INVESTING IN SOCIAL CHANGE

HELPING CORPORATE INDIA CREATE LASTING SOCIAL IMPACT

United Way

United Way Mumbai

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

INR 312 CR. INVESTED
IN COMMUNITY DEVELOPMENT

300+ CORPORATE
PARTNERSHIPS

OUR WORLDWIDE NETWORK

50+ MILLION BENEFICIARIES
from **1800 COMMUNITIES**
across **40+ COUNTRIES**

Through our global network, we raise over $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 over 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 committment 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 ADVISORY

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

United Way Mumbai plays the role of philanthropy advisor 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 203 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 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'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

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

INCOME

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

HEALTH

Supporting Public Health Centres
Awareness and Advocacy
Maternal and Child Health
Technology Development
Sanitation and Hygiene
Testing and Screening
Preventive Healthcare
Safe Drinking Water
Mobile Healthcare
Mental Health
Medical Aid
Nutrition

ENVIRONMENT

Cleanup and Beautification Drives
Awareness and Advocacy
Cleaning of Water Bodies
Technology Development
Watershed Management
Waste Management
Alternate Energy
Animal Welfare
Tree Plantation

PUBLIC SAFETY

Awareness and Advocacy
Technology Development
Disaster Preparedness
Road Safety
Shelter

SOCIAL INCLUSION

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

GOVERNANCE

CHIEF PATRON
KESHUB MAHINDRA
Chairman Emeritus
Mahindra & Mahindra

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

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

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 authorized to receive foreign donations under the Foreign Contributions Regulation Act.

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GREAT THINGS HAPPEN WHEN WE
LIVE UNITED

United Way Mumbai