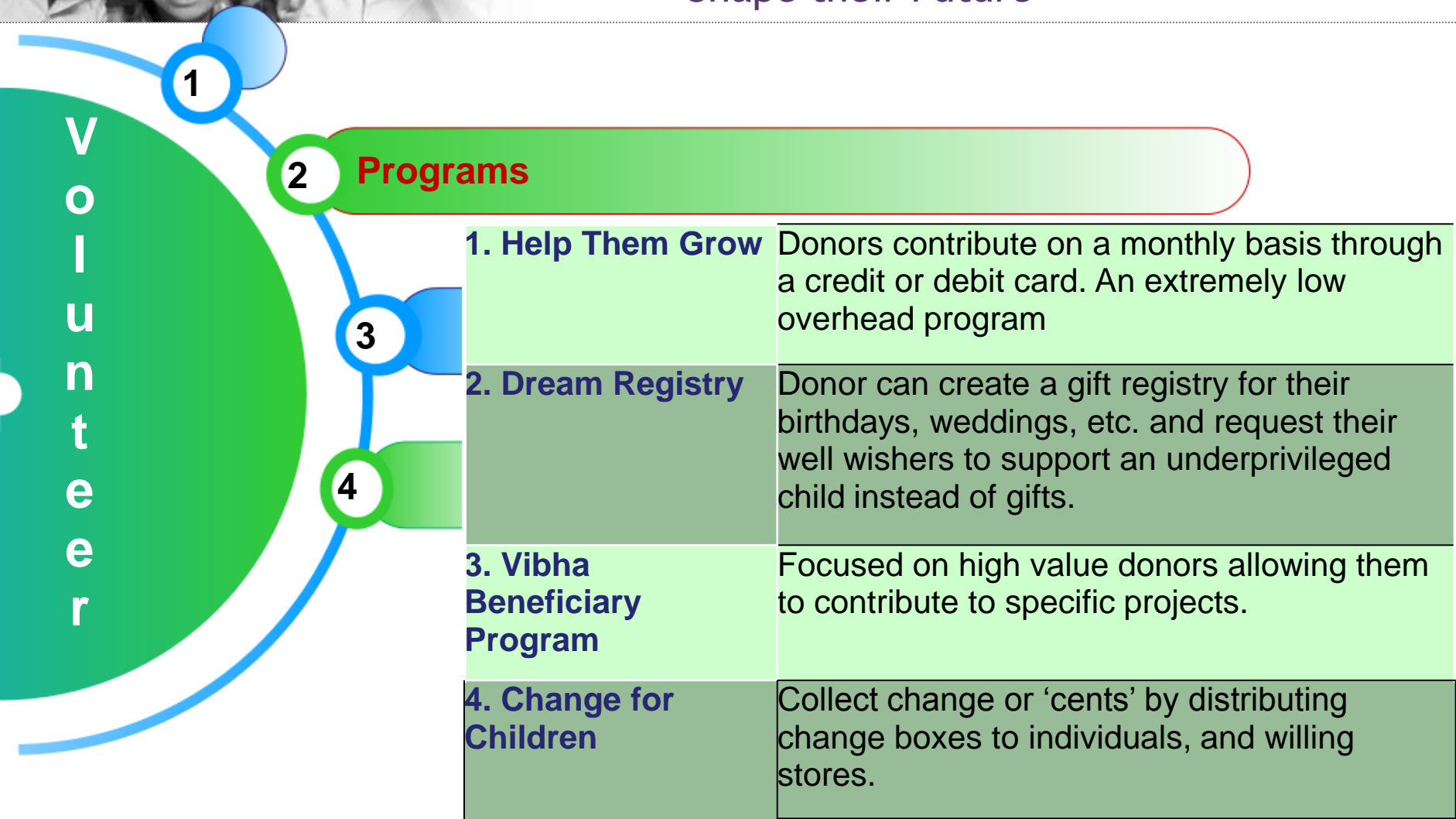


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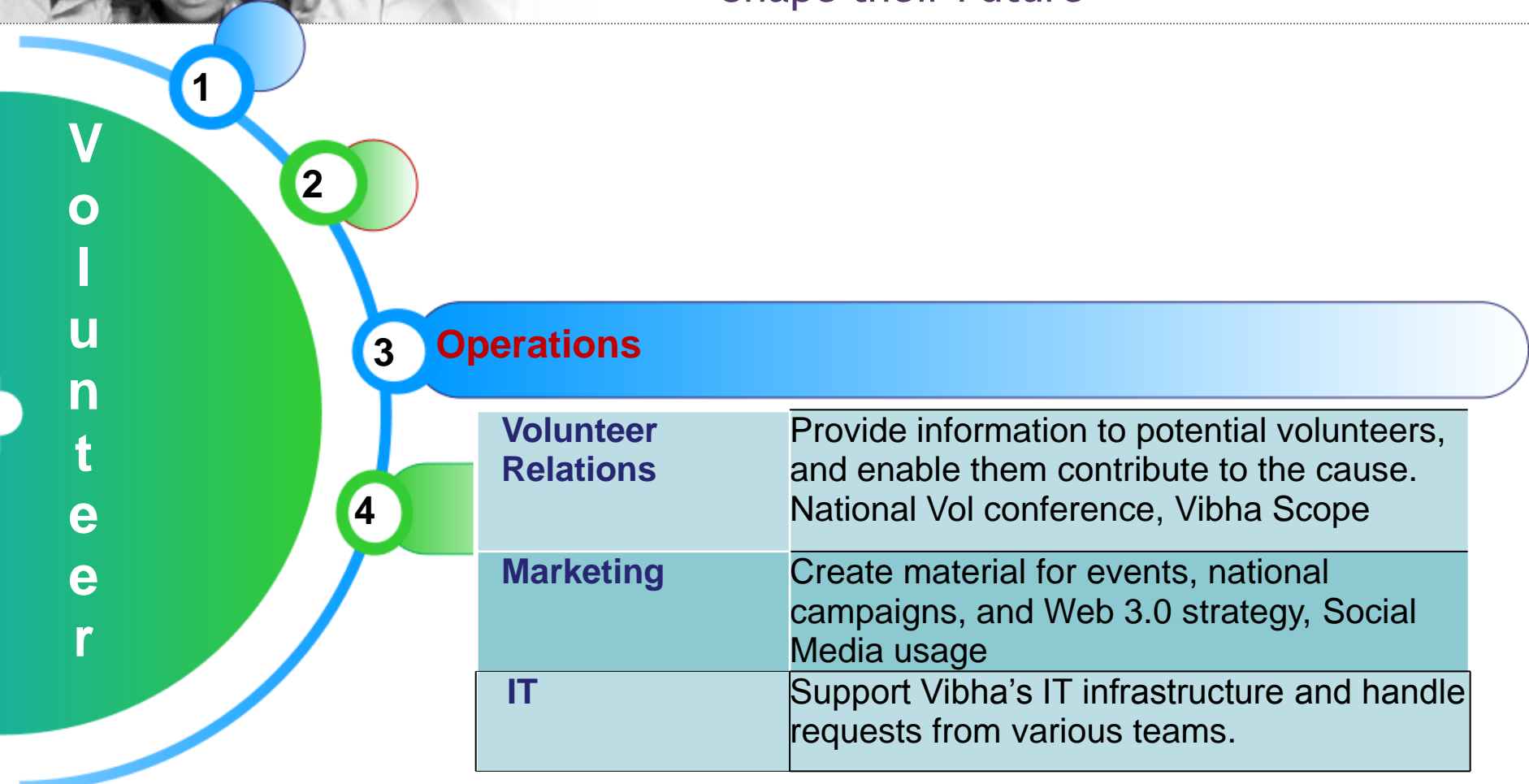
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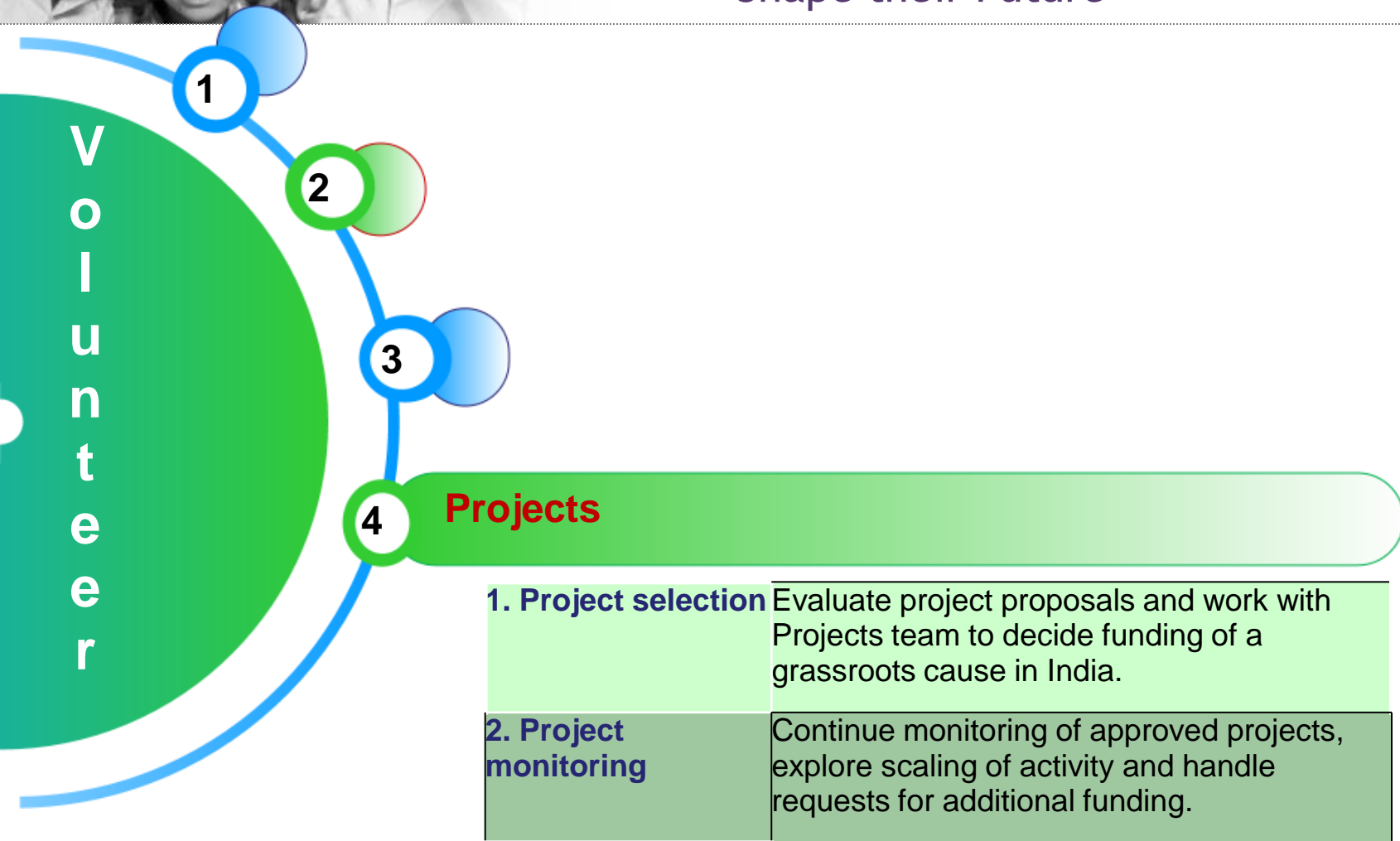


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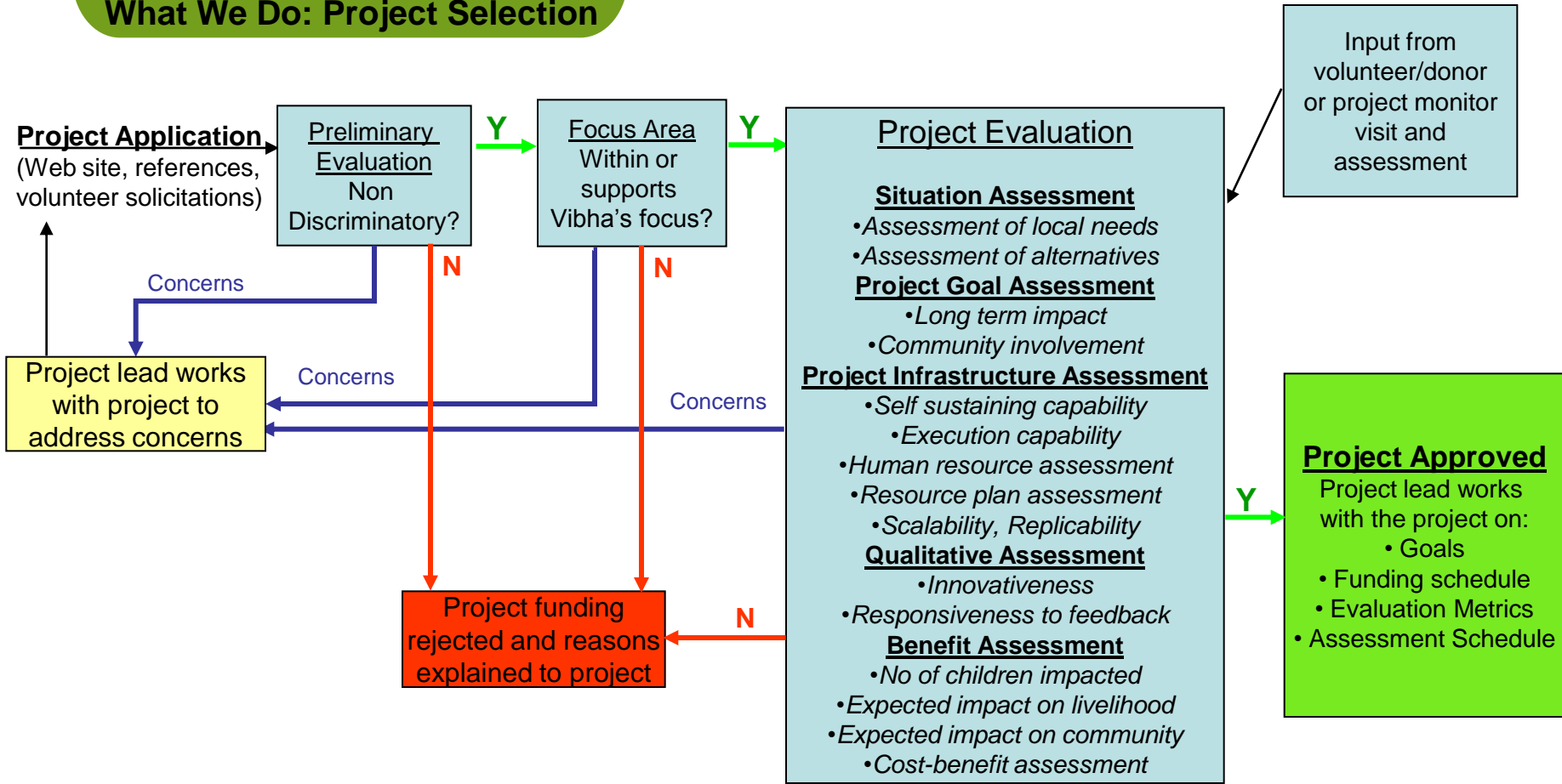




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## What We Do: Project Selection

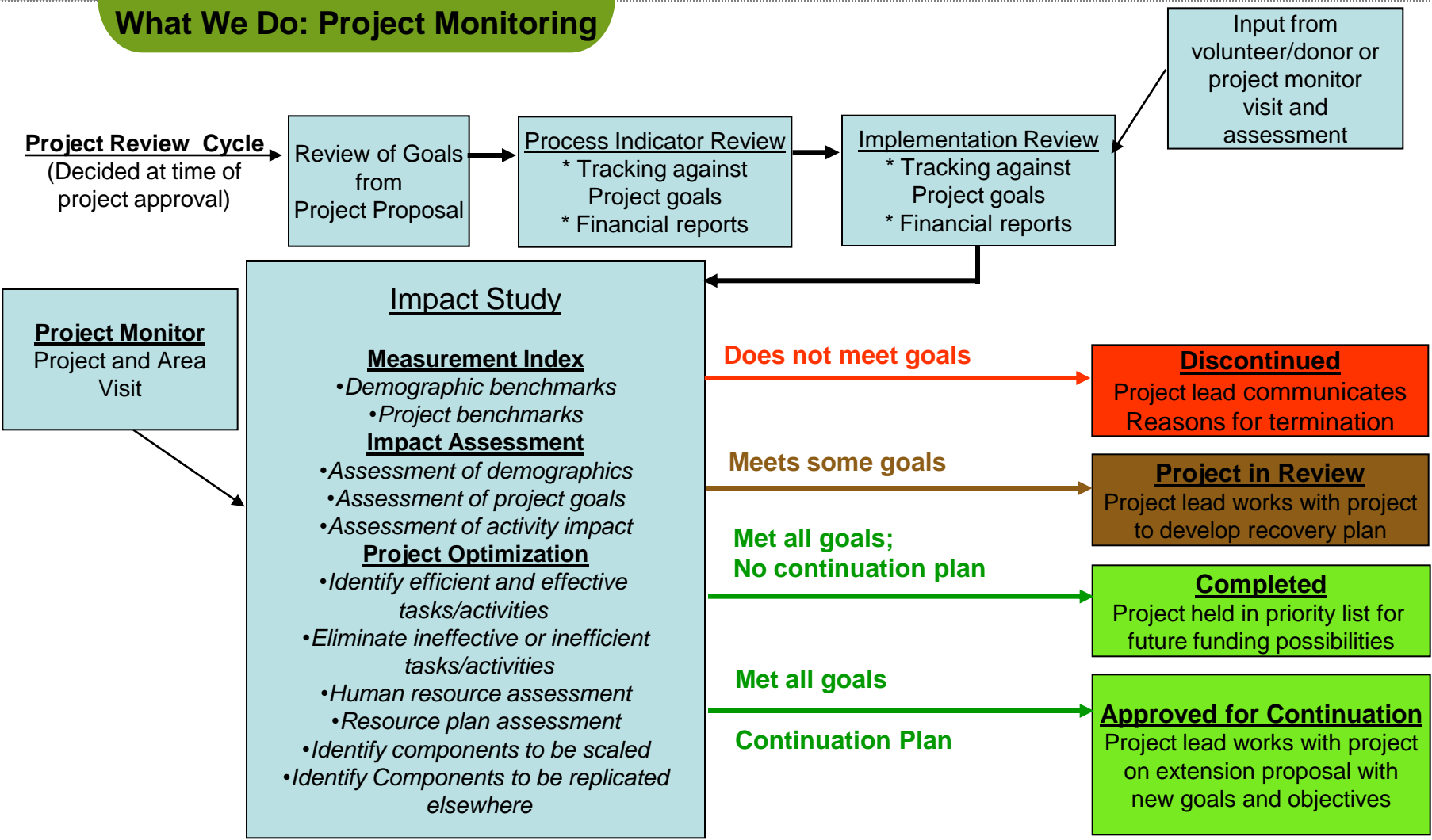




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## What We Do: Project Monitoring

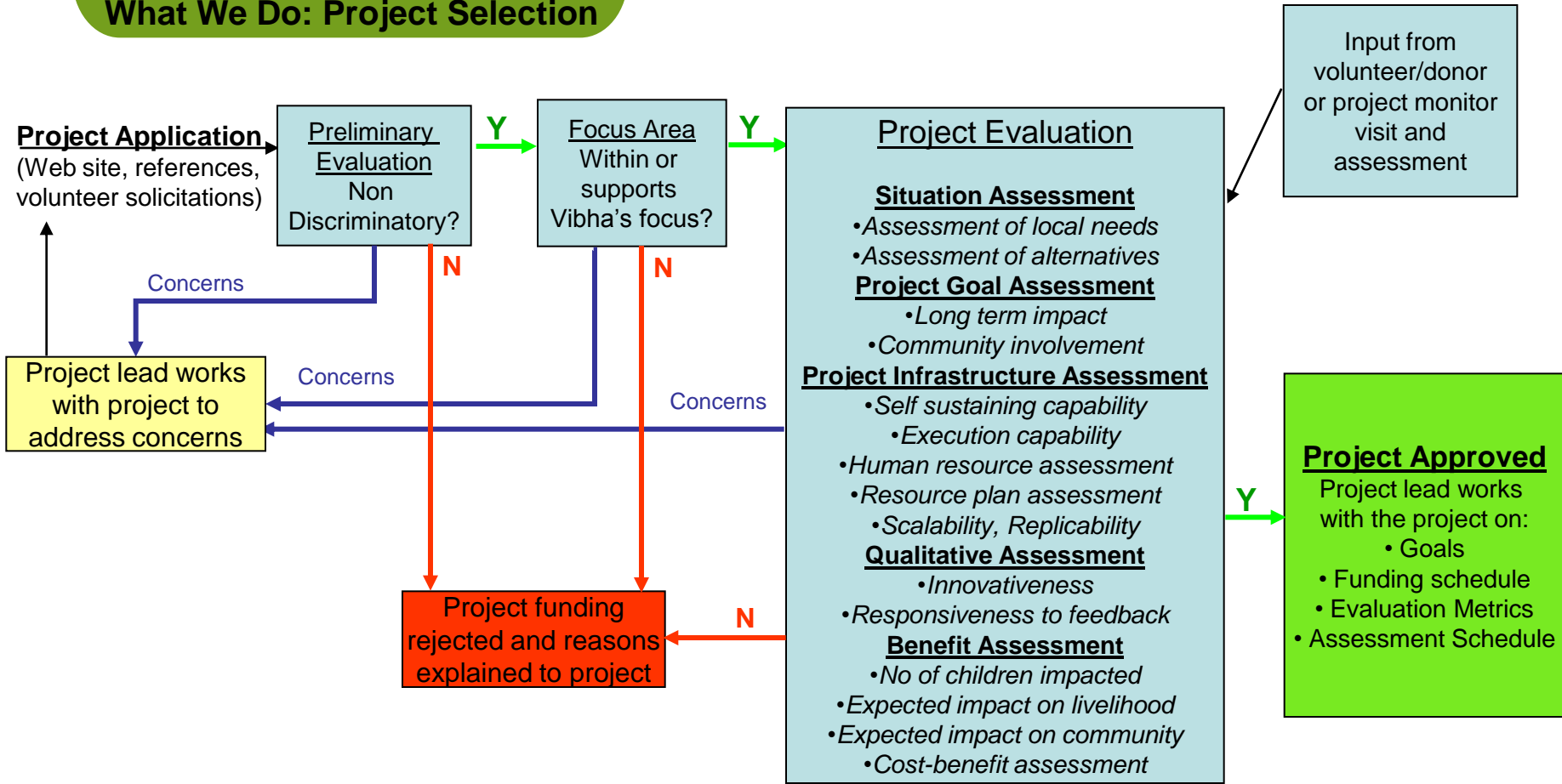




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## What We Do: Project Selection

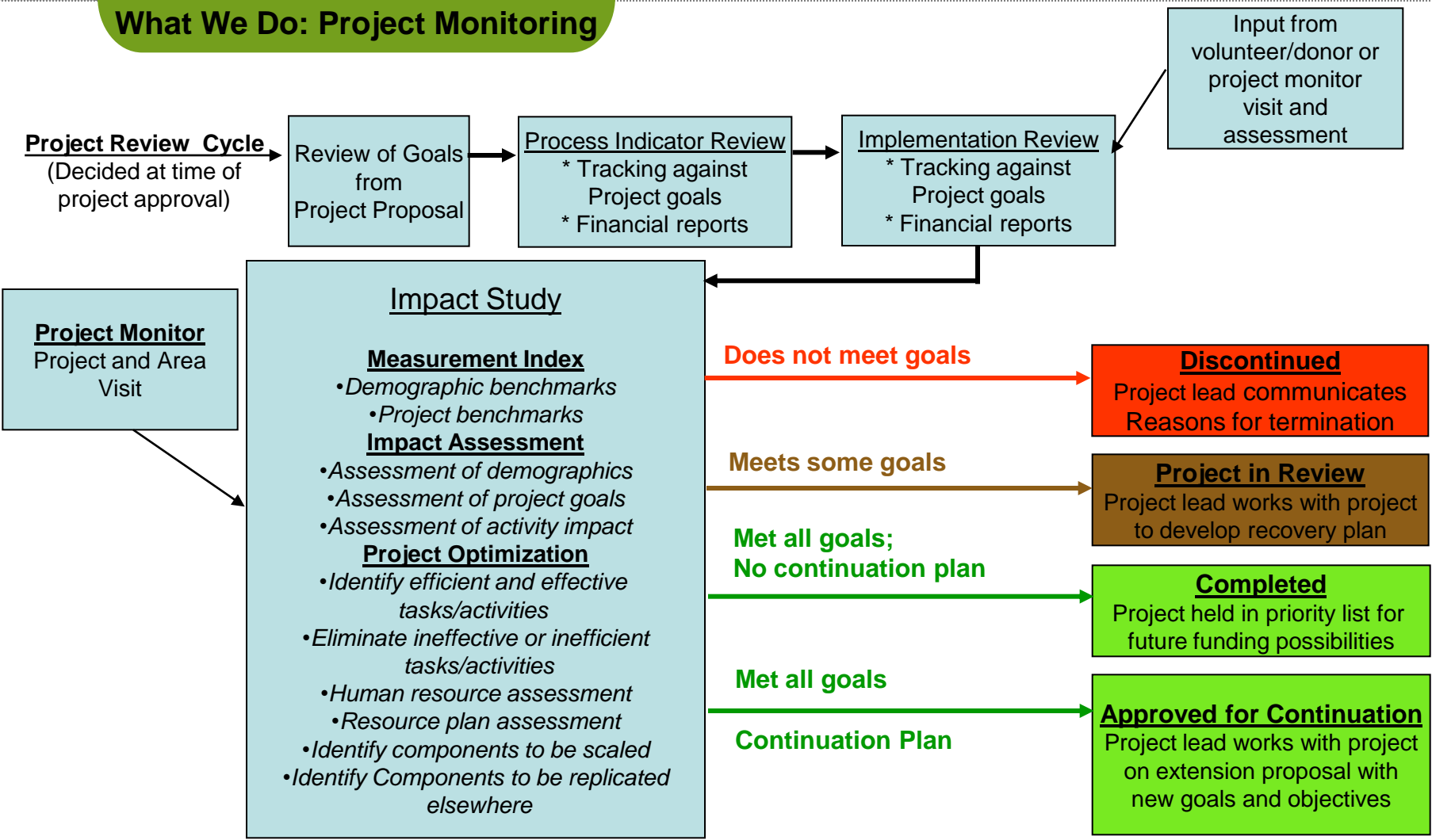




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## What We Do: Project Monitoring





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## Ask Yourself ?

- What does it mean to you ?
- How & where you can contribute
- What motivates you ?



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## Volunteer Opportunities

Director of Fund Raising – 3 Years

Director of Programs – 3 Years

Director of IT – 3 Years

**Marketing** – Digital Art work Volunteer  
Art work Volunteer

**Programs** – Grants writer

**Volunteer Relations** – Vibha Scope coordinator  
Regional VR coordinator  
Vibha Youth National Coordinator

For more opportunities please refer to

<http://www.vibha.org/get-involved-usa/volunteer-opportunities>



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Financial Report  
Presented by  
Leena and Ganu

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## Revenue

Source Of Funds	2010	2011	2012	2013
Programs Revenue	\$256,926	\$186,825	\$374,010	\$285,421
Direct Donations	\$148,673	\$166,853	\$150,028	\$227,921
Event Revenue	271,015	\$247,713	\$274,242	\$281,295
Revenue from Interest	\$619	\$374	\$36,225	\$155
<b>Total Revenue</b>	<b>677,233</b>	<b>601,765</b>	<b>\$834,505</b>	<b>\$794,792</b>





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## Expenses

Outflow Of Funds	2010	2011	2012	2013
<b>Project Disbursals</b>	\$490,557	\$522,287	\$738,801	\$545,171
<b>Project Monitoring &amp; Admin Expense</b>	\$47,408	\$58,790	\$70,800	\$88,029
<b>Management &amp; General Expense</b>	\$53,017	\$54,421	\$52,414	\$56,001
<b>Fund Raising Expense</b>	\$28,181	20,767	\$13,347	\$39,454
<b>Total Expense</b>	<b>\$619,163</b>	<b>\$656,265</b>	<b>875,362</b>	<b>\$728,656</b>



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## Highlights of 2013

- Total Revenue: **800 K**
  - Events: 281 K
  - Donations: 230 K
  - Programs: 285 K

DreamMile is biggest Event (10 ACs): 194 K

Cricket: 51 K

Dandiya: 25 K

Matching Donations: 60K

HTG: 65K

Grants: 17 K

Volunteer Hour Match: 10K

VBP : 185K

Year End Campaign: 100K



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# Project Team Update

Oct 12, 2014

Murthy Munagavalasa  
(Director of Projects)



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## Projects Team Update

### Agenda Topics

1. India Projects
2. US Projects
3. Project Summaries



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## Projects Team Update

# India Projects

- 25 Current Projects funded in 2014
- \$ 463,000 funds disbursed benefitting > 45,000 children
- Exited from 6 projects
  - ALAMB – Category D
  - AMTA BLOCK – Became unresponsive to Vibha
  - Amaravati School for Blind – FCRA issues
  - GVT Sikshana – Quality Control Problems
  - Sevalaya – Category D
  - Shristi – CBR component turned out to be too expensive
- 6 new projects in final list out of which 3-4 will be selected for a total of ~\$60K



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## US Projects

- Atlanta – Children Healthcare of Atlanta
- Bay Area – My New Red Shoes
- Dallas – City House
- Houston – Boys and Girls Harbor
- Milwaukee – Our Next Generation
- Raleigh – Stop Hunger Now
- Washington DC – Big Brothers and Big Sisters

**\$20K disbursed last year towards US Projects**



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# Project Summaries

- Clean-up and updating of projects info on Vibha internet site
- Project 1 pagers

CORP INDIA

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General	Impact	Success Stories*										
<p><b>Location</b> Mumbai</p> <p><b>Funding Since</b> Jan 2007</p> <p><b>Total Funded</b> Rs. 42 lakhs</p>	<p>Corp India has reached out the marginalised children and provide them comprehensive support with education, shelter, healthcare and nutrition. They have Crèche, preschool programs, they have connected children from non formal education setups to the formal education system over the years. They have shelter homes for children from difficult situations and also work with physically handicapped. Through Crèche they have provided basic foundation for education to the children of the poor working mothers. These children have been provided with nutritious meals, basic health care along with the basic education in safe and caring environment, who otherwise would have contributed to the child labor population. For the children enrolled in municipal school, do not get education attention from the teachers due to large number, at home parents are illiterate and unable to help the children in studies. They do not have adequate space at home to study. Corp holds study classes for these children. This has resulted into increase in the school attendance. Children have also been able to produce good results in their academics. For the school dropouts they provide basic literacy and also motivate them to return to school and connect them to the formal system of education. Thus Corp India has made a great difference in the life of these children as well as to the overall community.</p>	<div style="text-align: center; margin-bottom: 5px;"> </div> <p>Rukhsana is at present 13 years old and she studies in 4<sup>th</sup> standard. She lives with her parents. Her dad is a painter who works on daily wages and her mom is a home-maker. She has 4 brothers and 2 sisters. The parents being illiterate and basic living being the major issue all the children were school dropouts. Her mother had Tuberculosis. She was under treatment but she happened to ignore her medicines as a result she had relapse. Corp people identified them they made sure that she takes her medicines properly. Also they got her children to the Centre. They were shabby and untidy. Corp people made sure that they have proper cloths and come neat and tidy to the Centre. One brother of Rukhsana is mentally retarded. He still manages to work and earn for his family. The other one is into addiction (Breeding Solution white ink). He is around 21. He worked in factory, once he was caught for the robbery and was thrown out of job. Rukhsana too had TB infection. Corp makes sure that she takes proper medicines as a result since one year she has recovered. According to her teacher initially when she came to centre she was reserved, used to cry a lot and wanted to go home. But now she has learnt to socialise, made new friends and is regular at the Centre. She takes bath every day and comes neat and clean. She also has picked up her studies well.</p> <p style="font-size: small;">* For more success stories, please email <a href="mailto:projects-team@vibha.org">projects-team@vibha.org</a></p>										
<p><b>Nature of the Project</b></p> <p>Providing education to slum children, helping handicapped children and providing night shelter to CSW's children</p>												
<p><b>Financials</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td><b>2014 Vibha Budget</b></td> <td style="text-align: right;"><b>9.9 lakhs</b></td> </tr> <tr> <td>Annual Budget</td> <td style="text-align: right;">2 crores</td> </tr> <tr> <td>Cost / beneficiary</td> <td style="text-align: right;">calculate</td> </tr> <tr> <td>Paid employees</td> <td style="text-align: right;">7</td> </tr> <tr> <td>Unpaid employees</td> <td style="text-align: right;">3</td> </tr> </table>			<b>2014 Vibha Budget</b>	<b>9.9 lakhs</b>	Annual Budget	2 crores	Cost / beneficiary	calculate	Paid employees	7	Unpaid employees	3
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Cost / beneficiary	calculate											
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# Million Dollar Campaign

Oct 12, 2014

Vijay Vemulapalli  
(Secretary, VIBHA)





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**Target One Million !**

We have been raising 700K to 800K per year for the past 3–4 years.  
(and reaching about 45,000 children)

**Lets Do More !**

**Lets Aim High !**

**Target One Million !**

(To Support 15,000 Children More !!)

Last Year, we raised \$100K in Year–End Drive (without much effort)

So, this year, the target is set at \$250K.

Since we already raised \$750K, let us call it “Target One Million !”



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Target One Million !

## Goals

- Reaching One Million Dollars
- Changing the Mindset of the organization – Fund-raise with PRIDE !!
- Rally and rejuvenate the Entire Organization towards ONE GOAL (Realistic, Time-bound, and Visible) !!



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**Target One Million !**

## How do we Reach this

- 1. Vibha Web page (\$50K - \$100K - new donations)
  - Through our Marketing Channels (Next Slide)
- 2. Direct Contact (\$100K from past donors with follow-up)
  - EMail Contact of all the donors of \$200+ in the last 3 years
  - Phone contact of all donors of \$1000+
- 3. Action Center Level (\$50K)
  - Identify all High-end donors locally (that are not yet in our lists)
  - Send atleast the Snail-mail packet, with a local cover letter
  - Take Appointments and meet them
- 4. Individual Pledge pages (linked to Vibha page) - (\$50K - \$100K)



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**Target One Million !**

## Marketing Channels

- Digital Media
  - Zee TV, TV Asia, etc.. (paid Ads)
  - Regional Language Channels (pro-bono) - Media Sponsors
  - IP TV (Hulu, Yupp, etc... ) pro-bono or paid (only if it is low cost)
- Social Media Campaign
  - Facebook, Pintrest (paid Ads, and through Volunteer Pages)
- Email Campaign
  - Campaign Messages to our database of >30,000 database
- Snail-mail
  - To our database to reach the donors by Thanks-giving
- Grass Roots campaign
  - POSTERs in all temples, restaurants, and grocery stores all over USA

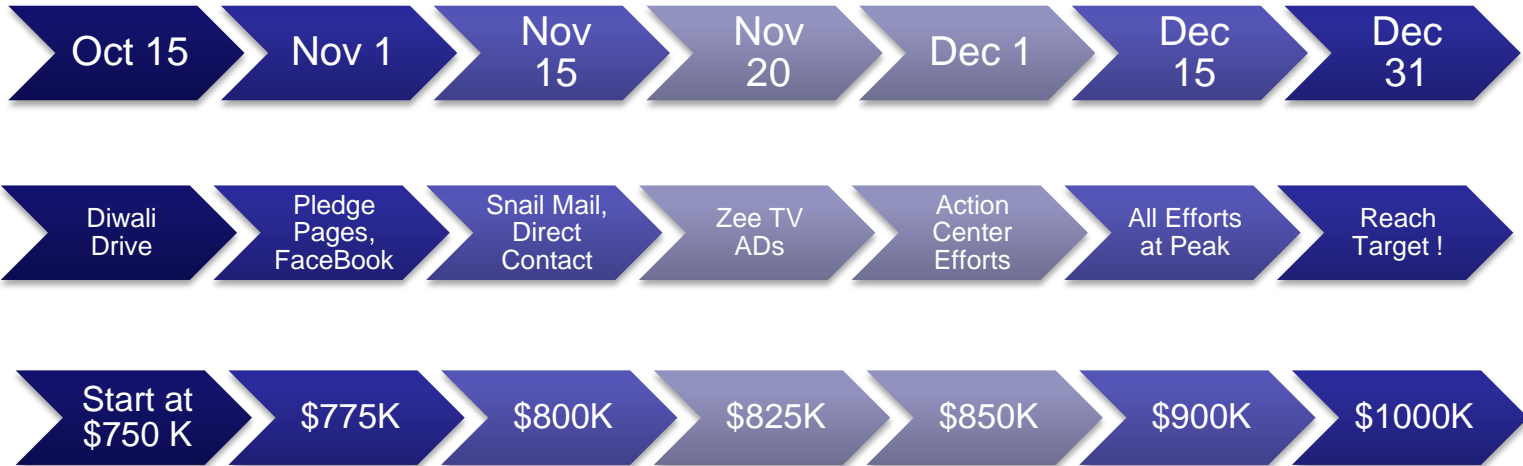


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**Target One Million !**

## Timeline





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Target One Million !

## What Can I Do?

### *“Fund-raise with Pride”*

- Set up your pledge Page
  - Personalize your campaign Message – Why do you support this cause?
  - Set your own Target (\$250, \$500,\$1000,\$2500,\$5000, .....)
- Social media – Put your Facebook to Work !!
- Send the Success Stories to your networks !
- Think Local – See what else you can do locally, Together !



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*“Never doubt if a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has”*  
- Margaret Mead

**Dream a little. Do a little**