



# INVESTING IN SOCIAL CHANGE

HELPING CORPORATE INDIA  
CREATE LASTING SOCIAL IMPACT



# UNITED WAY MUMBAI

At United Way Mumbai, we strive to address social challenges that are too large or complex for any one organization to solve alone.

Our role is that of the catalyst that drives social change and the glue that binds together the many stakeholders needed to create it.



**400+ NGOS**  
PAN INDIA NETWORK



**TRUSTED PARTNER**  
OF GOVERNMENT & CIVIC BODIES



**1,00,000+**  
INDIVIDUAL  
DONORS



**300+**  
**CORPORATE**  
PARTNERSHIPS



**INR 390 CR. INVESTED**  
IN COMMUNITY DEVELOPMENT

## OUR WORLDWIDE NETWORK



Through our global network, we raise about \$5 billion annually and impact up to 50 million people every year by focusing on education, livelihood and health – the building blocks for a good quality of life and a strong community.

We envision a world where every community is a strong one, with jobs that pay a livable wage, good schools and a healthy environment. Around the world, we engage people and organizations in innovative solutions that are transforming that vision into reality.

In India United Way has been in existence for 30+ years. Through a national body and chapters in Baroda, Bengaluru, Chennai, Delhi-NCR, Hyderabad, Kolkata & Mumbai, the United Way network in India partners with over 600 NGOs and impacts 3,00,000+ lives annually. While each chapter is governed by a separate board and sets its own mandates, a collective commitment is made to mobilising the caring power of communities to advance the common good. The chapters manage independent projects across the country and also collaborate to leverage each other's expertise and local connect. This ensures a close grassroot connect while bringing in best practices from across the sector.

# 1

## END-TO-END CSR IMPLEMENTATION

Corporate India is becoming increasingly aligned to the principle of creating shared value.

United Way Mumbai plays the role of philanthropy partner to small and large corporations and helps channelize their social investments to generate the greatest impact.

### DESIGN



#### SECTOR RESEARCH

Conducting primary and secondary research on the development sector; understanding community issues; identifying existing interventions and highlighting the most impactful solutions

#### CSR POLICY & STRATEGY

Partnering with companies to design their CSR policy and strategies in keeping with their values, products and expertise

#### NEED ASSESSMENT

Working with community stakeholders to determine the nature and extent of the community's needs and resources

#### CSR PROGRAMME DESIGN

Designing innovative, impactful and scalable CSR programmes

#### NGO PARTNER SELECTION

Conducting multi-level due diligence of NGOs and helping companies identify partners best suited to their CSR needs

### IMPLEMENT



#### PROGRAMME IMPLEMENTATION

Directly implementing select community outreach and other programmes in keeping with our core areas of expertise

#### GRANT MANAGEMENT

Facilitating an end-to-end process of grant management including preparation of grant agreements, administration and disbursements

#### EMPLOYEE ENGAGEMENT AND VOLUNTEERING

Engaging corporate employees through volunteering activities that leverage their skills and time to address community needs

#### PAYROLL GIVING PROGRAMMES

Creating opportunities for corporate employees to make a collective impact through regular, systematic and tax exempt contributions to important causes

### MEASURE



#### PROGRAMME MONITORING AND EVALUATION

Monitoring NGOs' community development programmes to ensure they meet their deliverables and achieve greater impact

#### IMPACT ASSESSMENT

Monitoring, evaluating and scientifically assessing the impact of community development initiatives

#### FINANCIAL AND PROGRAMMATIC REPORTING

Working with companies and NGOs to design and deliver efficient reports that represent the impact of their community development initiatives

#### CSR PROGRAMME AUDITS

Assisting companies through objective third party audits of their CSR supported programmes to determine programme efficacy and social return on investment



# COMMUNITY INVESTMENT WITH UNITED WAY MUMBAI

Our communities need us – all of us – to work together to create lasting change.

United Way Mumbai partners with socially conscious companies and citizens with a heart to identify the most pressing social needs and deliver the most transformational solutions.



## 3 EVENT PARTNERSHIPS

Philanthropy can make an ordinary event extraordinary. As philanthropy partners for corporate, social, cultural and sporting events, United Way Mumbai creates platforms for social good. These events advance community goals and promote our NGO partners while making a statement about the event and company's values and identity.

A great example of a successful philanthropy platform is the Mumbai Marathon. United Way Mumbai has been the charity partner of this event since 2009. Over this period, the event has grown to be India's largest philanthropy event having raised approximately INR 270.63 crore for community development. Some of our other event partnerships include Founder's Days, Joy of Giving Week, Charity Fairs, etc.

## 2 WORKPLACE CAMPAIGNS

Workplace campaigns are an excellent way for a company's employees to collectively make a difference to community conditions. They can do this in principally two ways:

### CONTRIBUTE RESOURCES

#### PAYROLL GIVING



Through Payroll Giving, employees donate a part of their salary on a monthly basis to a cause of their choice

### VOLUNTEER TIME & EXPERTISE

#### EMPLOYEE ENGAGEMENT



Through Employee Engagement activities, employees volunteer their time and / or skills to help an NGO address a problem in the community

United Way is a pioneer and world-wide 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's workplace campaigns are designed based on these learnings from successful campaigns in 40+ countries across the world. This is combined with a deep rooted knowledge of the development sector in India and close connects with grassroot organizations across the country. We don't offer a one size fits all model. Our campaigns are highly customized to ensure a perfect match between the skills and resources of our corporate partners and the needs of local communities.

# INTERVENTIONS WE SUPPORT

Based on years of experience and understanding of the Indian development sector, United Way Mumbai has distilled six priority areas for interventions, and created solutions that go beyond short-term charity. These six areas of focus encompass the most pressing social problems of our communities and the solutions are designed to address their root causes.



## 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 Art, Culture & Heritage  
Promoting Reading  
STEM Learning  
School Infrastructure  
Awareness & Advocacy  
Technology Development

Preventive Healthcare  
Supporting Public Health Centres  
Testing & Screening  
Medical Aid  
Mobile Healthcare  
Sanitation & Hygiene  
Mental Health

Maternal & Child Health  
Safe Drinking Water  
Awareness & Advocacy  
Technology Development  
Infrastructure  
Recreation  
Nutrition



## HEALTH



## INCOME



Financial Literacy  
Skilling & Vocational Training  
Job Readiness Skills  
Formation of SHGs

Income Generation Activities  
Awareness & Advocacy  
Technology Development

Tree Plantation  
Alternate Energy  
Waste Management  
Cleaning of Water bodies  
Clean-up & Beautification Drives

Watershed Management  
Animal Welfare  
Awareness & Advocacy  
Technology Development



## ENVIRONMENT



## PUBLIC SAFETY



Shelter  
Road safety  
Disaster preparedness

Awareness & advocacy  
Technology development  
Protection of Rights

Women's Empowerment  
Persons with Special Needs  
Tribal Welfare  
Elder Care

LGBT Causes  
Awareness & Advocacy  
Technology Development



## SOCIAL INCLUSION

# GOVERNANCE

## 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

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

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

RADHIKA KAJI  
Entrepreneur and Philanthropist

SUNIL MEHTA  
Managing Director & Chairman  
SPM Capital Advisers Pvt Ltd

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

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

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

SUNIT MEHRA  
Managing Partner  
Hunt Partners

United Way Mumbai is a  
non profit organization  
registered under the  
Societies Registration Act,  
1860 and the Maharashtra  
Public Trusts Act, 1950.

## HON. ADVISOR

VIVEK KUDVA  
Managing Director  
Franklin Templeton  
Asset Management

## LEGAL ADVISOR

ZIA MODY  
Partner  
AZB & Partners

Donations from India to United Way Mumbai are eligible for tax exemption under Section 80G of the Income Tax Act. United Way Mumbai is also authorised to receive foreign donations under the Foreign Contributions Regulation act, is registered with the Govt. 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).

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