

# Raisers'Ask

SOUTH ASIAN FUNDRAISING MAGAZINE

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Friends  
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## Letters to the Editor

# Raisers'Ask

SOUTH ASIAN FUNDRAISING MAGAZINE



# Emergency Fundraising Campaign

'The freshness of the ideas and articles in Raisers' Ask makes reading it an absolute pleasure...'

I have been reading every issue of Raisers' Ask very carefully for over a year now. The freshness of the ideas and articles makes reading it absolutely a pleasure. I personally believe that fundraising cannot have shortcuts and agree with AJ Santosh's There is no Shortcut to Raising Money.

The last issue of the magazine definitely gave important information on how to raise funds for disaster-struck communities. The truth is, managing these funds requires more skill than raising and spending them.

Recently, I was in Ladakh post the recent flash floods. It was a learning experience. A lot of relief came and it was overwhelming to see the amount of relief material coming in. But it was also disheartening to see that many materials that came did not suit the need/ climate there. That could have definitely been averted if the donors were aware and well-informed. Resource mobilisation

needs good homework to know the needs and preparation of a specific ASK.

Shalabh Mittal, Team Leader, Targeted Interventions  
HIV/ AIDS, Raman Development Consultants Pvt Ltd

'I am proud to be a Raisers' Ask reader and one of its contributors.'

Raisers' Ask has been a very informative and enlightening magazine since the time of its inception. It is quite appealing, helpful and educational to read each contributor's inputs based on their practical experiences. Feel so good and proud to be part of a responsible social sector after reading various latest updates given in Raiser's Ask. It has been a great learning always... it is a different, interesting, appealing, motivating, encouraging, cheering and informative magazine with all practical examples. Keep up the good write ups going... way to go! I am proud to be a Raisers' Ask reader and one of its contributors.

Prarthana Unkalkar Kaul, iVolunteer

This publication was supported by  
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## Events must Succeed to Raise Money!



and the caution that one needs to take! Yes, do be careful, events can go wrong! A very good event fundraiser in Mumbai, Veera Rao once said to me that she will never organise an event unless she is 100 per cent sure that it will succeed; very good advice. However, despite the dangers, in this issue we have decided to concentrate on the positives.

Concern India Foundation and Indian Foundation for Arts have immense experience in organising and raising funds successfully through events and are sharing some of their experiences with us. We are also pleased to have two stories from Nepal. Save the Children, Nepal shares its latest experience in organising a 'musical night' with a local voluntary organisation to raise funds for their cause. Manish Jha of Samriddhi, Nepal shares his organisation's experience in raising resources for development work, while the country is in political turmoil.

Marathons, half-marathons, 10K runs and other walking and running events have been a very important source of raising funds across the world for many a year now. In India, the trend is catching up fast with the voluntary sector. Organisations, through the 2010 Mumbai Marathon raised Rs 9.16 crore; the Delhi Half-Marathon raised over Rs 2 crore last

Our sector is good at organising 'awareness-raising' events. Examples would be an annual day or a visit to the Parliament by persons in wheelchairs to draw attention to the difficulty of accessibility; or events such as release of a book or research report. More and more organisations are holding 'press conferences' to get their events into the media. These are important and must continue, but please try to get whatever event you organise, sponsored by someone. They do cost money!

This issue brings you the importance of having fundraising events in your fundraising calendar... to spread your message, engage friends and raise money.

Vishal Talreja in the cover story states the merits of this method of fundraising

year and this year it may well reach Rs 3.5 crore; and the Bangalore 10K Run has over the past three years enabled organisations to raise Rs 3.1 crore. Because of the growing importance of these events, we decided to interview two of the 'charity partners' who work with the event-management company to facilitate 'charity' engagement: Concern India in Delhi and Bangalore Cares in Bangalore. We have asked them what they feel about facilitating the fundraising of registered organisations. We have also included some 'tips' on how to raise funds through piggybacking on events like the marathons.

An organisation like Greenpeace specialises in dramatic events to highlight its campaigns, which catch the media and public attention and serve as a basis for their fundraising. However, for most organisations, dramatic events can and should not be the only method for raising resources. But all organisations should consider events, either organised for your own organisation; or join an event organised by others, as ONE method of fundraising. Do organise or participate in an event that raises funds at least twice a year.

Happy and successful (!) organising and fundraising...

Murray Culshaw  
[raisersask@mahiti.org](mailto:raisersask@mahiti.org)

## FeedIn

### Information and Feedback Gathering System

Broadcast of information and gathering of feedback are most critical to any project. Mahiti's experience with technology and understanding of the social sector has initiated the development of a service which disseminates information on a mobile and gathers feedback. The system is called FeedIn.



The system is made of several sub-systems:

- Web server running the main application
- SMS relay
- Voice server

Contact [sales-team@mahiti.org](mailto:sales-team@mahiti.org) for more information.

## Researchers from 16 Nations Explore Concepts of Health Technologies

Foundation funds 65 ideas to improve global health; from vaccines delivered in local cuisine to blankets of light for jaundiced newborns

Grand Challenges Explorations is producing innovative ways to tackle ongoing global health challenges like vaccine delivery and caring for mothers and newborns. Dr Tachi Yamada, President of the Gates foundation's Global Health Programme believes that, "By applying mobile technology and other tools to global health, we hope to produce solutions that could save countless lives,".

In five rounds of the foundation's Grand Challenges Explorations initiative, 405 researchers representing 34 countries have been awarded grants. Projects in this round include developing a synthetic lymph node to deliver vaccines, creating a low-cost, needle-free treatment for post-partum bleeding, and making a mobile phone-based tool that combines diagnostic testing with economic incentives to improve drug compliance.

These grantees were selected from more than 2,400 proposals. A wide range of disciplines are represented, including applicants from traditional life sciences, public health, engineering, math and computer sciences. They are based in universities, research institutes,

hospitals, non-profit organisations and private companies around the world.

Project examples include:

Innovative vaccine strategies

- Michael Chan of the Ohio State Research Foundation will develop a safe strain of the tuberculosis bacterium and use it to ferment beans used in the traditional Asian dish natto, which could then be eaten as an oral TB vaccine
- Ali Salanti of the University of Copenhagen in Denmark will develop and test a vaccine combining a novel placental malaria vaccine candidate with the cervical cancer vaccine, with the potential of inducing a strong protective response against both diseases
- Steven Meshnick and Carla Hand of the University of North Carolina will develop a biodegradable synthetic lymph node that could be placed under the skin to deliver more effective vaccines.

Low-cost cell-phone applications

- Terry Ferrari of World Vision will field-test, in central Mozambique, two mobile phone modules that prompt community health workers caring for pregnant women and newborns to assess, take action and to refer care in cases of complications and emergencies.
- Mark Thomas of VaxTrac in the US will field-test a mobile phone-based vaccination registry that uses fingerprint scans to track those who have received immunisations in hopes of reducing redundant doses and boosting coverage levels in developing countries.

New family health strategies

- Arye Rosen of AMT Inc in the US, with neonatologist Harel Rosen, will test a low-cost, solar-powered portable blanket that will provide light therapy to jaundiced infants



- H Breitbart of Bar-Ilan University in Israel will design and test molecules that would inactivate specific genes within sperm that are essential to the fertilisation process to develop a

reversible oral male contraceptive

- Mohammed Abdul Quaiyum of International Centre for Diarrhoeal Disease Research in Bangladesh will develop and test an inexpensive, biodegradable absorbent mat that can be placed under mothers who have just delivered babies to assess immediate postpartum blood loss. The mat can be weighed regularly to measure absorbed blood, providing easy and early detection of postpartum haemorrhaging.



Grand Challenges Explorations

Grand Challenges Explorations is financed by, Bill and Melinda Gates Foundation, a five-year, \$100-million initiative, to promote innovation in global health. It is part of the Grand Challenges in Global Health initiative, which is supported by the Gates foundation to achieve major breakthroughs in global health. Applications for Round 6 of Grand Challenges Explorations will be accepted from March 2011. Details are available at [www.grandchallenges.org/explorations](http://www.grandchallenges.org/explorations).

## Private Sector leads with nearly half of donations made in China

The country's top think tank says private-run enterprises were the major driving force for China's charity donations in 2009



Private-run enterprises donated around 5.43 billion Yuan (\$812 million) in 2009, which accounted for 41.35 per cent of total donations from enterprises in 2009, according to an annual report on China's philanthropy development released by the Chinese Academy of Social Sciences in November 2010.

A total of 282 private-run enterprises donated more than 1 million Yuan each,

which amounted to 62.9 per cent of enterprises involved in charity last year, according to the report.

"More private entrepreneurs want to exercise their social responsibility after accumulating huge wealth," Li Zhiyan, Director of the non-profit Social Resources Institute, says in the report.

The report also declares that the real estate industry had been 'generous' and 'active' in charity donations in China last year. Chinese organisations received donations totalling 33.2 billion Yuan in 2009, a 3.5 per cent increase on the amount received in 2008, according to the report.

However, "charity donations have not become a habit for citizens in China," in the words of Fan Baojun, President of the China Charity Federation. He cited this for an example. Charity donations from individuals in 2008 for the first time exceeded those from businesses, as ordinary people played an active role in relief work for the May 12 Sichuan earthquake. But the commitment to charity decreased when people gradually recovered from the pain in 2009.

"Charity should become a habit for common people in their daily life rather than for business people or the rich," is his opinion. He also said transparency in the charity sector should be realised through social supervision.

"Many people who donate money to the government admit they have no idea how or where the money is being spent,"

“Charity should become a habit for common people in their daily life rather than for business people or the rich”



he said. "But some charity programmes under non-governmental organisations (NGOs) provide more transparent feedback, and they should play a more important role in providing relevant services," according to him.

"Human resources in civil affairs departments are limited, so governments should buy services from NGOs," he said.

Under the current rules, NGOs have to be affiliated with a government department before they can register with the Ministry of Civil Affairs.

"Some local governments have introduced rules to oversee charity donations and increase supervision," Zheng Yuanchang, a senior official of the Ministry of Civil Affairs, added.

Source: China Daily



## Delhi Half-Marathon 2010 has 86 Corporate Teams Run for Charity Causes

While, last year Rs 2.07 crore was raised through the event, the figures are expected to cross Rs 3.5 crore this year

More than 30,000 Delhiites contested the third edition of Airtel Delhi Half-Marathon 2010 in perfect conditions on 21 November, a Sunday. The participants included national and international athletes, corporate honchos and Bollywood stars – Arshad Warsi, Maria Goretti, Gul Panag and Rahul Bose. Bipasha Basu, the event ambassador, cheered the runners.

The number of voluntary organisations registered with the official charity partner to raise funds through this year's event stands at 78, while 67 companies have pledged under the Corporate Challenge through as many

as 86 corporate teams. As many as 28 individuals, as Dream Makers, have pledged to raise more than Rs1 lakh each for their chosen cause and nine Dream Challengers pledged to raise more than Rs3 lakh each for their cause. While, last year Rs 2.07 crore was raised through the event, the figures are expected to cross Rs 3.5 crore this year.

The event kicked off with the Senior Citizen Run of 4 km, followed by the Half-Marathon Run of 21.097 km, the Wheelchair event of 2.5 km and the main event, the Great Delhi Run of 6 km, which was flagged off by the Delhi Chief Minister Sheila Dikshit. Business tycoon Anil Ambani, a regular participant in the Mumbai Marathon, ran in the Delhi Half-Marathon this year. Other illustrious participants included Rajan Mittal, Kiran Bedi and former Indian hockey captain Dhanraj Pillay.

The event was a kaleidoscope of colours as participants turned up in innovative



costumes and designs projecting an upbeat mood, euphoria and above all, the cause they were supporting. The effort of individuals and groups was tremendous and aptly rewarded with cash prizes, courtesy giant charity-event sponsor Kingfisher. The group awards went to Adarsh Public School for Save the Girl Child and Raffles Millennium International for Go Green. In the individual category, Amarjeet R Bains for Quit Smoking, Sarika Garg for Scare Terrorism and Deepa Sachdev for Shark won.

Airtel Delhi Half-Marathon is India's largest half-marathon run and is proclaimed as the 'world's richest half-marathon' by the organisers. The race has been accredited with the IAAF Gold Label Road Race. The run started in 2005 as the Hutch Delhi Half-Marathon and the 2010 run is the 6th edition of the race.

Raisers' Ask correspondent

## Implications of Direct Tax Code on Non-Government Organisations

The Union Cabinet has approved the proposed Direct Tax Code (DTC). FMSF points out some clauses in the code that will adversely affect voluntary organisations when DTC is enacted



### Direct Tax Code for the sector

FMSF has highlighted key elements of the proposed DTC and its implications in its publication Standards and Norms. Some of the highlights are as under:

- No re-registration required
- Ten per cent of gross receipts or 15 per cent of income, whichever is higher, will not be taxed, provided it is spent in the next three years: In other words, 85 per cent of income or 90 per cent of gross receipts will be taxed if not spent during the year
- If any income is received in the last month of the financial year, then it will not be treated as surplus and will not be taxed
- Religious organisations also included
- The term 'charitable purpose' has been retained; earlier it was coined as 'permissible welfare activity'

Basic exemption limit has been provided; surplus in excess of limit shall be taxed

Financial Management Service Foundation (FMSF) is a development resource organisation involved in the financial management of legal issues and governance of developmental organisations in South Asia.

FMSF monitors development projects and capacity building of non-government organisations (NGOs) in areas of financial management, legal regulations and governance. It conducts various research activities and provides consultancy services regarding legal and financial issues to a number of NGOs.

- Not-for-profit organisations (NPO) have to follow the cash-based accounting system. However, companies coming under section 25 can follow the mercantile basis of accounting
- The government can notify some NPO as exempt entity
- All receipts except loans and corpus donation shall be considered as part of income
- Any surplus from receipt and cash expenditure during the year will be taxable @ 15 per cent
- NPOs cannot transfer any amount to their corpus without paying taxes. Currently, 15 per cent of income can be accumulated indefinitely
- If the NPO is unable to spend the income during the year, then it can only accumulate 15 per cent of income to be spent in the next three

years

- The funds or assets shall not be used for the benefit of interested persons, whether directly or indirectly
- Anonymous donations will be exempted to the extent of 5 per cent or Rs1 lakh, whichever is higher. The remaining amount will be taxed @ 30 per cent.



If the NPO is unable to spend the income during the year, then it can only accumulate 15 per cent of income to be spent in the next three years

## Amendment to Section 80G of the Income Tax Act

The Ministry of Finance, Government of India, has released notifications, approvals and amendments related to The Taxation Laws (Amendment) Bill 2006. One such amendment is related to Section 80G of the Income Tax Act. FMSF has summarised the changes and below are the excerpts:

- Under Section 80G, donors get 50 per cent deduction from their taxable income. In some cases the deduction can be up to 100 per cent of the donation
- Section 80G (1) specifies two categories of donations, one entitling 100 per cent tax deduction and the other entitling 50 per cent deduction. In other words, donations to certain organisations will fetch the donor 100 per cent deduction and donations to remaining eligible organisations would qualify for 50 per cent deduction
- The maximum limit (for the donor) of qualifying amount under Section 80G is 10 per cent of the total income before allowing the deduction, unless the donation is made to specific organisations, such as the Prime Minister's Relief Fund
- Section 80G is not applicable to donations in kind; donations in the form of cash only are eligible
- Deduction under Section 80G is available only against positive

income; it cannot be claimed against losses nor can it be carried forward

- Deduction is available against taxable income only. If some part of the income is not taxable, then it should be excluded for the purposes of Section 80G. However, in certain cases it has been held that full deduction will be available even if the donation is made out of composite income comprising both taxable and non-taxable income
- It is not necessary that the donation should have a nexus with the prospects of business
- Donations need not necessarily be made out of current year's income; donations out of the reserve fund or the previous year's income are also eligible for deduction
- To claim deduction under Section 80G it is necessary to produce adequate proof of payment
- For registration under Section 80G, the organisation has to apply through Form 10G to the Commissioner of Income Tax (CIT)
- Approval is perpetual in nature. It may be noted that prior to 1.10.2009, such approvals were granted for periods of two to three years up to the maximum limit of five years. The CBDT has recently issued a circular confirming that all approvals under Section 80G shall be perpetual in nature
- The CIT may call for such information and documents, which may be felt necessary for processing of the application
- The time-limit for processing the application is six months from the date on which such application is made. While computing, the period of six months, any time taken by the applicant for fulfilment of directions by the CIT shall be excluded
- If the application is to be rejected, opportunity of being heard should be provided to the applicant and the reasons for rejection are also required to be recorded
- The applicant has to comply with the following conditions, in order to be eligible for approval:
  - It must be established for charitable purposes
  - If the organisation has business income, then the donations received should not be used for the purposes of business directly or indirectly
  - A certificate in this respect has to be issued to the donor specifying that separate books of account are maintained and that the donation will not be used for the purposes of business directly or indirectly
- The byelaws shall not contain any provision for spending the income or assets of the organisation for

purposes other than charitable

- The organisation shall not be established for any particular religious community or caste. This condition will not apply to organisations established for scheduled tribes, scheduled castes and backward tribes or for women and children. However, if less than 5 per cent of income is used for the benefit of any particular religious community or caste, then exemption and deduction under Section 80G will not be affected



- It may be noted that the NGO should issue a receipt to the donor and such receipt should bear the 80G registration details, which will enable the donor to claim tax benefit
- The Income Tax Department earlier issued registrations for periods of two to five years and at the end of the period the NGO was required to apply for renewal of the 80G certificate. However, with effect from 1.10.2009 the 80G certificate has become permanent in nature. In other words, all 80G certificates valid on 1.10.2009 or issued after 1.10.2009 are permanent in nature, unless it is specifically withdrawn by the Income Tax Department.

This information is drawn from a publication of FMSF more information, please visit <http://fmsfindia.org.in>

## Value of Events in view of Publicity, Fundraising and to build Credibility

'Events are a great source of funds for NGOs, especially small NGOs; and they can be a lot of fun, both as participants as well as organisers. For best results, choose them wisely and build them up over the years...' says Vishal Talreja

Recently, a children's shelter home decided to host a rock concert. One of their trustees was able to get a rock band to perform pro-bono to help raise funds for this shelter home. The shelter was just required to organise the event and cover related costs, which they were quite confident to get through sponsorships. A week before the scheduled date of the event, they had got no sponsors and the costs were eating into their reserves. The shelter home was confident that they will at least recover the costs incurred through ticket sales. Two days before the event, they had sold just 500 of the total 3,000 tickets. They got into a catch-22 situation. They could not spend more money on marketing and yet that was their only hope to sell tickets and recover costs. At the end, the NGO ended up losing Rs3 lakh on the event. They pledged never ever to host an event as a fundraiser.

What do you think went wrong?  
Everything!

Event-based fundraising can become one of the most effective, sure-shot ways to raise invaluable funds for your organisation or it can become a nightmarish experience. Events are a double-edged sword and most NGOs fail to understand that we don't have the core competence to host a successful event. We are good at our work but not necessarily good at organising an event, which is a different monster all together!



Over the last 11 years of having conducted some very successful and some not so successful events, especially for small NGOs, I have developed my seven Nuggets! of wisdom on event-based fundraising and am happy to share my mistakes with you.

Nugget 1: Are you an event-ready organisation?

I believe not all NGOs are capable of hosting or conducting events. The shelter home mentioned above is a classic example. Access to a celebrity or a rock

band is never enough reason to jump onto the event bandwagon, especially if you plan to conduct, organise and own the event yourself. An event-ready organisation is one that has the staff (the right kind of staff), the capital to make the investment, the network to get sponsors, marketing muscle and the capacity to sell the event to audiences small/ big.

Nugget 2: Recognise and play to your strengths

A clear strength that the shelter home had was a Trustee who was well-networked and had the access and influence to bring on board a popular rock band. The strength they lacked was in getting sponsorships, marketing the event and reaching out to a large enough audience to sell tickets. It is important to first recognise your strengths and then put together an event that plays to our strength. For example, if you have access to High net worth individuals then you can put together an event for a select audience who will pay big money but would like an intimate gathering with the celebrity or performer. If your strength is access to many companies or thousands of volunteers, then a mass event like a rock concert might be easy to sell. An NGO requires multiple strengths to pull off an event. These strengths can also be built over a period of time.

**Nugget 3: Collaborate**

The best way to make up for strengths you might not have is to collaborate. If organising an event, getting sponsors or selling tickets is not your strength then get an event-management company involved. It does reduce the net proceeds but it ensures that the event is successful and you learn tricks of event management along the way. Collaborations could also be tying up with another NGO with complementary strengths or getting one of your large corporate partners to buy the entire event and doing it exclusively for their staff. The important thing is to recognise what you are not good at and finding a partner to fill that gap.

**Nugget 4: Look for opportunities in your environment**

There are event opportunities all around us. The most successful places where I have found event opportunities are in the newspaper and the radio. The opening of a new restaurant, a new mall, a new product launch, a new company, a new store, an existing restaurant running a theme, festival time, a celebrity coming to town, etc. These are all opportunities and can be converted into potential events. For example, in the case of a new restaurant coming up in your area, a possible tie-up could be that all proceeds from their 1st day or 1st week can be contributed to your NGO. If you have access to a celebrity, you could tie-up with the restaurant to get that celebrity to dine at the restaurant on the opening night and donate all proceeds to your NGO, etc.

**Nugget 5: Exploit existing opportunities**

I am a great believer that NGOs should never organise their own events, especially smaller NGOs, unless they are building an idea that can be run for 3-5 years. For example, for years CRY has been hosting the Corporate Quiz but it took them many years to build a brand around that event. However, for smaller, one-time events or for smaller NGOs, I always believe it's best to jump onto existing platforms and exploit opportunities there. The most successful existing platforms being international marathons, event management companies hosting concerts, plays and musicals. For example, instead of doing your own rock concert, if you know a band who is doing a rock concert, it's easier to tie-up with the event-management company and see if we can get 20-30 per cent of the proceeds from the ticket sales. This way you may raise smaller amounts but the success rate will be higher and your expenditure will be less.

**Nugget 6: Create win-win propositions**

Events are not so much about supporting a cause as much as about creating a "wow!" experience for everyone involved. When you organise a rock concert, people do not come there just because the funds are going to charity. They are coming there to have a good time. The rock band is also keen that 3,000 people enjoy their music. So it is important that they have their fun. Hence, it is important to create a win-win event. A new restaurant wants people to patronise it and if they tie-up with your NGO for the launch, it is to

build loyalty and goodwill in the market as a 'restaurant with a heart', while you raise funds.

**Nugget 7: Know when to phase out**

Most events have a limited life and a definite life-cycle. It is important to know when an event is peaking and that is the time to phase out the event. If you are organising an event that can be repeated say, annually (maybe a theatre production), it will run successfully for a few years, after which your target audience will want a change. This could mean to either phase out the play or at least revamp it. If an event is phased out when at its peak, the audience will have good memories of it and will always cherish it. The important thing is to remember that even your target audience can reach a fatigue and then it will all be downhill – loss of revenue and goodwill.

Happy fundraising!

Vishal Talreja is the Co-Founder & Director of Dream A Dream. Dream A Dream raises over 30 per cent of its annual funding through events. This is a very important source of funds that also helps them to engage with more and more donors. They run a variety of events every year – some they themselves organise and some they go piggyback.

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## Events Help Garner Funds and Enhance Visibility of the Organisation

The time when your entire organisation is up there on stage, being evaluated for what you do, is the time you do a fundraising event. It's the time to GO [LIVE]

Among the various resource-mobilisation strategies that India Foundation for the Arts (IFA) implements, raising funds through events is the most visible one. While IFA does organise events that showcase the work of our grantees to create awareness and publicity, fundraising events are specially designed to make maximum profits, which can

### Why DO Fundraising Events?

Raises funds, if done right

- Allows you an easier inroad to the corporate sector by targeting their marketing funds, instead of corporate social responsibility funds
- Allows you to fashion different events to suit your target audience
- Offers extensive media coverage
- Can create a buzz about your organisation and provides short-term visibility
- Large outreach in a short timeframe
- Offers opportunity to network and build contacts.

then go to support our grants. That is only possible if the cost of organising a high-profile arts event is covered by sponsorships leaving box office receipts for our grant making.

However, these events are also important building-blocks for many other things. They not only raise money but are also a good way to publicise our organisation. They give us an opportunity to engage a large and diverse audience that is empathetic to the arts, attract supporters and donors and amplify the public's interest in these arts. Since most of these events are performances done by very eminent artists, the resulting media coverage and the buzz created around it gets IFA talked about in the public space.

Being in the arts, our advantage is the access we have to various artists and art forms, which allows us variety in our events. Also, since we use the model of underwriting costs with corporate sponsorship, it enables us to plug an event as many times as we want in a year, so long as corporate find value for their brands through our events. Again,

### Tips to Make an Event Successful

- Plan, Plan, Plan – Make a written plan that you share with your team with enough lead times
- Rally the forces – Your core team and trusted volunteers count
- Know your audience – Choose events that appeal and have large outreach
- Know your sponsor – Choose events that appeal to the corporate brands you want sponsorship from
- Tilt that balance sheet – Make sure you are making a profit
- Be money-wise – Work your event budget and stick to it
- Location matters – Book that central venue
- Get the word out – Have your publicity plan in place
- Be there – Have a desk with a smiling, informed volunteer with all your organisational materials out there for people to see and engage with
- Work your logistics – God and profit are in the details. Plan minute details and give specific responsibilities to the team
- What can go wrong will go wrong – Be prepared for the unexpected anytime and think on your feet
- Put your best foot forward – Always project positive energy and network with your guests. An event is a moment of truth, so go in with all guns blazing
- And finally... the key to all fundraising events is HAVE FUN!



since we are an arts organisation, we find it meaningful to organise fundraising events with celebrity artists. Engaging and involving artists to raise funds for arts is a formula that has proved extremely successful for us. Our events include concerts, theatre performances and art exhibitions. Organising events with celebrity artists has resulted in enough corporate sponsorships, raised maximum amount of money, got us enormous media coverage and attracted a large and diverse audience reinforcing IFA's image as a supporter of excellence in arts.

The Fundraising Team at IFA

### About IFA

The Indian Foundation for Arts (IFA) is a foundation that makes grants nationwide in a country as diverse as India and in a domain as complex as arts. It draws upon a wide range of perspectives and experiences to achieve this. It thus enriches the practice and knowledge of, widens public access to, and strengthens capacities and infrastructure in the arts in India by supporting innovative projects, commissioning research and creating public platforms.

## Good Planning is Key to Success of any Fundraising Event

Meticulous planning done well in advance saves time, effort and resources. The end result will be more funds for the cause you are working for

The success of an event depends on planning. The actual execution heavily depends on this plan. Co-ordinating



different kinds of people to come together to organise an event makes it a complex affair. Effort has to be put in to meet the right people at the right time. Planning an event requires more effort and meticulous detailing. So it entails a lot of legwork. Falling short on any of these counts may make the event a non-starter. Doing a fundraising event for the first time requires even more preparation and planning to ensure that the goals are met.

Our experience with Save the Children of Nepal programme organised for the first time in May 2009 taught us the importance of planning and co-ordination. We had enough knowledge of the rights of children; but little knowledge or idea about organising fundraising events. A marketing unit that we set up for the event came up with the idea of a rock concert. A popular rock band was decided upon for the event. The band agreed to perform for free. A top hotel in Kathmandu agreed to provide space and hospitality at a very

reasonable rate. Sound and lighting were also organised at a minimum cost. We hosted the show.

One problem we faced was that of manpower; it was just two of us with a whole lot of work to do. Selling tickets, even to our staff, proved to be a herculean task. Lack of experience in organising an event meant that we had to learn on the job and that resulted in loss of precious time. Eventually we did manage to put up a fairly good show and earned over Rs100,000. The success of the event inspired the rock band and they became youth ambassadors for all our future events.

The success of our first attempt at a fundraising event fuelled our ambition and we decided to make fundraising events an annual affair. We learned precious lessons and improved on our shortcomings. This made us professionals at fundraising events.

This year, because we wanted to explore new ideas, we hired an event-management company. It did not quite work. Paucity of time and limited



planning resulted in us just repeating what we had done the previous year. This, after putting off the date three times! To be fair to us, we did put in a lot of effort. We roped in a leading printer to print the promotional materials free of cost for us. We got the national print media to give us advertisement at a discounted cost. We also promoted the event through social networks.

We managed to sell more tickets this year. We collaborated on the sale of tickets with the Association of International NGOs, a leading national NGO with a good network. It resulted in a crowd larger than in the inaugural year and more fun. This time solo artistes were given a chance to perform and that proved to be a big hit with the crowd.

It does hurt us that we ended up paying the event-management company for something we could have managed on our own. Had we planned our activities better, we could have extracted more out of them, which could have resulted in more money being raised. Either that or we should have managed the event ourselves, which we could have had we given ourselves a little more time.

Sharda Basnet, Marketing Officer, Save the Children, Nepal.

Save the Children is one of the largest child-focused organisations in Nepal, working with over 90 partners in 56 districts and reaching over 1.5 million children. It focuses on Education, Health and Nutrition, Child Protection, Child Rights, HIV/AIDS and Emergency Response.

## An Insight into Partners who make Dreams possible

Being a charity for marathon, ie, enabling other charities to raise funds has great opportunities and a fair share of challenges

What do 'charity partners' do!!

Charity partner is the phrase that many sporting event organisers now use when they want to bring a social angle to their event. A marathon could be a good platform for an organisation to use to raise funds. Being a charity partner for a marathon, ie, enabling other charities to raise funds has great opportunities and a fair share of challenges.

Raisers' Ask interviewed two such charity partners in India – Concern India Foundation for the Delhi Half-Marathon and Bangalore Cares for the Bangalore 10K Run – to understand the angle of charity partners in an international renowned running event.



Why did your organisation choose to become a charity partner for the event?

Nidhi Singh, Concern India Foundation (CIF): The marathon is one of the few events, which promotes a sports spirit as well as a social focus. We see our responsibility as the charity partner as an extension of our activity in the development area.

GM Row Bangalore Cares (BC): We assist organisations to raise their profile, promote engagement of Bangalore society (both companies and individuals) and look for ways for organisations to raise their income. The World10K run presents a great opportunity to work towards these objectives.

What are the most important management steps you take to manage these large-scale prestigious events?

Nidhi: As the official charity partner, our focus is to create awareness amongst the NGO and corporate circles about the

charity aspect of the event. We encourage NGOs to register for the event and provide pointers on how to go about fundraising from this event. We also make presentations to the corporate sector and urge it to come forward and participate in the charity drive. We have also created a special page on our organisation website: [www.concernindia.org](http://www.concernindia.org), which provides useful information, FAQs, registration and pledge forms, etc for NGOs, companies and individuals who wish to participate in the event.

GM Row: We allocate a dedicated team



within Bangalore Cares to work full-time on the event. We now have four people: One coordinates and works with the Bangalore Cares Board and Procram International – who are the event managers. Another encourages voluntary organisations to participate, a third motivates companies while the fourth provides necessary administrative support.

What are the challenges that you face while conducting these events?

Nidhi: Procram International manages the event. The charity collection is co-

ordinated by CIF. Our challenge is to encourage as many companies and individuals, who have a capacity to raise large sums of pledges, to participate. Very often, while employees in a corporate register individually for the run, our effort is to convince the corporate that their participation in the Corporate Challenge can be an added dimension of their CSR activity; an HR activity for employee bonding as well as brand image building.

GM Row: It is a two-way challenge, firstly getting organisations to realise the potential of utilising the platform to raise friends and funds; and secondly helping 'the public' to realise that donating to organisations during this time is easier than usual and very worthwhile.

Bangalore cares

What steps do you take to help or encourage charities to fundraise?

Nidhi: The marathon is a huge platform where charities can come together and raise funds for their work. Our constant efforts are to see that this opportunity is maximised to raise funds. We reach out to various NGOs to register and guide them through various ways to raise pledges and funds. We also make presentations to the corporate sector encouraging their participation in the charity run. And we counsel them to consider supporting smaller grass-root NGOs, rather than focus on well-established ones. If a corporate has more than one team participating, then we encourage them to support as many causes as the number of teams they have.

GM Row: We do a number of things to help organisations that register. We start registrations four months prior to the run, giving time to plan fundraising. We conduct workshops to explain the process to organisations; and we are ready to help organisations make presentations to companies. We provide organisations an online payment gateway where anyone (from within India) can donate to them. We follow-up with organisations and companies who have registered to make sure they understand what to do and when.

You being a charity yourself, how can you manage your fundraising unaffected by helping other organisation to fundraise?

Nidhi: We always bear in mind the fact that we are a support organisation and that for the marathon we are the official charity partner. Our main responsibility is to be an intermediary between the NGOs who have registered for the event, the corporate sector and individuals who have signed up to raise pledges for the cause of their choice and the organisers of the event. We make a conscious effort to balance between self-interest and that of the various NGOs registered with us.

GM Row: We begin with the assumption that it is right to ask organisations, companies and individuals who participate in this event – managed to international standards – to make a donation to support the expenses we incur in playing our part. We work for six months on the event and need to generate income to pay our small team and cover our expenses for this period. For many, it is not easy to understand that Bangalore Cares also needs money – but understanding is growing!

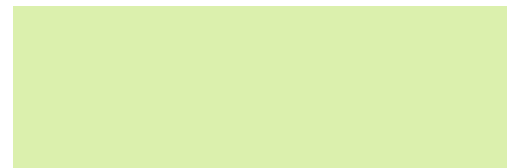
What are the benefits for participating charities in such piggyback events?

Nidhi: The benefits are numerous. The primary focus is to raise vital funds. Due to the excitement built around the event, many people are motivated and charged to run for a cause and raise pledges. On the day of the event, many of the NGOs also participate in the run, carry banners and placards and create awareness about their organisation.

GM Row: Marathons (full/ half and 10 km) throughout the world have a strong



emotional connect with the hearts and minds of citizens... acting as a platform for people of all ages and sections of society to come together. It is perceived as a sporting event that lays emphasis on the triumph of the human spirit. Marathons have now developed in a big



way; while a few individuals run for the glory of the race and winning the prize money, many run for the exercise and the cause they believe in.

Any tips on how to fundraise in a marathon, which you would care to share with the readers?

Nidhi: On our website [www.concernindia.org](http://www.concernindia.org), we have a special section on the Airtel Delhi Half Marathon. Here we have drafted out some tips for fundraising. These are simple but can be effective steps towards fundraising; such as how to raise Rs5,000 in ten days. Very often people hesitate to ask for donations from their friends, colleagues and associates. We just need to remind them that they are doing this for a social cause and for those who are not very privileged.



GM Row: There are lots of tips I could give. Considering space constraint let me mention just three:

- Register as soon as the event is announced (it will not be long before there are one- or two-year waiting lists!)
- Set up a workgroup involving Board members and staff that will set a target and plan how the amount will be raised; designate a co-ordinator.

c. Involve all staff and friends, and friends of friends; wider the circle of involvement you are able to build, wider the support you will get.

Do you see a high potential for fundraising by charities to increase over the next few years?

Nidhi: A marathon is an international sporting event and is usually connected with charity. We have seen the charity collection increase over the last two years. Moreover, we are hopeful that the trend will continue.

GM Row: Yes indeed, we see tremendous potential for fundraising to increase in the coming years. There will be more and more events like the marathons, which organisations can join. Organisations themselves can think of different events; and the internet and on-line giving will enable friends and well-wishers all over the world to support a cause. But to reach that potential is not easy. Organisations themselves (Boards/ leadership and staff) must wake up to these opportunities and dedicate time to work out the right things to do and then be determined to do them.

Nidhi Singh is the Director, Special Assignments, Concern India Foundation.

GM Row is a Board Member and Treasurer of Bangalore Cares.



## At Marathons we are Friend Raising, Fund Raising and Fun Raising

Raising funds through marathons is not a new concept but certainly an effective one.

Over the years across the world, many charities have found marathons an effective means to reach people, get publicity and more vital, raise funds in a fun way. Many organise their own events and many piggyback on large and acknowledged ones. Every year, around 500 such events in the form of marathons, half-marathons and other runs are organised to support various social causes.

The London Marathon is the largest annual fundraising event in the world – runners have raised over £500 million for good causes since the race began in 1981. For 2011, Oxfam has been selected as the official charity for the London Marathon. The Chicago Marathon raised over \$10 million in 2009 with 123 charities participating and in total the Chicago Marathon participants have raised nearly \$60 million since 2001. The New York Marathon is planning to raise nearly \$23 million for charities in 2011. Apart from this, each of these cities and organisers offer half-marathons and other runs as opportunities for various charities to raise resources.

In India, various causes and organisations have started organising marathons and runs and participating in other major and professionally-managed



ones. There are three major events currently organised in India – Standard Chartered Mumbai Marathon, Airtel Delhi Half-Marathon and the Sunfeast Bangalore 10K Run. These events, for a few years now, have been giving charities in India important opportunities to raise funds and make friends.

Raisers' Ask offers tips to its readers on how to raise funds through marathons and running events

### Tip 1 – Set your organisational goal

The fundraising side of your marathon training takes the same commitment and planning as the physical aspect. Begin by forming a workgroup of interested Board members, senior and all other staff. Set a ball-park target (all fundraising should be guided by a target) and determine the primary purpose that you will be raising funds for. Make your target ambitious and be ready to 'go for it'.

### Tip 2 – Build your base

You have to collect names and addresses of everyone you can think could help you. There will be individuals and companies.

- Start with your staff and with close friends and families. They are your core group of supporters, after all
- Be sure to communicate your goal and what you are planning to raise funds for, through face-to-face meetings, letters and emails.

### Tip 3 – Networking for fundraising success

Relying on emailing alone won't help. Try the following ways to convert your network into donors:

- Add your fundraising page to your Facebook profile and ask your friends to add your page to their profiles

- Change your email signature at work
- Blog about it – if you are not a blogger yet, it is good time to get started; and also create a Twitter account. These help you to stay focussed!

### Tip 4 – Get creative with your fundraising

- Get people to sponsor each kilometre you run
- Have them sponsor a body part, like an arm or a leg where you would carry their name on it on the race day
- Get your work team to go around and raise funds from the office
- Keep hundis (piggy banks) in each department with a placard that explains what it is for.

### Tip 5 – Go out to medium-sized companies

Go out to companies – go for the medium-sized ones – many companies



will be pleased to join in as it is a group and fun activity with a purpose. Some companies will match the donation an employee gives to an organisation. A few tips to maximise on this:

- Don't be afraid to ask: Get friends and families to tell you of the companies they know and whether or not they know if the company has a policy on matching gifts. Go and meet them. Speak of your purpose, your target and really invite them to join you.
- Be sure to follow-up on any enquiries that may come your way promptly.
- Be sure to mention any company joining you on your fundraising updates on your website, Facebook or your blog.

Tip 6 – Team up!

- Team-up not only for training but also for fundraising. Begin with a staff team – headed by a Board member or your CEO!
- Form different teams for communications/ registrations/ training in running/ training in fundraising/ keeping your web content up-to-date... having a 'buddy' makes the effort all the more easy. You must avoid putting all responsibility on to one or two people.
- Include your donors as part of your team and use: "We have ....." in all your letters and fundraising updates.



Tip 7 – Keep everyone up-dated

Post up-dates on your progress by email, blogs or on Facebook.

To create an up-date, ask yourself the following questions:

- What did I accomplish this week?
- What did I learn?
- Who helped me reach my goals?

Important: Add a reminder of your fundraising goals.

Make your up-date interesting by including stories or interesting events that you have experienced.

Tip 8 – Revise your goals

Push yourself to accomplish more, revise your goals to stay motivated.

Be sure to let all your supporters know what your revised goals are.

Tip 9 – Spread the word

Always carry your donation/ sponsorship forms with you wherever you go... to

office, gym, parties, and supermarket, and even to the marathon.

Keep giving it to all you might meet.

Ask friends and family to give out forms.

Ask the local supermarket, gym and bank to put up your appeal on its notice board.

Include your blog's name on the appeal for readers to track your progress.

Tip 10 – Invite all your supporters to the run

You should issue a personal invitation to all your supporters to come for the marathon. With proper details of time, venue and where they could meet you

Supporters could come to take part or to cheer you.

Tip 11 – 'Thank You's' are VERY important

After the marathon, send a "We Did It" email to all your supporters and thank them with a personal message to each one of them.

If possible invite them for a celebratory party after the marathon... nothing fancy, even cake and coffee will do or your favourite samosa and soft drinks!

In 2010, the Mumbai Marathon raised Rs 8.7 crore, Bangalore 10K Run Rs 1.4 crore and Delhi Half-Marathon is looking at Rs 3.5 crore; it is a good chance to get out and raise more friends and funds...

Raisers' Ask correspondent

Upcoming running events in India			
Date	Event Name	Promoters/ Organisers	Website
19-12-2010	Goa River Half-Marathon	Vasco Sports Club	www.goarivermarathon.com
15-01-2010	Panchkula Half-Marathon	Running & Living	www.runningandliving.com
06-02-2010	Chandigarh Hal-Marathon	Running & Living	www.runningandliving.com

Courtesy: <http://www.procamrunning.in>

## Add events to Fundraising Calendar

We go ahead with events only if are costs are completely covered, says Pampa Chowdhury, branch manager, Concern India Foundation

Why has Concern India chosen raising funds from events as one of the primary sources of income?

Events are not really our primary source of income. However, we have successfully developed certain proprietor events across India like Art for Concern, Pause for a Cause and the recent Khel Khel Mein. Events help us connect with different target audiences... companies, high net-worth individuals and the general public.

Our events are designed for various types of audience. We feel that all you require is a heart to give - whatever may be your level of income. We design events catering to all segments of people. Our art show caters to the HNIs, whereas our Corporate Quiz caters to young professionals.

How do you organise events?

We usually plan our events in the beginning of the year. However, events that are dependent on sponsorship may or may not take off. But in our calendar, we mark certain events that will happen regardless of sponsorship - like our Art

Show, Pause for a Cause and Khel Khel Mein.

The normal process we adopt in organising any event is to work on its feasibility. The usual turnaround period for any successful event is 3-4 months. We prepare the budget and give some time for scouting for sponsors. We go ahead with events only if our costs are completely covered. There are various aspects in organising an event. On the one hand is identifying sponsors and in case the event involves sale of tickets, then working on that. On the other hand is the implementation per say of the event. Sponsors, especially companies support us not just for philanthropic reasons but for the fact that our events are a marketing opportunity and brand-visibility platform. We have to ensure that whatever we promise is ultimately delivered. We handle all our events very professionally.

You organise events by yourselves and do not engage event-management companies. Why?

Yes, we do not engage any event-management company as their fees are



too high and reduce substantially the amount raised for the charity programme. Moreover, it also creates an impression among prospective sponsors and donors that we are wasting the donor's precious money by hiring an event-management company. You also tend to lose control over the event.

Give us an example of how you make an event a fundraiser.

Take our Art Show. We tie-up with prominent and promising artists and persuade them to allow us to sell their work at a price less than they would sell at an art gallery. Buyers thus will be more willing to buy their work from us. We ensure that we get sponsors to cover the event costs; like for hospitality and to showcase the work we approach a 5-star hotel. We print and distribute the catalogue of the paintings to art buyers so that we get maximum mileage out the event; the printing costs, again, are covered through sponsorship.

The sale proceeds are equally divided between the artists and Concern India Foundation. For us, it is the artists who do the charity, not the buyers. Of course,

we also try to engage buyers with our work with the disadvantaged.

What are the challenges that Concern India face while conducting these events and what precautions does it take?

From our experience, for every event, the element of risk is there till the last moment. Over a period of twenty years, we have learnt a lot through trial and error. Today, we can say that our success rate is quite high.

Our primary challenge has always been getting sponsorship. There have been incidents of well-known organisations backing out of sponsorship at the last moment and that too after confirmation. Now, as a precaution we try and take everything in writing and also take advance money from sponsors.

It is worth it to add events to your fundraising initiatives. It not only helps in raising funds but enhances your brand image and helps you in building an effective database.

Concern India Foundation is a non-profit organisation that provides financial and non-financial support to development-oriented organisations working at the grassroots level to bring about positive change, across the country. It works in the field of education, health and community development and reaches out to more than 150 programmes through its offices in Mumbai, Delhi, Hyderabad, Bangalore, Chennai, Kolkata and Pune.

For more information, please visit <http://www.concernindia.org>

## Importance of raising local support and involvement for a cause

Helping others is a culture, which comes with expectation. If you expect something from somebody, it means you are ready to pay for that; either in cash or kind. Tap this human tendency but do it locally, says Manish Jha

In *Three Cups of Tea*, Greg Mortenson wrote that the 9/11 incident and consequent greater negative perception of the Muslim community and international political instability forced him to take a different approach to fundraising... and he raised more. It goes to show that nothing can nor should deter you from achieving your objective.

A decade-long civil war and political instability in Nepal and the resultant sense of insecurity among the people brought about a huge political change in 2006. It resulted in bringing about political awareness in the Nepalese people. The Nepalese people learnt to support political parties on the basis of their principles. During this time, the country also went through an economic crisis as the focus was on politics.

Regular as well as potential donors were going through hard times, and were not in a position or mood to support social causes. For us, in the voluntary sector, it

was a challenge to encourage them to support an enterprise building Nepal. It was, after all, one of our core organisational objectives. It was a difficult task, but we had to do it for the country's prosperity.

When a country is going through political changes but the end-result is not development brought about by these changes, international funds create more negative impact. Also, people become more dependent. International NGOs have been in Nepal since long. They certainly have worked towards making Nepal a better country. But the people of Nepal are not sure that the growth rate matches with their long participation. They feel that involvement of these NGOs is actually resulting in less ownership of local public in developmental work and have started raising questions about their benefits.

In October, there was a debate on extending the stay of the United Nation

Mission in Nepal (UNMIN). After the long national and international debate, the Government of Nepal decided to extend their stay by only four months, even though UNMIN has billions of US dollars in their budget for Nepal.

In a bid to improve the traffic system in urban areas, the Government of Japan donated millions of dollars to road projects in Nepal. The results were not as good as expected. Medians were put up on roads to make them safer to use, but people did not respect the rules. Now, when a local organisation started collecting Re1/- per day to regularise traffic, participation as also road sense has increased. This is evidence of international participation losing out to local ownership.

In Nepal, we are going through a Constitution-making process and we have 601 Constitution Assembly (CA) members working at it. The allotted time for the process was two years. Even after 28 months a mere 25 per cent of the job is done. This is the result despite a good remuneration (highest in Nepalese political history) being paid to the CA members. Nepalese people are not



perturbed with this because the process is funded by the World Bank, United Nations and some European agencies. This attitude further stresses the need for local ownership and participation.

Local fundraising helps develop ownership amongst the giving public. This increases their responsibility towards the cause they are giving for. In a country like Nepal, where NGOs have more financial strength than either the private sector or the government, it only results in dependency on the voluntary sector. This is a deterrent to real development. People are not interested in entrepreneurship; they are interested in NGOs. They do not want to take up high-profile business; they are more interested in social issues for which they depend on foreign aid. Foreign aid is not helping to make people more responsible; it is only giving them lessons in sustainability. Only when we ourselves contribute, will we gain ownership and consequent responsibility; which is when there will be development and hope of sustenance.

Manish Jha is Coalition Relations Manager at Samridhhi. Samridhhi is a Nepal-based human rights' group. It promotes ideas of freedom - civil, political and economic - through public policy recommendations (based on independent research), educational programmes and public participation for a free and prosperous Nepal.

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