

United Way Mumbai

SOCIAL IMPACT.  
DONE RIGHT.

ANNUAL REPORT 2019-20



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# MESSAGE FROM THE CHAIRPERSON



Every individual has the power to effect change, both for themselves as well as for the communities they engage with. United Way Mumbai attempts to create awareness of this latent energy which resides within individuals and harness it for the greater good. During the last year, we have continued to build on our past successes and work with our partners, old and new, to impact the lives of a larger number of people around the country. We have mobilised more resources and forged new partnerships while strengthening existing ones. This year, we have worked with a record number of 159 funding partners, who have put their trust in our ability to make a difference. We relied not only on what has worked in the past but also found new solutions that were tailored to meet the challenges of our ever-changing world.

Last year was an eventful and gratifying year. We involved a large number of stakeholders, who joined us and worked alongside us to meet our goals. Through programmes like Poshan, Ankur, Let's READ, and HeadStart STEM, we have tried to ensure that children in our country are given the opportunity of a brighter future. Individuals have been empowered to become more financially independent through initiatives like project Saksham. We also were involved in disaster response measures for communities affected by natural calamities and have helped them to rebuild their lives. We have also engaged in projects that ensure that our environment is protected and that awareness is created about sustaining the planet.

Within this report you will find several other examples of the results that we achieved, driven by our impact agenda. We ensure that every programme, every new initiative and every rupee raised makes the maximum impact on the lives of individuals we serve. Our long-standing campaign, the Tata Mumbai Marathon broke all records with an astounding INR 45.9 crore collected for 294 charities! Our success lies in the strength of our team, which earned us the title of "A Great Place to Work", a certification to be proud of! Although this report is, essentially for the year ended 31st March 2020, the writing was on the wall well before the end of the year that we were heading for a pandemic of the kind last witnessed almost a century ago. Adversity often brings out the best in people and we have ample evidence of this during the months that followed. Our COVID-19 response efforts brought us new partnerships with companies, communities and individuals and we managed to reach out to those in dire need - frontline healthcare workers, hospitals, daily wage earners and migrant families. The pandemic has taught us to have compassion for each other, take care of those in need and ameliorate hardship within our span of activity.

In closing, I would like to extend my heartfelt gratitude to our partners, donors, advocates and volunteers. Your compassion for your fellowmen, your generosity of spirit and your dedication to the mission are what fuels the work we do every day. Behind all the statistics we present, there are real people whose lives are forever changed for the better, and you, our supporters have made that possible. We hope you will continue to partner with us and make our commitment to the task even stronger.

**Homi Khusrookhan**  
Chairperson,  
United Way Mumbai  
Board of Trustees



# FROM THE CEO'S DESK



We live in a time of rapid change. A natural disaster, sudden job loss or an unexpected illness can affect a family's survival. Yet we also live in an age of incredible generosity. When families struggle, compassionate people like you boldly stand behind us to help our communities. With your support United Way Mumbai has been working for the past 18 years to serve our communities. Based on the needs of our community we have identified 6 cause categories: Education, Income, Health, Environment, Public Safety and Social Inclusion. Building on the success of the past 18 years, our focus in the last year has been to build scale with sustainability— reaching even more people with health, hope, and lasting change. We've done this by designing and implementing programmes that advance the common good, bringing together various stakeholders including corporates, individuals, NGOs and institutional partners.

Our achievements this year are proof of the hard work and commitment of our amazing team. We scaled up existing programmes and implemented new ones to reach out to more individuals. 16,148 children received better nutrition due to the distribution of meals and nutritional supplements. In addition to nutrition, we worked to provide children with better learning opportunities. Science Technology Engineering and Math (STEM) was made more accessible to 27,891 students because of Mini Science Centres set up under our HeadStart STEM programme. 38,597 children were provided opportunities to learn through non-formal education initiatives. More than 35,500 books were distributed through our Let's READ programme to introduce school children to the joy of reading.

We worked extensively on health-related interventions. More than 37,000 individuals underwent preventive healthcare sessions, testing and screening for hepatitis B and other ailments. 6,103 elders received free medical support through mobile healthcare facilities. We worked towards a cleaner and greener city. With the help of a large team of volunteers, we cleared more than 58,000 kg of marine waste from our beaches. We scaled up our road safety programmes, reaching out to children across 100 schools through the Via programme that aimed to make our younger generation safer users of roads. Our disaster response efforts reached out to over 45,000 children and adults across five states. We were able to provide them support through the distribution of food and essentials kits, hygiene kits, solar kits and refurbishment of schools and Anganwadis. 25,634 individuals will have better access to water due to our drought relief interventions.

The Tata Mumbai Marathon was a big success this year as well, raising a record-breaking Rs. 45.9 crores through the support of 204 corporates, 1424 fundraisers and 36,000+ donors. We received incredible support from employee volunteers of our corporate partners throughout the year. They helped deepen our impact in communities by volunteering at beach clean-up drives, tree plantations, conducting financial literacy sessions, assisted reading sessions and so much more.

This past year was a big one for us. We moved offices to accommodate our growing teams and programmes. We were also honoured to receive the Great Place to Work certification, reflecting the trust, pride and the commitment that our teams have towards the work that we do as an organization.

18 years of compassion, determination and innovation from many dedicated people and partners like you have made it possible for United Way Mumbai to serve our communities at this scale. In the following pages, you will see glimpses of the work we did, all of which is focused on raising the quality of life for everyone. We are grateful for your belief in us and look forward to continuing to steward your support into meaningful action, improving the lives of members of our communities.

**Jayanti Shukla**  
Chief Executive Officer,  
United Way Mumbai



# ADVANCING THE COMMON GOOD

*"United Way Mumbai improves lives by mobilizing the caring power of communities to advance the common good."*

We all want to see a world where all children are educated, where there is an absence of hunger, where all individuals are financially independent and our communities are socially inclusive.

At United Way Mumbai we hope to make our communities stronger, more so, during these tough times to ensure that we build a world and a community that is more resilient with each passing year. Each year we are driven by the passion to empower more individuals from our communities to be able to live to their potential, through access to better education, more robust healthcare, secure livelihoods, a cleaner environment and safer communities.



UWM team members interacting with volunteers and staff at the Anganwadi under Project Poshan

# LASTING SOLUTIONS THROUGH POWERFUL PARTNERSHIPS

At United way Mumbai we strongly believe that our communities' challenges cannot be solved by one agency alone. It is a mammoth task, requiring a collective commitment and efforts of multiple supporters.

This is exactly where we bring our expertise to the table - boosting and leveraging the strength of our community network to bring about real, lasting and sustainable change.

Our collective impact model works to combine the complementary resources and capabilities of our multiple community stakeholders. Bringing stakeholders together helps to utilize their knowledge and skills and implement projects in set time frames.

This is incredibly valuable when the aim is to reach out to a large number of people.

 **500+**  
NGOs network pan India

 **300+**  
Corporate partners

 **1,00,000+**  
Individual donors

 **TRUSTED PARTNER**  
of Government and civic bodies

 **INR 480 CRORE**  
Invested in community development

**UNITED WAY MUMBAI IS PART OF A 130+ YEAR OLD GLOBAL MOVEMENT**  
**SPREAD ACROSS 40+ COUNTRIES AND 1800 COMMUNITIES**  
**SERVING 61 MILLION LIVES EVERY YEAR**

Across the world, United Way fights for the health, education and financial stability of every person in every community. As the world's largest privately-funded nonprofit, United Way is a vehicle for change, connecting people with the causes that are most important to them. United Way raises USD 4.8 billion annually, engaging 8.1 million individual donors and 2.9 million volunteers. In India, United Way has been in existence for over 30 years and has chapters based out of 7 states and a national office.

United Way Mumbai is a non-profit organization, in operation for the past 18 years. We work in urban and rural communities across the country to identify and implement the most impactful solutions to community problems.

# BUILDING A WORLD WE WANT TO SEE

What drives us at United Way Mumbai is our passion to be a part of the solution that works towards building a world that we want to see. Our work involves creating long-lasting solutions for our communities in 6 focus areas, all of which we believe are integral towards building stronger communities. These include education, health, income, environment, public safety and social inclusion.

## EDUCATION

Ensuring access to quality education and promoting lifelong learning opportunities for all.

## HEALTH

Building healthier communities through improved infrastructure, health education and access to health services.

## SOCIAL INCLUSION

Upholding the right to inclusion for those who are particularly marginalized, including sexual minorities, women, the elderly and persons with special needs.



## INCOME

Helping community members secure livelihoods and earn financial stability.

## PUBLIC SAFETY

Creating infrastructure & behaviour change for safer communities, & reducing vulnerability to natural disasters.

## ENVIRONMENT

Conserving natural resources and promoting environmental consciousness and action.

# DESIGN. IMPLEMENT. MEASURE.

Over the years our experience has helped us create long-lasting solutions to the challenges we have faced as a community. This has involved a process that centres around the three pillars Design-Implement-Measure.

Our projects are designed after in-depth research and interaction with community stakeholders. These projects are then implemented after a thorough study of various alternative interventions, keeping in mind best practices in the sector. Lastly to ensure that our programmes are creating the impact envisioned we measure our impact, so as to be accountable to ourselves, the community and our donors.



## DESIGN

- Sector Research
- CSR Policy & Strategy
- Need Assessment
- CSR Programme Design
- NGO Partner Selection



## IMPLEMENT

- Programme Implementation
- Grant Management
- Employee Engagement & Volunteering
- Payroll Giving Programmes



## MEASURE

- Programme Monitoring & Evaluation
- Impact Assessment
- Financial & Programmatic Reporting
- CSR Programme Audits



- Early Childhood Learning
- School Adoption
- Education Scholarships
- Teacher Training
- Non-formal Education
- Remedial Education
- Sports Education
- Arts Education
- Value Education
- School / Career Counselling
- Promoting Arts, Culture & Heritage
- Promoting Reading
- STEM Learning
- School Infrastructure
- Digital Learning
- Awareness & Advocacy
- Technology Development

# Impact of your giving - EDUCATION

When we talk about creating a stronger community for our children, we know that education sits at the heart of the solution. Ensuring quality education for all students ensures a brighter future for our children. Therefore we work towards removing the systemic disparities in opportunities that cause students from low-income communities to fall behind. Our programmes in education work to remove the critical gaps in education resources through interventions working in early childhood education, teacher training, promoting reading, remedial learning and STEM (Science, Technology, Engineering & Mathematics).

We do this while focusing on equipping community leaders, educators, parents and students, themselves, to change the system from within and give all young people a pathway to success.

**FLAGSHIP  
PROGRAMMES**



A student chooses books to read as per her reading level under the Let's READ campaign

# Impact of your giving - EDUCATION

Early Childhood Learning  
 School Adoption  
 Education Scholarships  
 Teacher Training  
 Non-formal Education  
 Remedial Education  
 Sports Education  
 Arts Education  
 Value Education  
 School / Career Counselling  
 Promoting Arts, Culture & Heritage  
 Promoting Reading  
 STEM Learning  
 School Infrastructure  
 Digital Learning  
 Awareness & Advocacy  
 Technology Development

<b>51</b>	<b>13,37,44,187</b>	<b>59</b>	<b>67</b>
<b>FUNDING PARTNERS</b>	<b>AMOUNT INVESTED (RS.)</b>	<b>NGO PARTNERS</b>	<b>NUMBER OF PROJECTS</b>



**4490**  
 children from **91**  
 Anganwadis/Balwadis  
 received Early  
 Childhood Care &  
**8629**  
 students go to schools  
 that are well equipped &  
 safer



**2657**  
 children received access to  
 recreation facilities and  
 sports training



**35,566**  
 storybooks gifted to  
 children and  
**104**  
 mini-libraries set up



**12,379**  
 students received  
 remedial support  
 classes



**27,891**  
 children have access to  
 quality STEM education



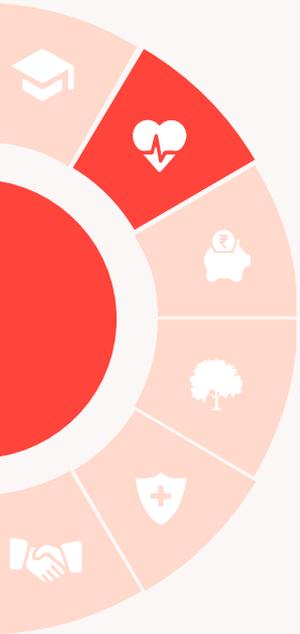
**38,597**  
 children have learning  
 opportunities through non  
 formal education



**350**  
 students received  
 educational  
 scholarships



**12,343**  
 students  
 underwent career  
 counselling



- Preventive Healthcare
- Supporting Public Health Centres
- Testing & Screening
- Medical Support
- Mobile Healthcare
- Sanitation & Hygiene
- Mental Health
- Nutrition
- Maternal & Child Health
- Safe Drinking Water Infrastructure
- Recreation
- De-addiction
- Awareness & Advocacy
- Technology Development

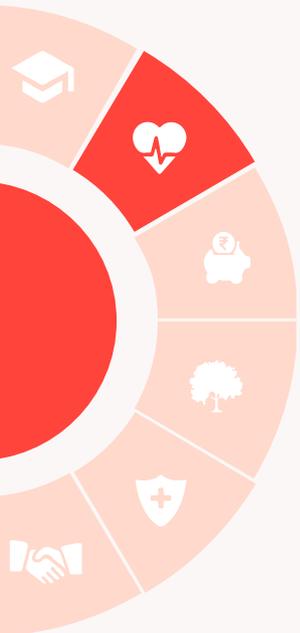
# Impact of your giving - HEALTH

Healthy children perform better in school and healthy adults perform better in the workplace. The result is a thriving community where people can realise their potential. In our experience, working at the community level brings the greatest health benefits to the greatest number of people. It also helps to reduce gaps caused by differences in income, education, gender, location and other factors that can affect health. We believe that much of what determines a person's health occurs outside the doctor's office. When provided with information about the disease, its prevention, symptoms and remedies we can ensure healthier and safer communities. Our health programmes, therefore focus on equipping communities with the tools they need to prevent illness, leverage government facilities and support those most vulnerable.

**FLAGSHIP PROGRAMMES**



Anthropomorphic measurements being taken at an Anganwadi



Preventive Healthcare  
Supporting Public Health  
Centres  
Testing & Screening  
Medical Support  
Mobile Healthcare  
Sanitation & Hygiene  
Mental Health  
Nutrition  
Maternal & Child Health  
Safe Drinking Water  
Infrastructure  
Recreation  
De-addiction  
Awareness & Advocacy  
Technology Development

# Impact of your giving - HEALTH

<b>27</b>	<b>9,66,09,272</b>	<b>27</b>	<b>29</b>
<b>FUNDING PARTNERS</b>	<b>AMOUNT INVESTED (RS.)</b>	<b>NGO PARTNERS</b>	<b>NUMBER OF PROJECTS</b>



**18,47,000**  
mid-day meals were  
served and  
**16,148**  
children received  
better nutrition



**5000**  
individuals received better  
access to sanitation  
facilities



**6103**  
elderly persons  
benefitted from mobile  
healthcare facilities



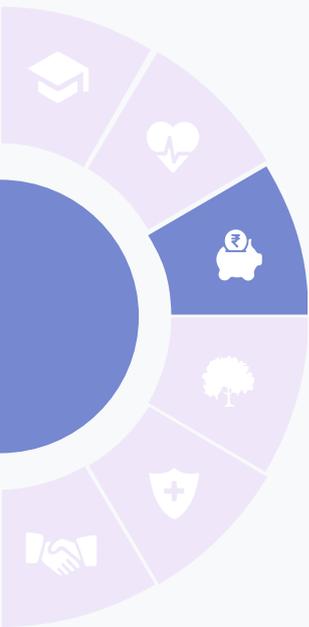
**2565**  
hygiene kits were  
distributed to promote  
good hygiene practices



**37,492**  
individuals underwent  
preventive healthcare  
sessions, testing, screening  
for hepatitis & other ailments



**29,293**  
free medical  
treatments given



- Financial Inclusion
- Skilling & Vocational Training
- Job Readiness Skills
- Formation of SHGs
- Income Generation Activities
- Awareness & Advocacy
- Technology Development

# Impact of your giving - INCOME

When people are able to find employment, provide for their families and save for the future, they and their children are more likely to enjoy healthy lives and succeed. Everyone benefits, because financially stable individuals and families lead to a more productive workforce and a stronger community. Together with our partners, we are working towards breaking the cycle of poverty and creating economic mobility for generations to come. We are working to put people from our communities, on the path towards financial empowerment. That starts with financial literacy, skilling and vocational training, job readiness and placement assistance.

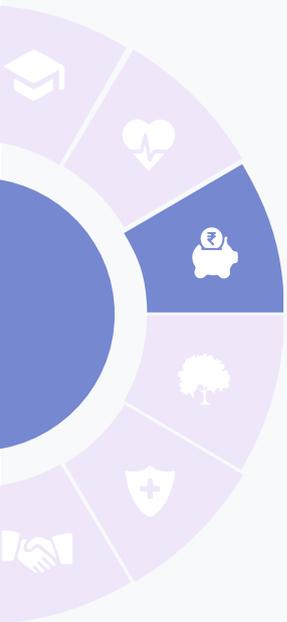
**FLAGSHIP  
PROGRAMMES**



**HUNAR**  
Skill Development Training



Trained tractor technicians at work under project Hunar



Financial Inclusion  
 Skilling & Vocational Training  
 Job Readiness Skills  
 Formation of SHGs  
 Income Generation Activities  
 Awareness & Advocacy  
 Technology Development

# Impact of your giving - INCOME

13	4,84,16,180	26	10
FUNDING PARTNERS	AMOUNT INVESTED (RS.)	NGO PARTNERS	NUMBER OF PROJECTS



985

youth received skills and vocational training to help earn a livelihood



291

youth, women and individuals with special needs underwent job readiness and soft skills training preparing them for their future careers



210

youth received financial literacy training to enable them to make informed decisions about their future



Financial Literacy session under the aegis of Project Saksham

# Impact of your giving - ENVIRONMENT



Tree Plantation  
Alternate Energy  
Water Conservation  
Waste Management & Clean-up  
Watershed Management  
Animal Welfare  
Awareness & Advocacy  
Technology Development

Because our environment has a large impact on our health and well-being, an important part of living well is doing our part to take care of the environment. We must work together as proactive communities to foster a safe, happy, and healthy world for years to come. We as a community must change our interactions with nature to build healthy and biodiverse ecosystems that support social, economic and ecological resilience.

Our programmes engage individuals, communities, corporate partners and government bodies to implement solutions to achieve our environmental goals. We work towards protecting and restoring green cover, rejuvenating water sources and reducing marine pollution to rectify some of the damage we have done. We were also appointed by the MCGM as the third party assessor for evaluating cleanliness standards of hospitals, schools, offices, housing societies, etc. as part of Swachh Survekshan 2020

**FLAGSHIP PROGRAMMES**

**Clean Shores Mumbai**

**Mission Mangroves**  
A United Way Mumbai initiative

**JAL SANJIVANI**  
Every Drop Counts



Volunteers help clean Dadar beach under the Clean Shores Mumbai campaign



Tree Plantation  
 Alternate Energy  
 Water Conservation  
 Waste Management &  
 Clean-up  
 Watershed Management  
 Animal Welfare  
 Awareness & Advocacy  
 Technology Development

# Impact of your giving - ENVIRONMENT

<b>32</b>	<b>10,60,75,157</b>	<b>22</b>	<b>17</b>
<b>FUNDING PARTNERS</b>	<b>AMOUNT INVESTED (RS.)</b>	<b>NGO PARTNERS</b>	<b>NUMBER OF PROJECTS</b>



**58,702 kg**  
 of marine waste  
 processed



**5737**  
 individuals sensitized  
 on marine & solid  
 waste management



**5470**  
 mangrove and other  
 saplings planted to  
 increase green cover



**2500**  
 individuals had access to  
 alternate energy through  
 solar kits



**25,634**  
 individuals from drought  
 prone areas had  
 improved access to  
 water



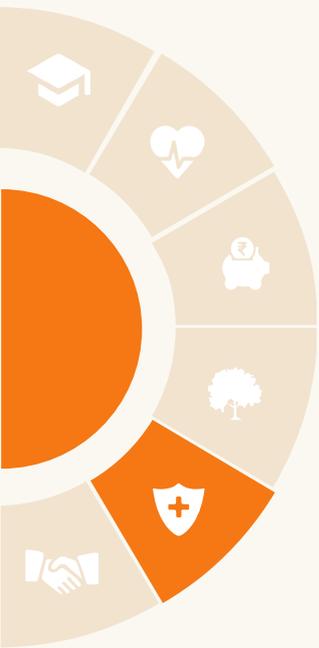
**3500**  
 individuals  
 sensitised on  
 urban avifauna



**1016.93 ha**  
 Increase in area of  
 irrigable land



**445+**  
 Soil and Water Conservation  
 (SWC) structures created  
 leading to  
**15,60,772 cubic metres** of  
 impounding



Shelter  
 Road Safety  
 Disaster Preparedness  
 Protection from Exploitation  
 & Abuse  
 Legal Aid  
 Awareness & Advocacy  
 Technology Development

# Impact of your giving - PUBLIC SAFETY

Every member of our community should feel safe in their neighbourhood. The UN Department of Safety and Security refers to road traffic crashes as a ‘hidden epidemic’ that has a “dramatically transformative impact” on people’s lives with most casualties remaining “almost invisible to society at large”. Most fatalities occur due to recklessness, or the lack of road safety awareness. Our programmes in public safety work to make our roads safer for our citizens. In addition to road safety, our public safety interventions work to rebuild and rehabilitate disaster-affected communities through comprehensive measures towards immediate, midterm and long term relief.

**FLAGSHIP  
 PROGRAMMES**



**DISASTER  
 RESPONSE**



First responder training session underway as part of the Jeevan Doot initiative



Shelter  
 Road Safety  
 Disaster Preparedness  
 Protection from Exploitation  
 & Abuse  
 Legal Aid  
 Awareness & Advocacy  
 Technology Developmentt

# Impact of your giving - PUBLIC SAFETY

<b>27</b>	<b>10,89,76,039</b>	<b>15</b>	<b>14</b>
<b>FUNDING PARTNERS</b>	<b>AMOUNT INVESTED (RS.)</b>	<b>NGO PARTNERS</b>	<b>NUMBER OF PROJECTS</b>



**45,457**  
 individuals across 5  
 states received relief  
 and rehabilitation post  
 disaster



**13,093**  
 two-wheeler license  
 applicants sensitised  
 on safe road usage



**10,700**  
 children from 100  
 schools learnt safe  
 road practices



**9625**  
 children were safer  
 after improving school  
 infrastructure in flood-  
 affected regions



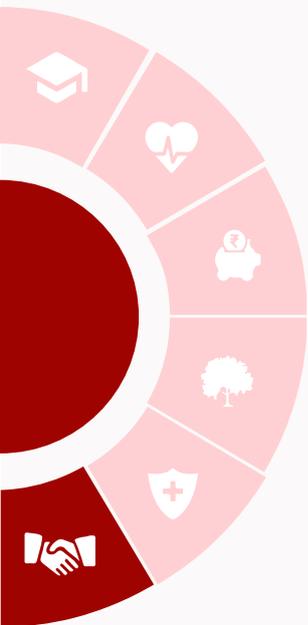
**8892**  
 youth sensitised  
 on risks of  
 drunken driving



**7000**  
 youth sensitised on  
 the perils of using  
 electronic devices  
 while on the road



**38**  
 schools and  
 Anganwadis  
 affected by floods  
 were refurbished



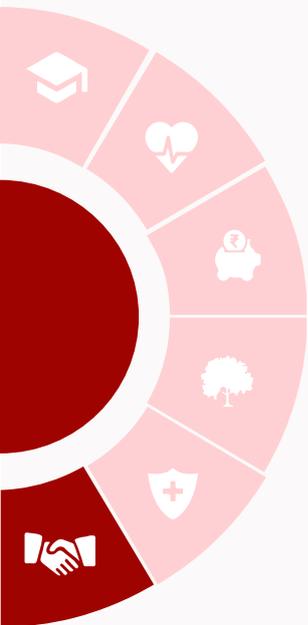
Women's Empowerment  
Persons with Special Needs  
Tribal Welfare  
Elder Care  
LGBT Causes  
Awareness & Advocacy  
Technology Development

# Impact of your giving - SOCIAL INCLUSION

Community is fundamental to our sense of who we are. An inclusive society values all its members and helps them to meet their basic needs so that they can live with dignity, engage actively, and contribute to their community. Communities are stronger when we are all included and when everyone can participate, contribute and be valued. There is mounting evidence on the effect that inclusive communities have on reducing poverty and inequality when excluded groups gain greater access to education, employment and livelihood opportunities. Our programmes work to foster inclusion of marginalized sections of society including women, elderly, persons with special needs, tribal and rural communities.



Clockwise from top to bottom: Elderly citizens receive medical aid from mobile healthcare units; Physical therapy sessions for the differently-abled



Women's Empowerment  
 Persons with Special Needs  
 Tribal Welfare  
 Elder Care  
 LGBT Causes  
 Awareness & Advocacy  
 Technology Development

# Impact of your giving - SOCIAL INCLUSION

<b>9</b>	<b>2,63,21,607</b>	<b>12</b>	<b>12</b>
<b>FUNDING PARTNERS</b>	<b>AMOUNT INVESTED (RS.)</b>	<b>NGO PARTNERS</b>	<b>NUMBER OF PROJECTS</b>



**2210**  
 children learnt ways to protect themselves from sexual abuse



**218**  
 children with special needs have access to physical and behavioural therapies



**200**  
 women received better infrastructure at 2 refurbished shelter homes



**62**  
 specially abled youth received skills training

# SPOTLIGHTS

United Way Mumbai envisions communities to be stronger through end-to-end solutions that cover the entire lifespan of our community members. Here are just 11 ways UWM worked to build stronger communities in 2019



## Healthy Beginnings for Children (pg. 20)

Our work in early childhood care includes comprehensive programmes in nutrition and education so that children get all they need for a healthy start.



## Better Learning Opportunities (pg. 23)

Our programmes promote STEM learning in children, school adoptions, career counselling and infrastructure upgradation to ensure higher levels of retention in school and better learning outcomes.



## Giving Our Students the Opportunity to Thrive (pg. 26)

Our programmes contribute to children's holistic development through art, sports and reading related initiatives.



## Building Healthier Communities (pg. 29)

We strive to ensure that people from the community have the chance of a healthy and happy life with interventions focusing on awareness, nutrition & preventive and curative measures.



## Equipping Our Young Workforce (pg. 32)

Our projects advance income and livelihood generation so that every member of the community has the resources and opportunities to build a strong financial foundation.



## Working Towards Cleaner and Greener Cities (pg. 35)

With nearly 16 km of beaches United Way Mumbai conducts interventions like cleanup drives and awareness sessions so that our coastlines and cities are cleaner. Our work includes initiatives to rebuild & conserve the environment through awareness drives, sensitisation walks, mangrove & tree plantations and conservation efforts.



## Creating Safe Spaces (pg. 39)

Our interventions include provision of a conducive and safe environment for rehabilitation of individuals who are victims of abuse, neglect and trauma.



## Making Our Roads Safer for All (pg. 41)

Our programmes focus on road safety by promoting responsible two wheeler riding, driving within speed limits and creating a force of emergency first responders.



## Helping Rebuild Disaster Affected Communities (pg. 45)

We work to provide comprehensive rehabilitation to disaster affected communities, ensuring that the restored infrastructure and facilities are better and more resilient than they had been originally.



## Bringing Together the Power of Employee Giving (pg. 47)

We ensure greater impact by engaging our corporate partners and their employees through volunteering campaigns and payroll giving. These initiatives help us augment our impact under all our areas of focus.



## Creating Philanthropic Platforms (pg. 49)

The Tata Mumbai Marathon brings people together through a single philanthropic platform to advocate and raise funds for the causes they believe in.



# HEALTHY BEGINNINGS FOR CHILDREN

What happens during the early years is of crucial importance for every child's development. It is a period of great opportunity, but also of vulnerability. Good nutrition and health and consistent care and encouragement to learn in the early years of life help children to do better at school, be healthier, have higher earnings and participate more in society. This is especially important for children in poverty. A good foundation in the early years makes a difference through adulthood and even gives the next generation a better start. Educated and healthy individuals, participate in and contribute to, the financial and social wealth of their communities.



The period from birth to the age of three is a time of rapid growth and represents a singular opportunity to provide a child with a strong nutritional and immunological foundation. Intellectual and physical growth is the most rapid, with doubling of brain size and quadrupling of body weight. Sadly, however, according to a 2019 UNICEF Report, every second child in India, under the age of 5 is affected by some form of malnutrition. If a child is malnourished during these early years, much of the damage is irreversible. The answer, therefore lies in prevention.

United Way Mumbai recognizes that just as the damaging effects of malnutrition can pass from one generation to the next, so can the benefits of good nutrition. Project Poshan works to ensure that the most vulnerable members of our communities, our children, are given the nutritional support they need at an early age. This was done by -

**16,148 CHILDREN SERVED**



Working in collaboration with the government's Integrated Child Development Services Scheme (ICDS)



Identifying undernourished children through anthropometric assessments and tracking their progress



Providing complementary feeding in the form of specially designed nutritional supplements



Counselling of parents of undernourished children



Growth monitoring and medical referrals of identified children, including Severe Acute Malnourished children, in Primary Health Centres for better treatment



Capacity building of Anganwadi workers



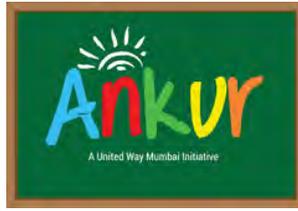
Development of kitchen gardens at the Anganwadi centres



Community based health camps focused on maternal and child health



From left to right: Children enjoying nutritional supplements provided under the initiative; A volunteer planting saplings in an Anganwadi kitchen garden; Nutritious food as part of a recipe competition held for parents



Research demonstrates that exposure to enabling environments and access to appropriate inputs during early years provide children with a firm foundation to develop in school as well as in life. Early education occurs outside the formal system and is therefore often overlooked despite its importance. The introduction of the National Early Childhood Care and Education Policy has highlighted the importance of ensuring school readiness for children aged 3-6 through structured preschool education.

**4490 CHILDREN FROM 91 BALWADIS / ANGANWADIS SERVED**

Children from marginalized communities typically attend Anganwadi centres run under the Integrated Child Development Services Scheme (ICDS). Project Ankur focuses on leveraging the existing ICDS network to ensure quality ECCE that achieves our collective goals. It focuses on not just school readiness, but the holistic development of a child's social, emotional, cognitive and physical needs in order to build a strong foundation for lifelong learning and wellbeing. There are three broad components of the programme:



**Anganwadi Centre Infrastructure**

- Equipping centre with infrastructure needed for safety, hygiene and learning
- Equipping centres with educational material



**School Readiness**

- Assessment of health and nutrition status of children and growth monitoring
- Health check-ups, medical referrals, follow up
- Trained resources for educational support
- Promoting learning through field trips and festivals
- Capacity building of Anganwadi staff



**Community Readiness & Involvement**

- Capacity building of parents
- Formation of parent committees
- Sharing of quarterly child progress cards



From left to right: Children and parents working together as part of a "Palak Shala" (Parents Meet) initiative; Children showing off their handmade Rakhis; Children participating in a handwashing session



# BETTER LEARNING OPPORTUNITIES

While government initiatives such as the Sarva Shiksha Abhiyan and Right to Education Act have improved access to education, learning outcomes in schools continue to be sub-par. Public and low-income schools grapple with challenges of poor infrastructure, teacher training and ineffective teaching methodologies. Out of 100 students, 29 per cent of girls and boys drop out of school before completing the full cycle of elementary education, and often they are the most marginalized children<sup>i</sup>. Our projects work to provide children from marginalized communities the opportunity to access quality education, one that provides them with the knowledge and skills they need in life.

*i. [https://www.unicef.org/india/what-we-do/education#\\_ftn3](https://www.unicef.org/india/what-we-do/education#_ftn3)*




## LEARNING ENRICHMENT PROGRAMME

Improving learning outcomes in low-income schools requires comprehensive, integrated and long-term interventions. We partner with government and low-income schools and conduct a thorough need assessment to determine areas of priority. Our interventions include:

**12,379 CHILDREN RECEIVED REMEDIAL EDUCATION**



### Infrastructure

With an aim to create a stimulating, safe and child friendly learning environment, school infrastructure is upgraded and beautified with designs based on BaLA (Building as Learning Aid).



### Early Learning

The school's Balwadis are refurbished and equipped with developmentally appropriate learning aids, along with teacher training and new pedagogy.



### Remedial Education

Children learning below grade level are enrolled in focused classes for remedial education, particularly in subjects like English and Maths.



### Reading Programme

Using reading as a tool for learning, libraries are set up in the school. The children are also given book sets for individual reading and book reading sessions are conducted by professional storytellers.



### STEM

Recognising STEM skills as critical to jobs of the future, we train teachers, set up mini science centres and digital learning platforms. Children are taken on exposure visits and participate in learning enrichment activities.



### Career Counselling

Children are helped make informed career choices through a structured counselling programme. This includes psychometric tests along with individualised guidance and group sessions on goal setting, motivation and career paths.



Children choosing, displaying and collecting their storybooks under the School Adoption project



While our Learning Enrichment Programme focuses on improving the quality of education from start to finish, our project Headstart STEM focuses on changing the way STEM subjects are taught in our schools. One of the biggest challenges facing our education system is the way we teach STEM subjects to our children. Though science should ideally be taught through observations and demonstrations, it has for many years been limited to lectures in the classroom, especially in low-income schools. As a result, students often have to learn by rote and effectively end up learning not much at all.

It is no surprise then, that they often find lessons to be difficult and uninteresting. Headstart STEM adopts a comprehensive approach to promote STEM learning, particularly amongst girls. The key objectives of the programme are:

**27,891 CHILDREN HAVE ACCESS TO QUALITY STEM EDUCATION THROUGH IMPROVED INFRASTRUCTURE, EXPERIENTIAL LEARNING AND TEACHER TRAINING**



Equipping schools with necessary infrastructure, training and resources for STEM education



Encouraging scientific thought and learning amongst children



Creating an enabling environment for STEM education, particularly for girls in schools and communities

**IN ORDER TO ACHIEVE THESE OBJECTIVES, WE FOCUS ON:**



**Infrastructure Upgradation**  
Set up mini science centres, STEM libraries and digital learning platforms equipped with audio visual lessons for Grades 1 – 10.



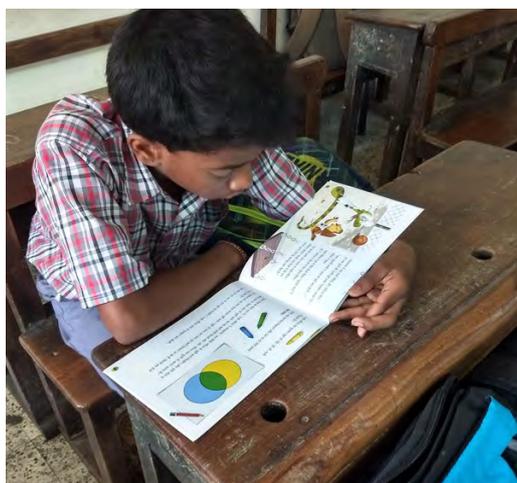
**Teacher Development**  
Focused training for teachers in pedagogy and use of new learning material.



**Learner Support and Exposure**  
Set up digital learning on STEM concepts, organize remedial Maths classes, publish monthly STEM newsletters and conduct exposure visits to STEM-focused places



**Engaging the Community**  
Engage parents and School Management Committees to create a supportive ecosystem.



Left to right: Children displaying their STEM related books; A student is intent upon reading his book; Children conducting various experiments under the HearStart STEM project



# GIVING OUR STUDENTS THE OPPORTUNITY TO THRIVE

We believe that a holistic education provides opportunities to learn, not only inside the classroom but outside as well. During the previous year, we implemented programmes that gave children the opportunity to thrive outside the school curriculum.



For most children in marginalized communities, access to books other than textbooks is limited. Studies however have shown that reading for pleasure can benefit a child's education, social and cognitive development, their wellbeing, and their mental health. It plays an important role in determining social interaction between adults and children and encourages children to engage with the world around them.

Let's READ promotes reading among children from marginalized communities by ensuring access to well written, beautifully illustrated and culturally relevant books. The books are selected in keeping with the children's ages, language competencies and reading abilities. They are sourced from largely Indian publishers, are multilingual and based on reading assessments of the children.

**104 MINI-LIBRARIES WERE SET UP IN LOW-INCOME SCHOOLS AND 35,566 STORYBOOKS WERE GIFTED TO CHILDREN**



Children delighted with their set of storybooks under Let's READ



Engrossed in a beautifully illustrated story at the Let's READ Carnival



Training session for teachers to make books come alive for their students



Children celebrating at the Let's READ Carnival



Assisted reading session under the Let's READ Campaign



The WHO reports that regular participation in sports has a wide range of physical, social and mental health benefits. The value of sports education in schools is, however, underemphasized. Sports aid in developing concentration, agility, teamwork and important life skills. Yet sports take a backseat in the allocation of school budgets or students' time. This is particularly so in the case of schools for children from marginalized communities. While the children are exposed to sports in their communities, they do not receive adequate coaching or equipment for them to learn the sport professionally and excel at it. They also have poorer nutrition as compared to their counterparts in more privileged schools. This affects their stamina and overall performance in sports. Level Playing Field aims to bring high-quality sports education to children from marginalized communities. Our expectation is that the project will provide these children with a level playing field and give them some of the advantages available to children from high-income schools.

**2657 CHILDREN RECEIVED SPORTS TRAINING, APPROPRIATE EQUIPMENT, NUTRITIONAL SUPPLEMENTS AND THE OPPORTUNITY TO PARTICIPATE IN COMPETITIONS THROUGH LEVEL PLAYING FIELD AND OUR NGO PARTNERS**



A child receives his football kit under the Level Playing Field campaign



A training session underway as part of the Level Playing Field campaign



# BUILDING HEALTHIER COMMUNITIES

There exist significant inequalities in access to quality and affordable health services in our country. Low budgetary allocations for health are a key reason. The government's health expenditure has remained at around 1% of the GDP over the past decade<sup>i</sup>, which puts India significantly behind the global average. Our programmes aim to provide better access to healthcare for all.

*i.* <https://www.hindustantimes.com/india-news/india-s-public-health-spending-lagging-behind/story-6YPZFSfWMMVIHGipDXyUEFO.html>



# SEHAT

According to WHO, around 4 out of every 100 Indians are infected with Hepatitis B, amounting to 40 million infected persons in India. Over 10 million Indians (about 1% of the population) are carrying the Hepatitis C virus infection. Most are blissfully unaware as the virus produces few symptoms for long periods. By the time symptoms of liver disease appear, the disease is often found to be advanced. Hep-B & C are amongst the leading causes of liver failure & liver cancer. Liver disease is now the 12th leading cause of death. This is in spite of the disease being preventable & is largely due to lack of awareness. The health impact of Hep-B & C is atleast 10 times that of HIV while awareness about & funding for them is lagging far behind that of AIDS.

**7193 INDIVIDUALS TESTED & VACCINATED FOR HEPATITIS B & 36,316 INDIVIDUALS WERE SENSITISED**

United Way Mumbai's project Sehat focuses on preventive health education about Hepatitis B to community members especially the ones at higher risk. This was done through testing, vaccination, medical referrals, counselling and awareness campaigns for high-risk communities that included slum dwellers, commercial sex workers, single male migrants, members of LGBTQIA+, people who inject drugs, etc.



Free vaccination and health camps under project SEHAT



The issues of health and well-being are closely related to those of adequate water supply and functional sanitation systems. Since the launch of the Swachh Bharat Abhiyan, more than 10 million toilets have been constructed in rural areas leading to the number of people defecating in the open reducing by an estimated 450 million people. Despite the headway made in the last 15 years, our slum communities still do not have functional toilets or safe drinking water.

The Suidha model was piloted by Hindustan Unilever as a solution to the WASH problem in urban slum communities. It believes that the solution to improving hygiene and sanitation does not lie in increasing the number of toilets alone. There is a need to create a system for efficient and functional services combined with behaviour change. In 2019-20 the 1st out of 4 Suidha Centres was inaugurated in Malwani. The structure has a basement, two floors and a terrace. It can cater to 1500 slum dwellers and meet almost 80% of their basic water needs for laundry, showers, toilets and handwashing. It includes:

**5000 INDIVIDUALS  
RECEIVED BETTER  
ACCESS TO  
SANITATION  
FACILITIES**



Clean flushing toilets for women and men. Accessible toilets for people with disabilities



Clean drinking water



Showers with soap and push valves to save water



Handwashing areas with soap



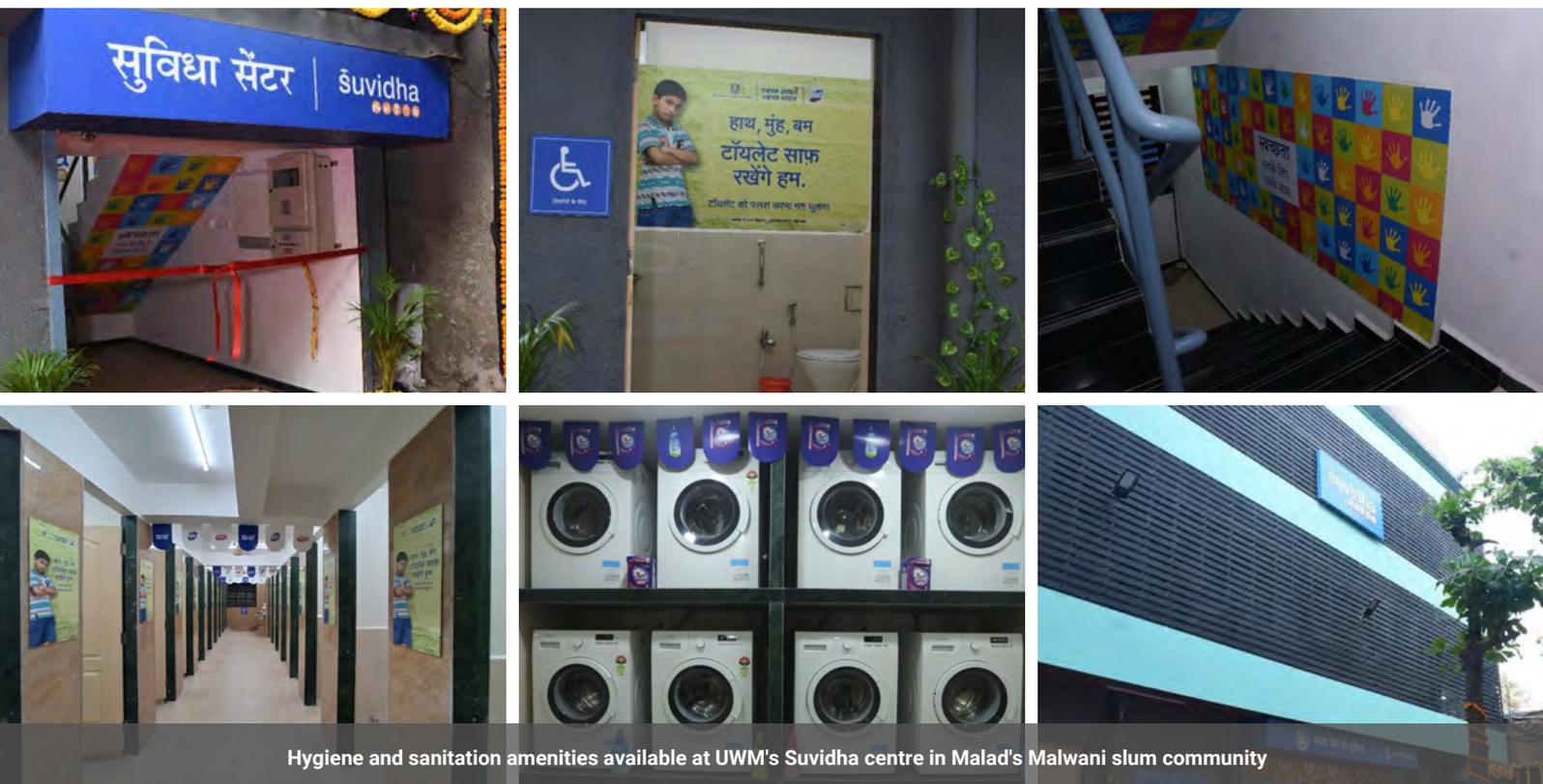
Energy and cost efficient laundry facilities



Water recycling

i. <https://sbm.gov.in/sbmdashboard/Default.aspx>

ii. <https://www.unicef.org/india/what-we-do/water-sanitation-hygiene>



Hygiene and sanitation amenities available at UWM's Suidha centre in Malad's Malwani slum community



# EQUIPPING OUR YOUNG WORKFORCE

A minimum of 8 million job seekers enter the Indian market every year while the number of jobs created is far less. Unemployment in our country is the highest its been in 45 years. The paradox, however, is that about 48% of Indian employers reported difficulties filling vacancies due to talent shortage. This indicates a clear gap between the requirements of industry and the training available to youth in the country today. With 43 per cent of India's youth not in employment, education or training, our country faces an immense task in preparing the workforce and ensuring a livelihood for all<sup>i</sup>.

*i. [https://www.orfonline.org/expert-speak/india-needs-innovative-ways-of-skilling-and-educating/#\\_ftn4](https://www.orfonline.org/expert-speak/india-needs-innovative-ways-of-skilling-and-educating/#_ftn4)*



Project Saksham aims to improve livelihood opportunities for adolescent girls and women from marginalized backgrounds. It focuses on women who have undergone neglect, trauma and abuse thereby affecting their physiological and emotional health. Through this programme, women were provided with financial assistance to pursue a vocational course of their own choice. This helped identified beneficiaries to create livelihood opportunities for themselves.

In addition, regular sessions and interactions were conducted to ensure their overall development. This included workshops to develop soft skills such as presentation skills, interview skills, resume writing etc. to make them ready for the workforce along with awareness sessions and health camps to ensure their physical well being. Outdoor trips and workshops were also organized to give them the opportunity for personal growth and development.

## 30 WOMEN AND UNDERWENT JOB READINESS AND SOFT SKILLS TRAINING PREPARING THEM FOR THEIR FUTURE CAREERS



Scholarship recipients under Project Saksham



From left to right: Scholarship recipients and Financial Literacy sessions underway under Project Saksham



# HUNAR

Skill Development Training

It is estimated that only 2.3 % of the workforce in India has undergone formal skill training<sup>i</sup>. As an agricultural country, India offers a largely untapped the market of employment opportunities in the sector, especially for rural youth. Project Hunar aims at tapping this industry and developing skills of the rural youth by training them to enhance their skills in farm operations, tractor operations, maintenance and as tractor technicians. The Hunar training institute is a residential skilling centre, currently operational in three regions – Akola in Maharashtra, Dharwad in Karnataka, and Bhopal in Madhya Pradesh.

**500 YOUTH  
TRAINED**

The outcome of this envisages creating a skilled and diversified workforce in agriculture engineering and tractor and harvester operations geared towards providing the last mile support in farm mechanization, repair and hiring of such services in farming communities in these states. Beneficiaries are also encouraged to leverage the support provided by the government in the form of farm subsidies and increased access to farming equipment. This year, Hunar centres even saw the participation of women farmers who attended training sessions on tractor operations and the use of handheld agri-implements. This helped increase awareness, reduce physical strain and improve the work efficiency of women in agriculture operations. Last year after undergoing training at the centre 364 received a steady source of income either through gainful employment or setting up of their own micro-enterprises.

i. <https://www.msde.gov.in/sites/default/files/2019-09/National%20Skill%20Development%20Mission.pdf>



Trained tractor technicians under Project Hunar



# WORKING TOWARDS CLEANER & GREENER CITIES

Marine litter poses a vast and growing threat to the marine and coastal environment. Around 8 million tonnes of litter enter the marine environment every day endangering the species in the ocean. Combined with a decrease in green cover, this poses a significant threat to our planet and is a call to action for us all.



# Clean Shores Mumbai

The health of the ocean and marine life are often taken for granted. Studies estimate there are now 15–51 trillion<sup>i</sup> pieces of plastic in the world’s oceans. Plastic pollution also threatens ocean health, food safety and quality, human health, coastal tourism and contributes to climate change. The simple solution to this challenge is effective waste management. However, with a coastline as long as 114 km and nearly 16km of beaches stretching from Colaba in the south and Madh and Marve to the north, ensuring effective waste management and cleanliness on Mumbai’s shores is a mammoth task.

Through our project Clean Shores Mumbai, we strive to enhance the overall state of cleanliness and waste management at the shores of Mumbai through a public-private partnership. This was done at 6 beaches through the following interventions:

**58,702 KG OF MARINE WASTE PROCESSED & 5737 INDIVIDUALS SENSITISED ABOUT MARINE POLLUTION**



### Provision of infrastructure

The beaches are equipped with infrastructure needed for maintaining cleanliness. This includes dustbins, hand carts, appeal boards and other cleaning materials.



### Beach Clean-up

The MCGM’s own resources are supplemented with additional cleaners appointed for collection and segregation of waste. Citizen volunteers also participate in large numbers.



### Wall Painting at the Beach

In order to dissuade people from littering, spitting and urinating on them, walls on the sea shore and approach roads are painted and maintained.



### Collection and treatment of dry waste

The waste collected is cleared from the beaches in collaboration with the MCGM. Waste that has been segregated by ragpickers is sent to a waste treatment centre to be recycled.



### Formation of Clean Beach Task Force

To ensure community involvement, task forces consisting of members from the local communities, NGOs and the Municipal Corporation are formed to ensure successful implementation and monitoring.

*i. <https://www.nationalgeographic.com/environment/2019/06/microplastics-spread-throughout-deep-sea-monterey-canyon/>*



Left to right: Beach cleanup activities



Recognizing the pressing need for preservation and restoration of mangroves, United Way Mumbai launched the 'Mission Mangroves' campaign in June 2015. Till date more than 100000 mangrove saplings have been planted on the wetlands adopted by us in Karave and Kopar Khairane in Navi Mumbai. These planted saplings are then maintained in partnership with the Mangrove and Marine Biodiversity Conservation Foundation and the Mangrove Cell of the Forest Department of the State of Maharashtra. As a part of this initiative we also conducted education sessions in schools and colleges along with nature trails to sensitize citizens on the pressing need to conserve our mangrove cover.

**5470 MANGROVE AND OTHER SAPLINGS PLANTED TO INCREASE FOREST COVER**

In addition to conserving our mangrove cover our plantation initiatives also included urban afforestation programmes in the city through the Miyawaki method. Forests grown under this method grow 10 times faster, they are 100 times more biodiverse and have 30 times more green surface area with no maintenance required after 2 years. Corporate volunteers also helped us set up butterfly gardens, kitchen gardens and prepare seed balls in an effort to increase the green cover in our cities.



Clockwise from left: Mangrove sapling at Karave; Participants at Mangrove trails (pic. 2 & 3); Mangrove plantation drive; Visit to the Mangrove and Marine Biodiversity Conservation Foundation



India has experienced recurrent and severe drought almost every year since 2015 with about 42% of our land area being affected by it . Droughts are becoming more frequent, creating severe problems for India's rain-dependent farmers. 600 million people in India are presently facing high to extreme water stress. According to a report by NITI Aayog, by 2030, the country's water demand is projected to be twice the available supply, implying severe water scarcity for hundreds of millions of people. Continuous exploitation of groundwater and natural resources, mismanagement of available water and uncertainty of rainfall adversely affect more than half of the country's agrarian community. This has the potential to create insurmountable debt for farmers and has, in the past, led to farmer suicides. It can also be a cause for food scarcity, job losses, disease and exploitation

**25,634**  
**INDIVIDUALS**  
**IMPACTED**

Jal Sanjivani focuses on providing sustainable solutions for drought-affected communities. In the past year we have prolonged the availability of potable water for 5 months and of water for irrigation for 3 months. We have also managed 19,580 plantations of various crops in Solapur and Damoh. Through the past year the project has ensured:



Protection and increase in surface and ground water availability



Capacity building of the village level institutions



Integrated watershed management interventions in a phase-wise manner



Improvement of agricultural efficiency of vulnerable farmers through training and demonstration of sustainable agricultural practices

i. [https://niti.gov.in/writereaddata/files/document\\_publication/2018-05-18-Water-index-Report\\_vs6B.pdf](https://niti.gov.in/writereaddata/files/document_publication/2018-05-18-Water-index-Report_vs6B.pdf)



Clockwise from left to right: A mushroom farmer showing off his crop in Solapur, Maharashtra; Aerial view of a dam constructed in Solapur; Aerial view of agricultural land in Damoh, Madhya Pradesh; Artificial pond constructed to conserve water in Damoh



## CREATING SAFE SPACES

For individuals who are victims of abuse, neglect and trauma United Way Mumbai provided an environment that is conducive to their rehabilitation, both emotionally and physically.



## CREATING SAFE SPACES

Two shelter homes for women were refurbished last year to enhance the living conditions. Our interventions helped build a more structurally sound facility with clean toilets and bathrooms, better living spaces and refurbished kitchens. Additionally, workshops, vocational training, medical care and counselling were provided to the women residing at the shelter homes.

Last year we also worked to ensure that children were empowered to protect themselves from sexual abuse and seek support in case of violation. This was done by generating awareness and developing core life skills such as self-defense, decision-making, problem-solving, critical thinking, interpersonal relationship and self-awareness amongst children.

**200 WOMEN RECEIVED  
BETTER INFRASTRUCTURE  
AT 2 REFURBISHED  
SHELTER HOMES**



Self defense sessions for school children under *Project Sva Rakshan*, our initiative that focuses on developing self-defense skills amongst school children



# MAKING OUR ROADS SAFER FOR ALL

Road safety is an issue that does not receive anywhere near the attention it deserves. According to a United Nations study, India loses 3% of its GDP<sup>i</sup> to road accidents by removing prime age adults from the workforce. Road accidents also threaten the lives of children – at the rate of 43 a day<sup>ii</sup>. We recognize the urgent need for road safety measures and implement a range of them under the aegis of United for Road Safety.

*i. <https://www.livemint.com/Politics/F9JlqoWYdxxgJZ4razuil/India-loses-58-billion-annually-due-to-road-accidents-UN-s.html>*

*ii. <https://www.hindustantimes.com/analysis/it-s-time-to-put-an-end-to-india-s-road-safety-crisis/story-FrTmaEoqfKC1EnoryY4nxN.html>*



Global Road Safety Education  
via a new generation



# VIA

Via: Global Road Safety Education Via a New Generation was created by the Corporate Foundations of Michelin and Total with the support of the Global Road Safety Partnership (GRSP), the road safety organisation hosted within the International Federation of Red Cross and Red Crescent Societies. United Way Mumbai is driving implementation of this well researched strategy across cities in India. As part of this project, we partner with schools for long term engagements with the children, teachers and parents.

### 3 KEY COMPONENTS



#### Road Safety Audit

A preliminary road safety audit is done around the school to determine risks and gaps in the children's journey to school. Findings are shared with the school and incorporated into the training plan.



#### Training Children

Children learn about risky behaviour on the road, how to avoid crashes, safeguard themselves and others. They participate in theory classes, practical demonstrations, group assignments and interactions with road safety experts.



#### Engaging Community

Teachers & parents are sensitized on their role in ensuring child road safety. The local traffic police are also engaged to build a supportive environment.

**10,700** CHILDREN FROM 100 SCHOOLS SENSITIZED ON SAFE ROAD USAGE PRACTICES



## MASS AWARENESS DRIVES

The Heads Up campaign aimed to sensitize individuals on the perils of distracted driving due to handheld devices like mobile, earphones, navigation tools etc. This was done through mass awareness drives at major traffic junctions, setting up road safety kiosks at corporate offices and colleges along with the development of IEC materials. Our project on drunk driving reached out to millennials through one-on-one interactions and engaging activities.

**7000** YOUTH SENSITISED ON THE PERILS OF USING ELECTRONIC DEVICES WHILE ON THE ROAD & **8892** INDIVIDUALS SENSITIZED ON THE DANGERS OF DRUNK DRIVING

# SLOW DOWN

Slow Down has been implemented in collaboration with the Traffic Control Branch of the Mumbai Police. The programme advocates for enforcement of speed control measures and policies in Mumbai. By curbing speeding behaviour amongst motorists, we aim to reduce the number of road crashes, serious injury and deaths caused by excessive speed.

## TWO Wheels ONE Life

# SAFE TWO WHEELER RIDING

The safe rider training programme educates and trains aspirant two-wheeler riders in safe riding skills at Andheri RTO office and colleges in Mumbai. Through classroom training sessions, two-wheeler riders are equipped with the skills they require to be safer riders on the road. In addition to colleges, sessions are conducted at the RTO for applicants of two-wheeler licences. The programme also provides participants with an on wheel demonstration through a mobile simulator for safe two-wheeler riding. In order to create ownership, continuous participation and sustainability of the project, Road Safety Clubs are formed, where trained youth become ambassadors of road safety and help spread awareness among a larger population. The aim of these interventions is to make safe riding aspirational for all two-wheeler riders from a young age.

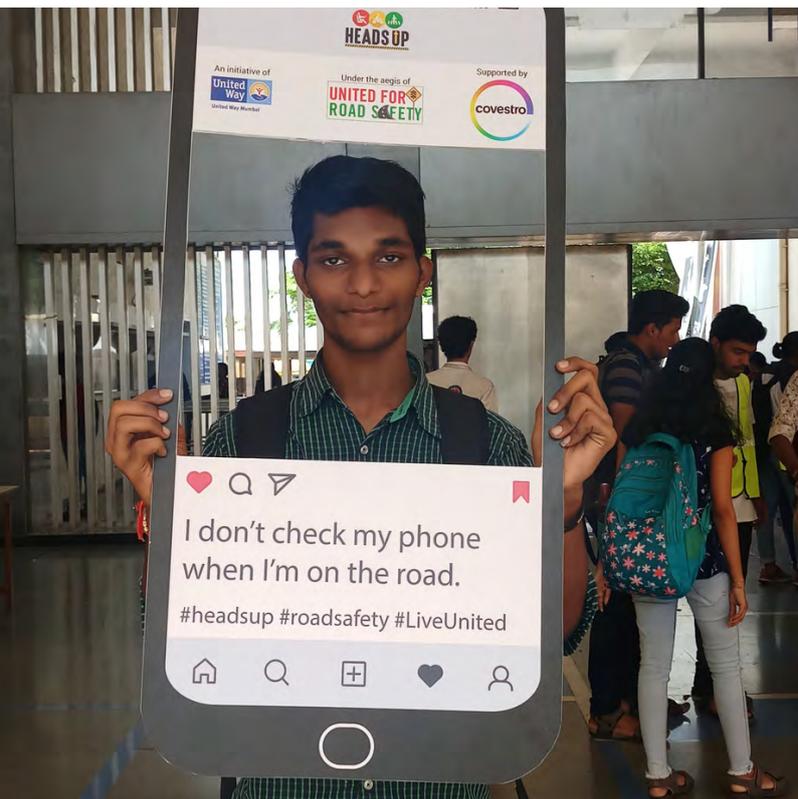
**13,093 LEARNING  
LICENSE  
APPLICANTS  
SENSITIZED ON  
SAFE ROAD USAGE**



Left to right: Demonstration of safe two wheeler riding; Hon. Chief Minister of Maharashtra, Uddhav Thackeray visits UWM's Two Wheeler Rider Training Simulator



Hon. Transport Minister felicitates UWM CEO, Jayanti Shukla and the Jeevan Doots, who provided first aid to road crash victims, saving their lives



Signing a pledge at the Two Wheels One Life event



Left to right: Trained Jeevan Doots and an example of a training session



Left to right: A participant at one of our Slow Down campaigns; a participant tries out the "Drunk Goggles" at a Two Wheels One Life event



# HELPING REBUILD DISASTER AFFECTED COMMUNITIES

The year 2019 saw many parts of India suffer a wide range of natural disasters. We responded to the needs of disaster affected communities by adopting a comprehensive approach of immediate relief, mid-term relief and long term rehabilitation.



# DISASTER RESPONSE

From excruciating heatwaves to record number of cyclones, extremely long dry phases to record-breaking amounts of rainfall, 2019 saw frequent extreme weather events across the country. Each of these disasters led to an irreplaceable loss of life and property, while severely affecting the lives of people who survived those disasters.

Our relief efforts extended to Assam, Maharashtra, Karnataka and Kerala that were affected by floods in July, in addition to areas affected in Odisha by Cyclone Fani. Immediate response measures included providing affected individuals with solar lights, hygiene kits, food kits and school kits. We also organized health camps for rural communities in flood-affected regions.

**45,457 INDIVIDUALS  
ACROSS 5 STATES  
RECEIVED RELIEF &  
REHABILITATION SUPPORT**

Primary health diagnosis, a medical consultation and basic medication were provided during the camps. Our midterm and long term interventions included repair and refurbishment of schools and Anganwadis in rural areas that were destroyed due to these national calamities. These refurbishments were used as an opportunity to build back better in order to ensure that children were provided with education infrastructure, better than before the disaster.



Clockwise from top left to right: Effects of the floods, UWM-built shelters for the disaster-affected and providing household implements to families



# BRINGING TOGETHER THE POWER OF EMPLOYEE GIVING

United Way is a pioneer and worldwide leader in Workplace Campaigns. Globally, we work on 126,000+ workplace campaigns and partner with 70,000+ companies including more than 280 Fortune 500 companies. Our Workplace Campaigns raise \$3.1 billion annually from over 8 million donors. United Way Mumbai follows the same approach and engages employees through volunteering campaigns and payroll giving drives.



# EMPLOYEE VOLUNTEERING

Last year, in addition to largescale employee giving programmes, our corporate partners and their employees donated their time and skills to help us achieve widespread impact. Employees donated their time for a range of activities that helped protect our environment. This included beach and mangrove cleanups, tree plantations, seed ball making and setting up of kitchen gardens. They also helped provide opportunities for children to learn outside the classroom by accompanying students for field trips, participating in sports days, conducting storytelling and assisted reading sessions.

**5200+ CORPORATE  
VOLUNTEERS ENGAGED IN  
VOLUNTEERING ACTIVITIES  
OVER THE PAST YEAR.**

Celebrations were more enjoyable for children and the elderly when employee volunteers donated their time to spend special days such as Independence Day, Republic Day and Christmas with them. Our youth were made job-ready through sessions conducted by volunteers on interview and resume writing, financial literacy and soft skill building etc.

At United Way Mumbai we are able to create opportunities that allow a large number of volunteers to be engaged on a single day. Last year one such event engaged 650 volunteers. Through clean up drives and sensitization sessions, more than 6 tonnes of waste was collected, and 1200+ students sensitized across 7 cities on a single day. While a dedicated day to encourage company-wide volunteering helps achieve a massive impact on a single day, volunteering activities scheduled around the year helped corporates create a culture of sustained contribution to our communities. We are grateful to all of these companies and their teams for their support of communities in need.



Clockwise from left to right: Employee volunteers participate in various activities like painting diyas, training children and cleaning a beach



# CREATING PHILANTHROPIC PLATFORMS

One of the most recognizable event partnerships of United Way Mumbai has been the Mumbai Marathon. We have been the official philanthropy partners since its inception in 2009.



The Tata Mumbai Marathon (TMM), organized by Procam International is the largest philanthropic sporting event in the country. In January every year, this event provides an opportunity for more than 55,000 people to come together and stand up for the causes they believe in. As the philanthropy partner, UWM is able to create a unified platform to facilitate fundraising for numerous causes. This ranges from art, culture, education to sports, environment, animal welfare etc. The TMM adopts an inclusive approach that enables almost 300 NGOs to reach out to individuals and corporates to raise funds for their projects.

## IMPACT:

# 45+ CR RAISED | 1424 FUNDRAISERS | 204 CORPORATES

Each year we invest in making process improvements to ensure the TMM fundraising experience is more efficient and effective. This year, the TMM's philanthropy campaign broke records on every philanthropic parameter, raising a phenomenal Rs. 45.9 crore for 295 participating charities. This was achieved with the support of 204 companies, 1424 fundraisers and 36,000+ donors. The success of this event each year is a testament to the city's incredible spirit of generosity and its passion to improve the lives of those around us.



Vibrant participants at the Tata Mumbai Marathon



Top & Bottom: Corporate teams enjoying the activities at the Corporate Team Tent

# FIGHT AGAINST COVID19

The end of the year 2019-20 saw the beginning of the spread of COVID-19. United Way Mumbai commenced its COVID-19 response interventions in March with the aim of fighting the spread of the virus, keeping health workers safe and supporting community resilience. As an immediate response to the pandemic, there was a need to focus on interventions working towards slowing the spread of the disease and providing support to marginalized communities affected by the lockdown. Our efforts focused on reducing the gap between the increasing need for protective and medical equipment and their short supply in hospitals across the country. Our teams also delivered more than family essentials kits in order to compensate for the lack of income experienced by lakhs of individuals working in the unorganized sector due to the sudden nationwide lockdown.

As the spread of the disease in the country was on the rise, and the lockdown extended, our COVID-19 interventions also included helping hundreds of our fellow Indians get back home safely to the villages. In addition to transport, we also provided cooked meals and dry food items along major highway routes exiting the city in an effort to make the journey back home a little less challenging.

As hospitals reached capacity, we helped in the setup of COVID Care Centres to provide facilities for isolation of patients. This helped in reducing the burden on public hospitals and strengthening our public health infrastructure.

In addition to these interventions, we were fortunate to be able to facilitate innovative programmes during this time both at a large scale and small scale level. This included organizing virtual summer camps for the children of health care workers across 7 cities, facilitating the distribution of ration kits for specific individuals nominated by corporate employees, facilitating COVID-19 tests in Maharashtra, providing frontline warriors such as police and sanitation workers with protective equipment and more.

Our COVID-19 interventions through the year 2020 have ensured that we adapt as a team, to respond to the biggest crisis faced by our generation. To know more about our COVID-19 response efforts through the rest of 2020, visit <https://www.unitedwaymumbai.org/fight-covid>



Distributing hygiene kits to police personnel



Distributing medical supplies to hospitals



COVID Care Centre



UWM organised buses to help people get back home



Distributing medical supplies to hospitals



Distributing Ration and Essentials kits amongst marginalised communities

# AUDITED FINANCIALS

**ANNEXURE I TO FORM 10-B  
UNITED WAY OF MUMBAI  
FOR THE YEAR ENDED 31 MARCH 2020  
INCOME TAX ASSESSMENT YEAR 2020 - 2021**

	<b>Rupees</b>	<b>Rupees</b>
<b>A</b> Gross income as per audited Income and Expenditure account		
• Donation received in non earmarked project	37,789,574	
• Income received in earmarked fund	767,366,455	
• General Donation (Anonymous)	-	
• Miscellaneous income	101,927	
• Interest income	25,499,982	
	830,757,938	
Less: Interest accrued (closing balance)	8,359,082	
	822,398,856	
Add: Interest accrued (opening balance)	9,481,074	
Income received		<b>831,879,931</b>
<b>B</b> Gross expenses as per audited Income and Expenditure account		
• Establishment expenses (excluding depreciation)	43,273,676	
• Expenses incurred from Earmark fund	724,602,944	
• Audit fees	202,753	
• Miscellaneous expenses	7,149,684	
	775,229,058	
Add: Opening balance of provision for expenses	13,499,486	
	788,728,544	
Less: Closing balance of provision for expenses (excluding sundry creditors & liabilities towards public administration fund)	17,130,127	
	771,598,416	
Add: Fixed assets purchased during the year	5,256,280	
	776,854,696	
<b>Expenses incurred</b>	776,854,696	
<b>Less:</b> set-off against opening accumulated balance	16,436,489	
		<b>760,418,207</b>
<b>C</b> Donation given		-
<b>D</b> Total amount applied for the object of th trust (B+C)		<b>760,418,207</b>
<b>E</b> 15% of gross total income (A*15%)		<b>124,781,990</b>
<b>F Net Surplus (A-D)</b>		<b>71,461,724</b>
<b>G</b> Total amount of income accumulated or set apart for specified purposes under Section 11(2) (F-E)		-

# AUDITED FINANCIALS

## SCHEDULE -IX [Vide Rule 17(1)]

Name of the Public Trust: UNITED WAY OF MUMBAI

Registration No. F-23412 (Mumbai)

Income and Expenditure Account for the year ended 31 March 2020

Amount in Rupees

Particulars	For the year ended 31 March 2020		
	FCRA	Non-FCRA	Total
<b>INCOME</b>			
Rent (accrued/ realised)	-	-	-
Interest (accrued/ realised)			
on securities (bank deposits)*	14,590,658	6,997,946	21,588,604
on bank account*	1,641,689	2,269,689	3,911,378
(*exclude Earmarked Interest of Rs 48,37,738 )			
<b>Miscellaneous Income</b>	16,170	85,757	101,927
<b>Dividend</b>	-	-	-
<b>Donations in Cash or Kind</b>			
• in cash (through bank)	13,000,930	24,788,644	37,789,574
• General Donation (Anonymous)	-	-	-
• amount appropriated from the earmarked funds for expenditure on specific projects (to the extent utilised) [also refer Annexure 1]	167,636,921	556,966,024	724,602,945
<b>Grants</b>	-	-	-
<b>Income from other sources</b>			
Income from Research Activities	-	-	-
Publication Subscription	-	-	-
Advertisement Income	-	-	-
<b>Profit on sale of assets</b>	-	-	-
<b>Transfer from Reserve</b>	-	-	-
	<b>196,886,369</b>	<b>591,108,059</b>	<b>787,994,428</b>
<b>EXPENDITURE</b>			
Expenditure in respect of properties			
Rates, taxes, cesse	-	-	-
Repairs and maintenance	-	-	-
Salaries	-	-	-
Insurance	-	-	-
Depreciation (by way of provision or adjustments)	-	-	-
<b>Establishment expenses</b>			
Salaries	6,527,752	19,583,257	26,111,010
Professional services	736,205	2,237,167	2,973,372
Travelling and conveyance	144,329	438,584	582,913
Communication charges	51,451	156,348	207,799
Courier	21,638	65,753	87,391
Community Impact project expenses	3,035,196	19,401,482	22,436,678
Homi Khusrokhani                      Indu Shahani	20,462,578	19,581,491	40,044,070
Corporate and Payroll Giving project expenses	68,944,662	17,269,675	86,214,337
Marathon project expenses	702,822	13,165,226	13,868,048
Software Development	19,553	59,418	78,972
Business development	3,401	10,334	13,735
Training & Capacity building expenses	104,719	318,220	422,939
Electricity	62,436	189,731	252,167
Office expenses	62,009	188,430	250,439
Leave Encashment ((Refer below Note 6(b))	71,861	228,248	300,109
Gratuity (Refer below Note 6 (a	339,516	1,002,009	1,341,525
Rent	1,455,555	4,516,995	5,972,550
Printing and stationery	73,755	224,126	297,881
Insurance	73,192	222,416	295,608
Depreciation	267,096	811,646	1,078,742
Loss on Disposal of Fixed Assets	162,129	492,675	654,804
Staff welfare	67,799	206,026	273,825
Membership fee	111,996	340,332	452,328
Miscellaneous expenses	107,173	325,675	432,848
Brokerage expenses	111,729	339,521	451,250
Provision for doubtful debt	-	940,446	940,446
AMC & Repairs and maintenance - others	217,830	661,93730	879,767

# AUDITED FINANCIALS

## SCHEDULE -IX [Vide Rule 17(1)]

Name of the Public Trust: UNITED WAY OF MUMBAI

Registration No. F-23412 (Mumbai)

Income and Expenditure Account for the year ended 31 March 2020

Amount in Rupees

Particulars	For the year ended 31 March 2020		
	FCRA	Non-FCRA	Total
<b>Remuneration to trustees</b>	-	-	-
Legal expenses	-	-	-
Audit fees	-	202,753	202,753
Contribution and fees	-	-	-
Amount written off :-			
Bad debts	-	-	-
Loan scholarship	-	-	-
Irrecoverable rents	-	-	-
Other Items fixed assets	-	-	-
<b>Miscellaneous expenses</b>			
Conference and seminars	-	-	-
Bank Charges	4,323	13,135	17,458
Gifts	-	-	-
Contribution to Charity Commissioner - PTA Fund (Refer below Note 7)	2,870,239	4,261,987	7,132,227
Others	-	-	-
<b>Amount transferred to Reserve or Specific Funds</b>	-	-	-
<b>To expenditure on objects of the Trust</b> (classification is as certified by trustees)			
(a) Religious	-	-	-
(b) Educational	23,553,164	193,194,864	216,748,028
(c) Medical Relief	7,751,119	154,485,538	162,236,657
(d) Relief of Poverty	-	-	-
(e) Disaster Relief	22,070,123	30,328,292	52,398,415
(f) Other Charitable Objects	21,117,256	109,539,455	130,656,711
Less: Refund of donations made in the earlier year	-	-	-
<b>Surplus / (deficit) carried over to Balance Sheet</b>	15,581,761	(3,895,133)	11,686,628
	<b>196,886,369</b>	<b>591,108,059</b>	<b>787,994,428</b>

# THE PEOPLE WHO MADE IT POSSIBLE - CORPORATE PARTNERS

- 3M India Ltd.
- Accentiv (India) Pvt. Ltd.
- Acrotrend Solutions Pvt. Ltd.
- Actis Advisers Pvt. Ltd.
- Agilent Technologies India Pvt. Ltd.
- Allegis Services (India) Pvt. Ltd.
- Allegis Global Solutions India Pvt. Ltd.
- AlphaGrep Securities Pvt. Ltd.
- Anglo-Eastern Ship Management (India) Pvt. Ltd.
- Applied Materials India Pvt. Ltd.
- ASK Group
- ATC Tires Pvt. Ltd.
- Australian Consulate-General Mumbai
- Avanse Financial Services Ltd.
- Avery India Ltd.
- Bajaj Electricals Ltd.
- Bank of America N.A.
- Bansuri Foundation
- Bayer CropScience Ltd.
- Bharat Petroleum Corporation Ltd.
- Black & Veatch Pvt. Ltd.
- Blackrock Services India Pvt. Ltd.
- Bloomberg Data Services India Pvt. Ltd.
- BNP Paribas India Solutions Pvt. Ltd.
- Boehringer Ingelheim India Pvt. Ltd.
- Bristol Myers Squibb India Pvt. Ltd.
- Campbell Shipping Pvt. Ltd.
- Capri Global Capital Ltd.
- Castrol Ltd.
- Citibank India
- Clariant Chemicals (India) Ltd.
- Coca-Cola India Pvt. Ltd.
- Covestro (India) Pvt. Ltd.
- Credit Suisse Securities India Pvt. Ltd.
- CRISIL Ltd.
- DBS Bank India Ltd.
- Deloitte Shared Services India LLP
- DHR Holding India Pvt. Ltd.
- Eaton Fluid Power Ltd.
- eClerx Services Ltd.
- Enam Asset Management Company Pvt. Ltd.
- Epicenter Technologies Pvt. Ltd.
- ExxonMobil Company India Pvt. Ltd.
- FedEx Express TSCS India Pvt. Ltd.
- First Data Development Pvt. Ltd.
- Fountainhead Entertainment Pvt. Ltd.
- Fractal Analytics Pvt. Ltd.
- Franklin Templeton Services (India) Pvt. Ltd.
- Future Generali India Insurance Co. Ltd.
- General Mills India Pvt. Ltd.
- Gilead Sciences, Inc.
- Goldman Sachs India
- GVK Airport Foundation
- Henkel Adhesives Technologies India Pvt. Ltd.
- Hindustan Unilever Ltd.
- Hitachi India Pvt. Ltd.
- HSBC Electronic Data Processing (India) Pvt. Ltd.
- HSBC Software Development (India) Pvt. Ltd.
- IBM India Pvt. Ltd.
- Idemitsu Lube India Pvt. Ltd.
- IDFC Asset Management Company Ltd.
- Iffco Tokio General Insurance Company Ltd.
- IIFL Wealth Finance Ltd. (Distribution Segment)
- IIFL Wealth Management Ltd.
- Indostar Capital Finance Ltd.
- Indus Towers Ltd.
- IndusInd Bank Ltd.
- Invenio Business Solutions Pvt. Ltd.
- International Packaging Products Pvt. Ltd.
- ITW Automotive
- ITW BISS
- ITW Brooks Instrument
- ITW Chemin
- ITW India Pvt. Ltd.
- ITW Instron
- ITW Magnaflux
- J. P. Morgan India Pvt. Ltd.
- John Deere India Pvt. Ltd.
- Johnson Matthey Chemicals India Pvt. Ltd.
- Kelloggs India Pvt. Ltd.
- Khaitan & Co.
- L'Oreal India Pvt. Ltd.
- Lloyds India
- Macquarie Capital Securities (India) Pvt. Ltd.
- Mahindra Holidays and Resorts India Ltd.
- MetLife Global Operations Support Center Pvt. Ltd.
- Michelin India Pvt. Ltd.
- Morgan Stanley India Company Pvt. Ltd.
- Morningstar India Ltd.
- Motilal Oswal Financial Services Ltd.
- Nasscom Foundation
- Neogen Chemicals Ltd.
- Ness Technologies (India) Pvt. Ltd.
- Novartis India Ltd.
- Otis Elevator Company (India) Ltd.
- Ocwen Financial Solutions Pvt. Ltd.
- Owens Corning (India) Pvt. Ltd.
- PerkinElmer (India) Pvt. Ltd.
- Pitney Bowes India Pvt. Ltd.
- PricewaterhouseCoopers Pvt. Ltd.
- Qualcomm India Pvt. Ltd.
- Red Wolf Apparel LLP
- Reichhold India Pvt. Ltd.
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- Roquette India Pvt. Ltd.
- Rosy Blue (India) Pvt. Ltd.
- Saint Gobain India Pvt. Ltd.
- Sidvim Lifesciences Ltd.
- SKF India Ltd.
- Societe Generale Securities India Pvt. Ltd.
- Standard Chartered Bank
- State Street Corporate Services Mumbai Pvt. Ltd.
- Tata Capital Financial Services Ltd.
- The Tata Power Ltd.
- Tata Technologies Ltd.
- The Hongkong and Shanghai Banking Corporation Ltd.
- TNT India Pvt. Ltd.
- Total Oil Pvt. Ltd.
- Transparent Value Pvt. Ltd.
- UBS Business Solutions (India) Pvt. Ltd.
- UBS Securities India Pvt. Ltd.
- United Parcel Service
- Vako Seals Pvt. Ltd.
- Van Oord India Pvt. Ltd.
- Videojet Technologies (I) Pvt. Ltd.
- Wells Fargo & Company
- Wirtgen India Pvt. Ltd.
- WorleyParsons India Pvt. Ltd.
- Willis Towers Watson India Insurance Brokers Pvt. Ltd.
- Willis Towers Watson India Pvt. Ltd.
- WTW Global Delivery And Solutions India Pvt. Ltd.

*Special thanks to AZB and Partners for their pro bono support*

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- Aditya Birla Finance Ltd.
- Aditya Birla Health Insurance Co. Ltd.
- Aditya Birla Housing Finance Ltd.
- Aditya Birla Insurance Brokers Ltd.
- Aditya Birla Management Corporation Pvt. Ltd.
- Advanz Pharma Services (India) Pvt. Ltd.
- Allcargo Logistics Ltd.
- Alliance Insurance Brokers Pvt. Ltd.
- Anand Rathi Global Finance Ltd.
- Apar Industries Ltd.
- Applied Materials India Pvt. Ltd.
- Asian Star Co. Ltd.
- Ask Investment Managers Ltd.
- Australia and New Zealand Banking Group Ltd.
- Avendus Capital Pvt. Ltd.
- Bain Capital Advisors India Pvt. Ltd.
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- Bajaj Consumer Care Ltd.
- Bajaj Electricals Ltd.
- Bank of Baroda
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- Bharat Petroleum Corporation Ltd.
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- Biostadt India Ltd.
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- C. H. Robinson Worldwide Freight India Pvt. Ltd.
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- Capita India Pvt. Ltd.
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- Century Textiles and Industries Ltd.
- Charu Jewels
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- CLP India Pvt. Ltd.
- Colgate-Palmolive (India) Ltd.
- Covestro (India) Pvt. Ltd.
- Credit Agricole CIB Services Pvt. Ltd.
- Credit Suisse Securities (India) Pvt. Ltd.
- CRISIL Ltd.
- D'Decor Home Fabrics Pvt. Ltd.
- Deloitte Foundation
- DSP Investment Managers Pvt. Ltd.
- Earnest John & Co. Ltd.
- eClerx Services Ltd.
- e-Emphasys Solutions Pvt. Ltd.
- Elegant Collection
- Eurokids International Pvt. Ltd.
- Expeditors International (India) Pvt. Ltd.
- Finquest Financial Solutions Pvt. Ltd.
- Fullerton India Credit Co. Ltd.
- Ganko Opticians
- Geltec Pvt. Ltd.
- Gharda Chemicals Ltd.
- Givaudan India Pvt. Ltd.
- Glencore Agriculture India Pvt. Ltd.
- Go Digit General Insurance Ltd.
- Godrej & Boyce Mfg. Co. Ltd.
- Godrej Industries and Associate Companies
- GroupM Media India Pvt. Ltd.
- GRP Ltd.
- Gufic Biosciences Ltd.
- GVK Mumbai International Airport Ltd.
- HDFC Asset Management Co. Ltd.
- HDFC Bank Ltd.
- HDFC ERGO General Insurance Co. Ltd.
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- Pfizer Ltd.
- Pidilite Industries Ltd.
- Pipeline Management Services Pvt. Ltd.
- Polycab India Ltd.
- Premier Tissues India Ltd.
- Prism Johnson Ltd.
- Procter And Gamble Health Ltd.
- Quantum Asset Management Co. Pvt. Ltd.
- Raheja QBE General Insurance Ltd.
- Rallis India Ltd.
- Ramkrishna Bajaj Charitable Trust
- Raymond Consumer Care Pvt. Ltd.
- RBL Bank Ltd.
- Red Chillies Extertainments Pvt. Ltd.
- Regus Eversun Business Centre Pvt. Ltd.
- Reliance Industries Ltd.
- Renaissance Global Ltd.
- Rich Graviss Products Pvt. Ltd.
- Roche Diagnostics India Pvt. Ltd.
- Rosy Blue (India) Pvt. Ltd.
- Samco Securities Ltd.
- Sanofi India Ltd.
- SBI General Insurance Co. Ltd.
- SBI Life Insurance Co. Ltd.
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- Shemaroo Entertainment Ltd.
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- Aarambh
- Abhilasha Foundation
- Abled Disabled All People Together ( FORMERLY THE SPASTICS SOCIETY OF INDIA)
- ACC Trust
- Access Life Assistance Foundation
- Action Against hunger
- Action For Ability Development & Inclusion (AADI)
- Adarsh Foundation
- Adhar
- Adhar Mandal
- Aditya Birla Education Trust- Project Mpower
- Aditya Jyot Foundation For Twinkling Little Eyes
- Adventures Beyond Barriers Foundation
- Akshara Foundation
- ALERT-India
- Amar Seva Sangam
- Americares India Foundation
- Angel Xpress Foundation
- Animedh Charitable Trust
- Antarang Foundation
- Anugrah Seva mandal
- Apex Kidney Foundation
- Apnalaya
- Apne Aap Women's Collective
- Apni Shala Foundation
- Armman
- Arpan
- Arushi Society
- Aseema Charitable Trust
- Ashadeep Association
- Ashray Akruiti
- Asian Cancer Foundation
- Ask Foundation
- Association for Rural and Urban Needy
- Aural Education for Children with Hearing Impairment (AURED Charitable Trust)
- Avasara Leadership Institute
- Azad Foundation
- Bajaj Public Charitable Trust
- Bal Asha Trust
- Ballygunj Society for Children in Pain (CHIP) Mumbai
- Bangalore Hospice Trust
- Bharat Chamber Trust
- Bhumi
- Blue Star Foundation
- Bombay Medical Aid Foundation
- Bombay Natural History Society
- Bosco Boys Welfare Society
- Buddha Pratishthan
- Cancer Foundation of India
- Cancer patients aid association
- Cankids Kidscan
- The Centre for Advanced Research & Development (CARD)
- Care Foundation
- CARE India Solutions for Sustainable Development
- Catalysts For Social Action
- Central Himalayan Rural Action Group
- Centre For Micro Finance And Livelihood
- Centre For Social Action
- Cerebral Palsy Association of India
- Chaiim Foundation
- Chehak Trust
- Child Help Foundation India
- Child In Need Institute
- Child Vision Foundation
- Childline India Foundation
- ChildRaise Trust
- Children of the World (India) Trust
- Children Toy Foundation
- Children's Movement for Civic Awareness
- Chilume Social Service Society
- Chirag Rural Development Foundation
- Chrstrajra education society
- CLUBFOOT MEDICAL FOUNDATION
- Committed Communities Development Trust
- Community Outreach Programme (CORP)
- Concern India Foundation
- Coodu Trust
- Cotaap Research Foundation
- CRY Child Rights and You
- Cuddles Foundation
- Cultural Academy of Peace
- DATRI Blood Stem Cell Donors Registry
- Deeds Public Charitable Trust
- Desire Society
- Dharmsinh Desai University
- Dignity Foundation
- Don Bosco Tech Society
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- Dr. Reddy's Foundation For Human And Social Development
- Each One Teach One Charitable Foundation
- Educo
- Ekam Foundation
- Emancipation India Foundation
- empowHER India Foundation (registered SKS Chakshu Foundation)
- Enable India
- End Poverty
- Environmentalist Foundation of India
- Epilepsy Foundation
- Family Planning Association India
- Family Service Centre
- Forum For Autism
- Foundation For Mother & Child Health
- Fragile X Society
- Futurelcons Foundation
- German Leprosy and TB Relief Association-India
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- GoSports Foundation
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- Gyanada Foundation
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- Hamara Foundation
- Hausla Bahuudeshiya Sanstha
- Healing Touch
- Heed India (Samarpan Charitable Trust)
- Helen Keller Institute For Deaf & Deaf-Blind
- Helpage India
- Helping Hands Foundation
- Hemophilia Society Mumbai (Chapter )
- Hidush Foundation
- Himachal Pradesh Voluntary Health Association
- Hope for the Children Foundation
- Hope Foundation
- Human Capital For Third Sector
- IIT Bombay Alumni Association
- Impact India Foundation
- Indian Cancer Society
- Indian Red Cross Society
- Indian Society of Agribusiness Professionals
- Indo global Social Service Society
- International Association For Human Values
- International Justice Mission
- Isha Education
- Iskcon Food Relief Foundation (Annamrita)
- Ispat Foundation
- Jai Vakeel Foundation and Research Centre
- Jammalal Bajaj Seva Trust
- Jeevan Asha Charitable Society
- Jivan Jyot Drug Bank
- Joining Hands
- K.C. Mahindra Education Trust- Project Nanhi Kali
- Karo Trust
- Karunya Trust
- Khel Shala
- Kherwadi Social Welfare Association
- Khushi Pediatric therapy centre
- Khushii kinship for humanitarian social and holistic intervention in india
- Kinnar Asmita
- Kotak Education Foundation
- Kripa Foundation
- Krushi Vikas Va Gramin Prashikshan Sanstha
- Kshamata
- Kshitij
- Last Wilderness Foundation
- Learning Links Foundation
- Learning Space Foundation
- Lend - A - Hand - India
- Light of Life Trust
- Lila Poonawalla Foundation
- Lok Parishad
- Lupin Human Welfare and Research Foundation
- Magic Bus India Foundation
- Magician Foundation (India)
- Maharashtra Dyslexia Association
- Maharashtra State Women's Council
- Mahila Vikas & Shishu Sanskar Kendra (MVSSK)
- Make-A-Wish Foundation Of India
- Manav Foundation
- Mangrove and marine biodiversity conservation foundation of maharashtra
- Mann - Center For Individuals With Special Needs
- Manraj Pratishthan
- Marathwada Gramin Vikas Sanstha (MGVS)
- Masoom
- MBA Foundation
- MelJol
- Mentaid
- Mentor Me India
- MILT Charitable Trust, Bombay
- Miraclefeet Foundation For Eliminating Clubfoot
- Mission for Vision
- Mohan Foundation
- Motivation India
- Muktagan Education Trust
- Mumbai Mobile Creches
- Muskaan Sharing Smiles
- Muskan foundation for people with Multiple disabilities
- Myeloma Freinds Charitable Trust
- Myna Mahila Foundation
- Nargis Dutt Foundation
- National Association For The Blind
- National Society For Equal Opportunities For The Handicapped India
- Navasrushti International Trust (Dharma Bharathi Mission)
- Navjeevan Centre

# THE PEOPLE WHO MADE IT POSSIBLE - NGO PARTNERS

- Navnirman Samaj Vikas Kendra
- Nayi Disha Resource Centre
- Need Base India
- Nehru Foundation for development (Vikram Sarabhai Centre For Development Interaction - VIKSAT)
- Network in Thane By People Living With HIV
- New Resolution India (Bright Future)
- New Vision
- Nipman Foundation
- Niramaya Health Foundation
- Nirman Bahuuddeshiya Vikas Sanstha
- North Eastern Initiative Development Agency (NEIDA)
- Nudge LifeSkills Foundation
- Nurturing Minds Charitable Trust
- Oasis India
- Om Creations Trust
- Opportunity Foundation Trust
- Oscar (Organization For Social Change, Awareness & Responsibility) Foundation
- Parinaam Foundation
- Parisar Sanrakshan Sanwardhan Sanstha
- Parkinson's Disease And Movement Disorder Society
- Paryavaran Mitra Sanstha
- Peace Forum(Poverty Elimination And Community Empowerment Forum)
- Pfa Wildlife Hospital
- Poddar Foundation
- Population First
- Pratha Samajik Sanstha
- Pratham Education Foundation
- Pratham Mumbai Education Initiative
- Prem Sadan (Society of The Helpers of Mary)
- Prime Education Health Learning Services
- Project Mumbai
- Psychoanalytic Therapy and Research Centre
- Punarvas Education Society
- Ra Foundation
- Raay Foundation
- Ramakrishna Mission Ashrama
- Ratna Nidhi Charitable Trust
- Reaching Hand
- Real Charitable Trust
- Reality Gives ( A Reality Cares Project)
- Rehab India Foundation
- Renuka Mahajan Trust
- Republican Sports Club
- Ritham Charitable Trust
- Rizwan Adatia Foundation
- Room To Read India Trust
- Rosy Blue Foundation
- Rotary Club Of Bombay Peninsula
- RUBAROO - Centre For Advancement of Philanthropy
- Run With Roshni Foundation
- Sahaara Charitable Society
- Saharsa Deepika International
- Sakaar Outreach
- Sakhi for Girl Child Education
- Sakhya-Women's Guidance Cell (Nirmala Institute)
- Salaam Baalak Trust
- Salaam Bombay Foundation
- Samarth Bharat Vyaspeeth
- Samarthanam Trust for the Disabled
- Samman Association
- Sangli Mission Society
- Sanjeevani Life Beyond Cancer
- Sankalp Rehabilitation Trust
- Sanmitra Trust
- Sanskriti Samvardhan Mandal
- Sarthak Educational Trust
- Sarthak Foundation
- Saunvardhan Pratishtan
- Save The Children (Bal Raksha Bharat)
- Save The Children India
- Save The Children India New Delhi
- Saytrees Environmental trust
- Secure Giving
- Sense International India
- Sethu
- Seva Charitable Trust
- Seva Sahayog Foundation
- Sevadham Trust
- Sewa International
- Shabdham
- Sharon Welfare Society
- Shelter Don Bosco
- Shiksha Seva Foundation
- Shikshan Ane Samaj Kalyan Kendra
- Shirpur Vishwa Mandal Sevashram
- Shraddha Charitable Trust
- Shri Chimanlal Chhotalal Charity Trust
- Shrimad Rajchandra Educational Trust
- Shrimad Rajchandra Jivadaya Trust
- Shrimad Rajchandra Love & Care ( Shrimad Rajchandra Sarvamangal Trust)
- Sir Dorabji Tata Trust
- Sir Ratan Tata Trust
- Sita Devi Foundation
- Sitaben Shah Memorial Trust
- Slum Education And Empowerment Drive Foundation (SEED)
- Slum Rehabilitation Society
- Smile Foundation
- Smt Shantaben Ramji Charitable Foundation Education Trust
- SNEHA (Society for Nutrition, Education and Health Action)
- Snehankit Helpline
- Social Activities Integration
- Society for Human And Environmental Development (SHED)
- Society of Parents of children with Autistic Disorders (SOPAN)
- Society Undertaking Poor People's Onus for Rehabilitation (SUPPORT)
- Society Of Friends Of The Sassoon Hospitals
- Somaiya Vidyavihar Trust
- Sona Sarovar Trust
- SOS Children's Villages India
- Spandan Eco Foundation
- Spark a Change Foundation
- Sparsha Charitable Trust
- Sri Sathya Sai Health & Education Trust
- Sri Sri Thakur Anukulchandra Seva Kendra
- Srijon - Artscape
- Srujna Charitable Trust
- St. Jude India Childcare Centres
- Sujaya Foundation
- Sunshine Education Society (Sunshine School)
- Suprem Charitable Trust
- Suryoday Trust
- Sustainable Environment And Ecological Development Society
- Swayamsiddh Matimand Mulansathi Matrupalak Sanstha
- Tata Community Initiatives Trust (TCIT)
- Tata Education and Development Trust
- Tata Medical Centre Trust
- Tata Memorial Centre
- Teach To Lead (Teach for India)
- Team Everest
- Thane Society for Prevention of Cruelty to Animals (SPCA)
- The Aangan Trust
- The Akanksha Foundation
- The Akshaya Patra Foundation
- The Blue Ribbon Movement Trust
- The Foundation
- The Handmaids of the Sacred Heart Of Jesus (Dilkhush School)
- The Humsafar Trust
- The Indian Council For Mental Health
- The Jimmy S Bilimoria Foundation
- The LIFE Foundation
- The Naz Foundation (India) Trust
- The Opentree Foundation (Toybank)
- The P.R.I.D.E India
- The Rotary Foundation (Rotaract District 3141)
- The Society for Door Step School
- The Society For Rehabilitation of Crippled Children
- The Vatsalya Foundation
- The Welfare Of Stray Dogs
- The Women's Empowerment Foundation
- Think Foundation
- Think Peace Organisation
- Tiljala SHED
- Touching Lives Welfare Trust
- Trafigura Charitable Trust
- Trust For Retailers And Retail Associates Of India
- Udaan India Foundation
- Udaan Welfare Foundation
- Udayan Care
- Umang Charitable Trust
- Umang Foundation
- Ummeed Child Development Centre
- Under The Mango Tree Society
- United Way Mumbai
- United Way of Bengaluru
- United way of Chennai
- United way of Delhi
- United way of Hyderabad
- United World Against Diabetes
- Urban Health Resource Centre
- Urja Trust
- V care Foundation
- Vacha Charitable Trust
- Vanavasi Kalyan Ashram, Maharashtra
- VConnect Foundation
- Vidya Integrated Development For Youth and Adults
- VIKAS SAHYOG PRATISHTHAN
- War Wounded Foundation
- Welfare Society For Destitute Children (St. Catherine of Sienna School and Orphanage)
- Wockhardt Foundation
- Women's Organisation for Socio Cultural Awareness (WOSCA)
- World for All Animal Care and Adoptions
- Yoga Prabha Bharati (Seva Sanstha) Trust
- Youth 4 Jobs Foundation
- Youth For Seva
- Youth For Unity And Voluntary Action
- Yuva Unstoppable

# THE PEOPLE WHO MADE IT POSSIBLE - INSTITUTIONAL PARTNERS

## List of Government Bodies

- Dept. of Health, Municipal Corporation of Greater Mumbai
- Education Department, Dadra and Nagar Haveli (Silvassa)
- Education Department, MCGM
- Education Department, Nanded
- Education Department, Thane Municipal Corporation (TMC)
- Engineering Hub (MCGM)
- Government of Maharashtra Public Health Department
- Integrated Child Development Scheme, Maharashtra
- Mangrove Cell, Forest Department of Maharashtra
- Market Department, MCGM
- Motor Vehicles Department (RTO) of Maharashtra
- Mumbai Monorail, Mumbai Metropolitan Region Development Authority
- Municipal Corporation of Greater Mumbai (MCGM)
- National Centre for Coastal Research (NCCR)
- Navi Mumbai Municipal Corporation (NMMC)
- Navi Mumbai Police, Panvel Division
- Public Health Department, MCGM
- Regional Transport Office, Mumbai West
- Solid Waste Management Department, MCGM
- State Forest Department, Maharashtra
- Thane Traffic Police
- Traffic Control Branch, Mumbai Police

## Institutional Allies

- 108 Ambulance: Maharashtra Emergency Medical Services (National Rural Health Mission)
- College of Social Work, Nirmala Niketan
- Confederation of Indian Industry (CII) - India @ 75
- CSRBOX
- DOCEO
- Give2Asia
- Global Alliance of NGOs for Road Safety
- Global Mangrove Alliance (GMA)
- Global Road Safety Partnership
- Homi Bhabha Centre for Science Education
- India Sanitation Coalition
- Indian Merchants Chamber
- Mangrove and Marine Biodiversity Conservation Foundation
- Mangrove Society of India
- Narsee Monjee Institute of Management Studies
- National Safety Council (NSC), Maharashtra Chapter
- National Service Scheme (NSS), Unit of SNDT University (20 colleges)
- National Service Scheme (NSS), Unit of University of Mumbai (223 colleges)
- Prasanna School of Public Health, Manipal University
- Sonabai Pirojsha Godrej Mangroves Foundation
- St. Stanislaus High School
- Tata Institute of Social Sciences
- The UK Online Giving Foundation
- Vivekanand Education Society's Institute of Management Studies and Research
- World Hepatitis Alliance

# UWM IN THE MEDIA



United Way Mumbai conducts various community-related activities that have drawn attention from the media. Below are some of the publications that have mentioned our work and we thank them for spreading the word.



Our Social Media handles are also active throughout the year, informing the community about our programmes, activities and other general information. The figures for the number of posts are from June 2019 to March 2020.



**172,648** Followers  
**499** Posts  
[/unitedwaymumbai](https://www.facebook.com/unitedwaymumbai)



**1,360** Followers  
**216** Tweets  
[/UWMumbai](https://twitter.com/UWMumbai)



**1,206** Followers  
**189** Posts  
[/unitedwaymumbai](https://www.instagram.com/unitedwaymumbai)



**2,100** Followers  
**101** Posts  
[/company/unitedwaymumbai](https://www.linkedin.com/company/unitedwaymumbai)

# OUR TEAM: 2019-20

At United Way Mumbai, we believe that Great People make Great Workplaces. Striving to achieve this perfectly balanced team **earned us the Great Place to Work Certification in March 2020**. Our team has a wealth of experience from diverse sectors, making it a perfect melting pot. We not only have social workers, experienced in the development sector, but also doctors, engineers, environmentalists, finance experts, individuals from the education sector, experts in programme design, grant management, donor relations, strategists and those in the field of communications and marketing. Our work has always been a collaborative effort, with a close-knit team, making our programmes efficient and effective. Our work culture is a mixture of tremendous effort with a lot of fun and camaraderie that keeps us going.



The United Way Mumbai Team

# BOARD OF TRUSTEES: 2019-20

## CHAIRPERSON

**HOMI R KHUSROKHAN**  
Senior Advisor Private Equity  
Tata Capital Limited

## VICE CHAIRPERSON

**ROHIT ADYA**  
Managing Director and Founder  
M/s RA Growth Consulting

## TREASURER

**DEVENDRA BHARMA**  
Executive Vice President  
Oberoi Group of Hotels

## MEMBERS

**MIHIR DOSHI**  
MD & Country Head  
Credit Suisse Securities  
(India) Pvt. Ltd

**KARUNA BHATIA**  
Head Sustainability  
India & South Asia Corporate Affairs  
Standard Chartered Bank

**DR. INDU SHAHANI**  
President & Chair  
Academics of the Indian School  
of Design & Innovation, ISDI-  
WPP School of Communication  
& Indian School of Management  
Entrepreneurship

**S.K MITRA**  
Chairman  
QSK Advisory Pvt. Ltd. & Metmin  
Finance & Holdings Pvt. Ltd.

**PRADEEP PODDAR**  
Former Managing Director & CEO  
Mount Everest Mineral Water Ltd

**SUNIL MEHTA**  
Managing Director & Chairman  
SPM Capital Advisers Pvt Ltd

**RADHIKA KAJI**  
Entrepreneur and Philanthropist

**SUNIT MEHRA**  
Managing Partner  
Hunt Partners

## HON. ADVISOR

**VIVEK KUDVA**  
Managing Director  
Franklin Templeton  
Asset Management

## LEGAL ADVISOR

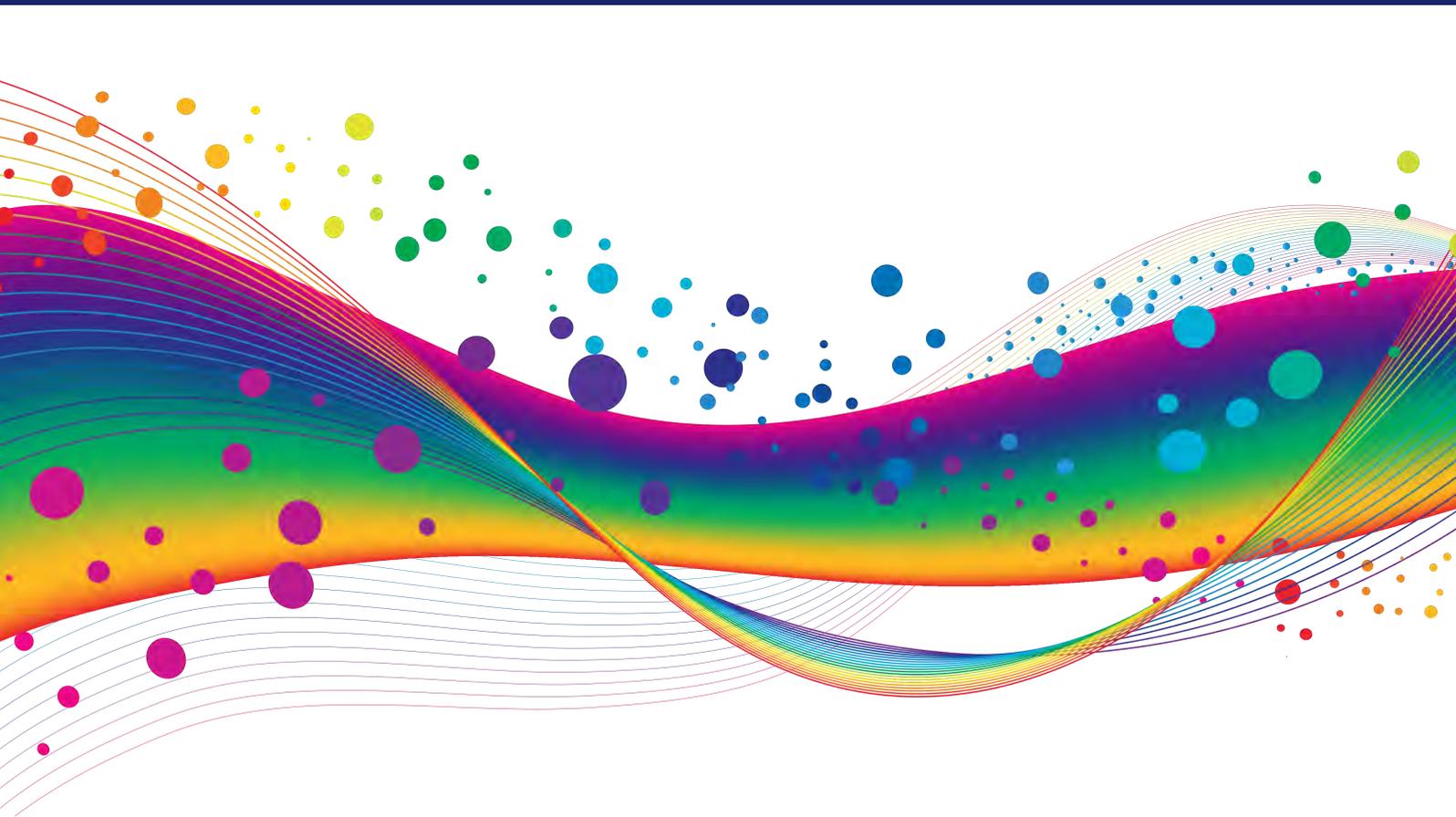
**ZIA MODY**  
Partner  
AZB & Partners

# LOOKING AHEAD

Building on the success of the past, our focus for the rest of the year will be to ensure that we sustain the incremental gains that we have made in our communities. Over the past few months, the pandemic has affected our communities greatly our health infrastructure has been overburdened, extended school closures have affected learning outcomes, lack of economic activity and loss of jobs have affected financial independence. It is evident that our fight against the pandemic will last a long time, while we attempt to recover from its effects not only in the immediate phase but in the long term as well.

At United Way Mumbai we look at this as an opportunity to identify the vulnerabilities in our communities and respond proactively. Over the next year, we aim to build community resilience and empower our communities to be better equipped against adversities. Our existing projects for this year have been adapted to meet changing needs. This includes improvising creative and innovative solutions to ensure project deliverables virtually and through on-ground implementation. We have initiated new projects that include equipping hospitals to set up effective Infection Prevention Control systems and strengthening livelihood opportunities, especially in rural areas through our network of partner organisations.

All of these projects have been designed keeping in mind both existing and anticipated repercussions of the pandemic. We recognize that the coming year will be one of the most difficult but we look forward to standing by our communities as we come out of this, stronger.





**United Way Mumbai is registered under the Societies Registration Act, 1860 and the Bombay Public Trusts Act, 1950.**

Donations to United Way Mumbai are eligible for tax exemption under section 80G of the Income Tax Act. United Way Mumbai is authorised to receive foreign donations under the Foreign Contributions Regulation Act.

United Way Mumbai is also registered with the Government of India's NITI Aayog (MH/2017/0155813) and has been recognised as a Credible Implementing Agency by the Indian Institute of Corporate Affairs (IA Hub Code: A000338).

United Way volunteers, employees and representatives have a responsibility to uphold the highest ethical standards. We believe these standards go beyond compliance with laws and regulations - calling us to fulfill higher obligations as stewards of the public trust. United Way Mumbai follows a code of ethics, which sets forth standards and responsibilities toward this end. The Board of Directors approve the code and all staff members are required to personally certify their compliance to it



**SOCIAL IMPACT.  
DONE RIGHT.**

**UNITED WAY MUMBAI**  
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