



# CALL TO ACTION

India COVID Response Fund

by GivelIndia

November 20, 2020



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Dhanyawad  
from GiveIndia

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A background image of two young children, a girl in a purple shirt and a boy in a teal shirt, standing in front of a blue wall. The girl is smiling and holding a stick, while the boy is drinking from a bottle. The image is partially obscured by a dark blue overlay on the left and a red overlay on the right.

# ICRF IMPACT REPORT

**₹220Cr+**  
towards COVID impact  
relief efforts

**₹190Cr+**  
disbursed

**56L+**  
people impacted



Cash Relief

**5.6L+** people impacted



Humanitarian Aid

**40L+** cooked meals

**8L+** ration & sanitation kits

**34L+** people impacted



Healthcare

**15.5L+** COVID warriors  
supported





# ▶ HOW IT ALL STARTED

On March 22, three days before the whole of India went into lockdown, we started our first two missions in response to **immediate needs of citizens coping with the pandemic, unfolding at rapid speed**. One mission was to provide poor communities with hygiene kits, the other was for cash relief to daily wagers.

And, right from the word go, we decided to give 100% of every donation made to our Covid missions for the cause, including absorbing third party payment processing charges.

In the first three days, we **received over ₹1 crore in donations**, two days later we were able to make our first disbursement to NGO partners who had permission from the government to distribute hygiene kits despite the lockdown.

A few days later, to provide urgent cash relief, we made the first transfer of funds to our NGO partners to pass on to informal sector workers who had lost their source of income due to the coronavirus.

This was just the beginning, the amounts very small to match the scale of need. People, from all walks of life, wanted to help. We were inundated with requests about fundraising. And we, at GivelIndia, wanted to **harness this outpouring of compassion** and enable the giving.



# THE NEED FOR ICRF

Very quickly we realised that to do that and make a meaningful impact at a time of unprecedented turmoil and tragedy, we needed to widen the scope of our operations.

In consultation with our reliable, trusted non profit partners, and with advice from health experts and those in fund management, we set up the India COVID Response Fund on April 10, 2020.

**Best described as a giving collective,** ICRF has enabled both individuals and organisations to come together and respond effectively to a global health crisis with repercussions affecting almost every individual and organisation.

The collective comprises corporates, foundations, digital platforms, government bodies, philanthropists, high networth individuals and everyday givers.







# TRUST & TRANSPARENCY

Over the last 20 years,

we have built mutual trust with our NGO partners, who come on board after a **strict due diligence** and verification process.

However, to project manage the India COVID Response Fund efficiently, a **strict governance structure was put in place** to ensure the funds are utilised towards the cause the monies were raised for and according to the evolving needs on the ground.

- ▶ An **Expert Advisory Group** to provide inputs on purpose, direction and strategy of ICRF to GiveIndia team and the Steering Committee.
- ▶ The **Steering Committee** to make all decisions of funds strategy and allocation, taking into account inputs from the Expert Advisory Group.
- ▶ **GiveIndia** to continuously review the progress of the Fund, monitor, evaluate and track impact, put together updates and reports and ensure proper adherence to utilisation reports, audits, financials and compliances of our NGO partners.





# STEERING COMMITTEE



**Ingrid Srinath,**  
Director, Centre for Social  
Impact and Philanthropy,  
Ashoka University

“During a crisis like this pandemic, funding from donors surges while, simultaneously, the number of NGOs doing work on the issue skyrockets. GivelIndia as an established and trusted organisation, was able to rapidly pivot to cope with the surge in ‘demand and supply’.

“A 20-person **Advisory Board comprising people across business, philanthropy and civil society was created to oversee the whole process** — define a mandate for the Fund, define its priorities and then continue to monitor performance. Within that Advisory Board, a three-person Steering Committee, of which I am part, met weekly to review proposals that had already been vetted by the GivelIndia staff to examine them for their fit for the Fund’s purposes.”



**Govind Iyer,**  
Partner, Egon Zehnder;  
Board Member, GivelIndia &  
Social Venture Partners

GivelIndia has been nurturing relationships with verified NGOs for the last 20 years and has worked hard to build trust for the sector through a strict due diligence process.

“This put GivelIndia in a **very unique position to quickly put the mechanism together to not only raise funds, but also disburse them with confidence**, knowing funds would be utilised transparently. This is a strength that we have been able to leverage with a sense of urgency during a critical time.”



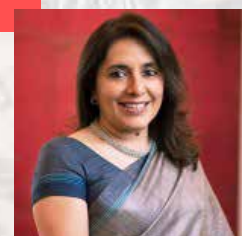
**Shailesh Haribhakti,**  
Independent Director and  
Chartered Accountant

“We started with the crisis at its absolute peak. By God’s grace, aid and resources poured in from all over the world. The task (of the Steering Committee) was to make sure that all these resources are allocated in the right manner for livelihood and humanitarian aid, and for **making sure that aid reaches the people in deep distress - especially the communities that have not been served**.

“With all these thoughts in our mind, we created the structures that enabled us to make allocation decisions. It was very important for us to leverage the existing infrastructure, including the processes and competence that GivelIndia has.”



# ADVISORY BOARD



**Amita Chauhan,**  
Chairperson, Social  
Venture Partners



**Amitabh Chaudhry,**  
MD, Axis Bank



**Arun Seth,**  
Former Chairman,  
British Telecom



**Binny Bansal,**  
Co-founder,  
Flipkart



**Dr. Devi Shetty,**  
Chairman,  
Narayana Health



**Haigreve Khaitan,**  
Managing Partner,  
Khaitan & Co



**Karan Bhagat,**  
CEO & MD, IIFL  
Wealth & Asset  
Management



**Kiran Mazumdar-Shaw,**  
Chairman & Managing  
Director, Biocon



**MR Rangaswami,**  
Managing Director  
at Sand Hill Group



**Neeraj Aggarwal,**  
Head APAC,  
Boston Consulting  
Group



**Sandeep Sibal,**  
CEO &  
Co-Founder at  
Fourth Frontier



**Sanjay Gupta,**  
Vice President and  
Country Manager,  
Google India



**Sanjiv Mehta,**  
Chairman & MD,  
Hindustan Unilever  
Limited



**Shilpa Kumar,**  
Investment  
Partner, Omidyar



**Surendra Rosha,**  
CEO, HSBC India



**V. Vaidyanathan,**  
Chairman & MD, IDFC  
First Bank





# IMPACT MAP

**₹190Cr+**

disbursed

**250+**

NGOs

**56L+**

Indians supported

**115+**

cities/ towns

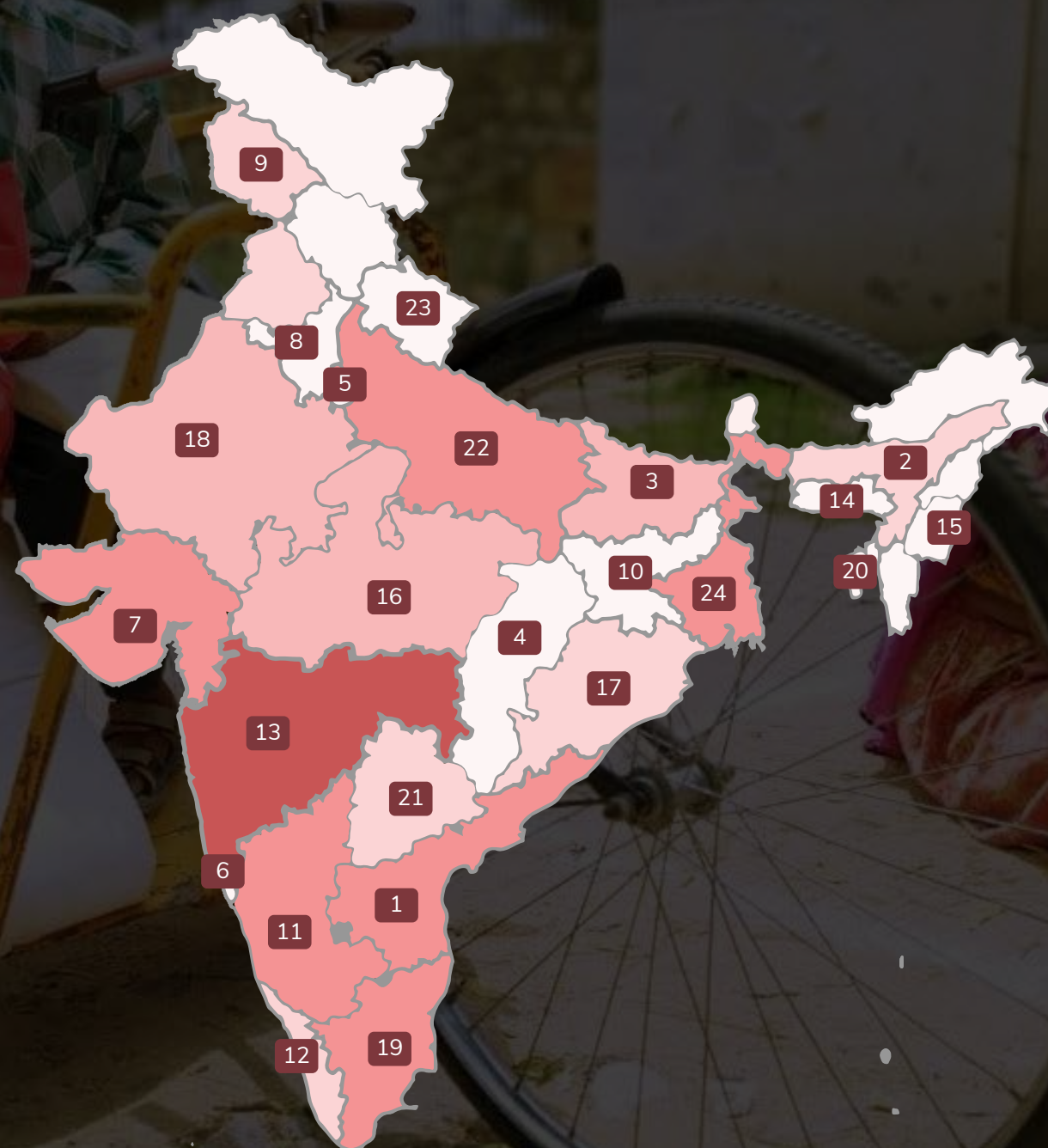
Confirmed cases

0

5,00,000+

10,00,000+

15,00,000+



Cash Relief



Humanitarian Aid



Healthcare



1	AP		
2	AS		
3	BH		
4	CT		
5	DL		
6	GA		
7	GJ		
8	HR		
9	JK		
10	JH		
11	KA		
12	KL		
13	MH		
14	ML		
15	MN		
16	MP		
17	OR		
18	RJ		
19	TN		
20	TR		
21	TS		
22	UP		
23	UT		
24	WB		





# CASH RELIEF

₹49Cr+  
disbursed

♥ to **90+ NGOs**

📍 in **65 cities**

🏠 impacting **5.6L+ people**

COVID-19 upturned all of our lives, but some more than others. The worldwide pandemic demarcated the gulf between the 'haves' and 'have nots'.

Just as we were bracing ourselves for the nationwide lockdown, thanks to our network of partners who enable us to keep our ears to the ground, the impact the lockdown would have on the daily lives of labourers was not lost on us. In a single stroke, millions of families would be left without any income.

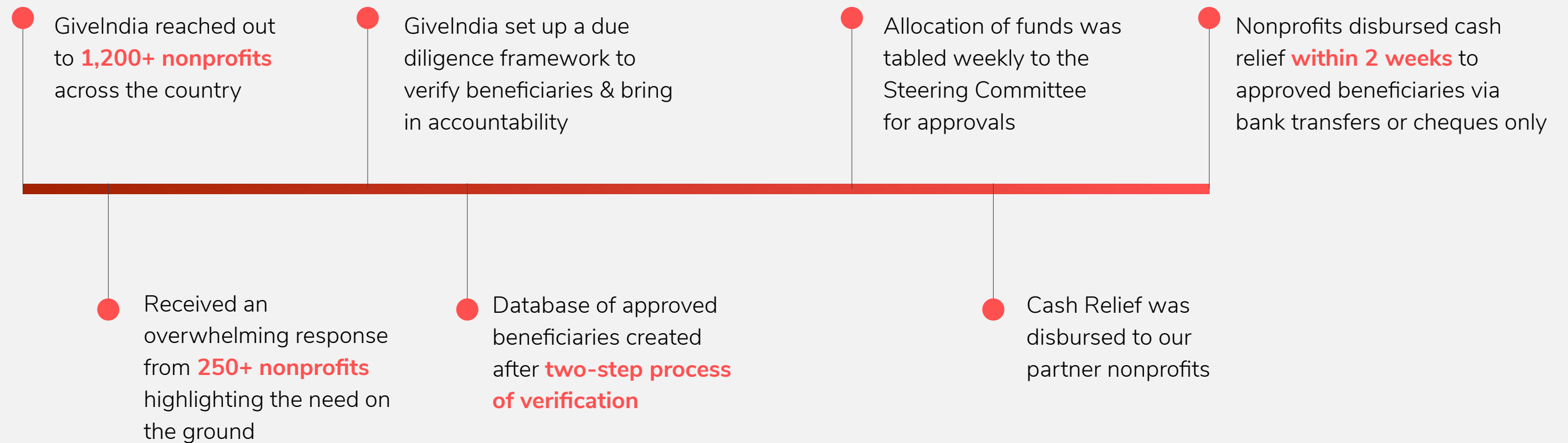
We started our **flagship mission — Support COVID-19 hit families** three days ahead of the lockdown. In less than three days we had raised over ₹1 crore, while our nonprofit partners' assessment on the ground reinforced a large need for immediate cash assistance for income-strapped families across the country.





# CASH RELIEF

## HOW WE WENT ABOUT IT







# CASH RELIEF

## HOW WE WENT ABOUT IT

### Two-step verification process ✓

**1** Our partner nonprofits collected data of those in need — name, age, gender, address, dependent family members, occupation, need for financial assistance — and sought official documents such as Aadhar card, ration card and photo of beneficiaries from our NGO partners with due consent.

**2** As an extra precautionary step, GiveIndia set-up a call centre in record time to check the validity of select beneficiaries through calls as part of the initial verification process, and also made follow up calls to confirm receipt of direct transfers to their bank accounts.



### Direct support

GiveIndia also circulated a direct form to the general public to request cash assistance for daily wage families or individuals in difficult situations. We received an overwhelming number of calls for support and were happy to directly support thousands of families with cash assistance after completing a due diligence process.





# CASH RELIEF

## NGO SPOTLIGHT



**₹1.1Cr+**

disbursed

**2,538**

families supported with direct cash

Bhumi, one of India's largest independent, youth-volunteer led non-profit organisations, identified that beyond health safety measures, the COVID crisis is a matter of survival for the poor. They aimed to provide a basic living wage to families, who had lost incomes due to the pandemic.

### Identification

With their extensive volunteer network, they reached out to numerous economically weaker sections in Tamil Nadu and other regions to identify daily wagers and menial job workers in need of financial support. They also identified daily wagers by working with the government system and through their existing programmes.

### Verification

Based on a database received from various sources, their calling team spoke to each of the identified potential beneficiaries to understand their current socio-economic situation. The data management team went through all information collected for each potential beneficiary to ascertain need and confirm if they are cleared to receive funds. Once their relevant documentation was confirmed, Bhumi ensured that the monies were transferred to the beneficiary's bank account.

### Implementation

To ensure that monies reach the right people, the finance team disbursed a test amount and the calling team talked to the beneficiaries to confirm receipt. Only then the remaining amount was transferred in two tranches. The funds raised directly reached the families affected through bank transfers only. There were no cash transactions. This basic income helped pay for essentials such as food, water, light, rent, education and so on.





# CASH RELIEF

## STORIES FROM THE GROUND



"My entire family only survived on rice. So we were overjoyed with the ₹7,000 GiveIndia gave us through Christel House."

For daily wage Subramani and his wife, who works as a domestic help, the lockdown immediately cut all their income. They were already struggling to bring up their six children, all living in a Bengaluru slum. Their situation rapidly deteriorated when his eldest daughter needed expensive medical treatment and they pawned the only gold chain they owned to pay for it.

"My entire family only survived on rice. So we were overjoyed with the ₹7,000 GiveIndia gave us through **Christel House**. I got to buy groceries and feed my hungry children and wife three meals a day with this money."



"I was able to take care of my family's day-to-day requirements of ration, medicines, house rent and other essentials."

For 35-year-old Kavitha, life had never been a bed of roses. Born visually impaired, she continued to live with her parents even after marrying Mohan, with the same disability.

Kavitha said: "We made a living by selling stationery items. With lots of hardship, we finally became economically independent from my parents. But the unexpected lockdown brought back my old days of hardship and we started struggling to meet our financial needs."

Through our NGO partner **Indian Association for the Blind**, the couple, from Madurai, Tamil Nadu, were assisted with direct cash transfer of ₹5,000. Kavitha was overjoyed with the timely help. She said: "I was able to take care of my family's day-to-day requirements of ration, medicines, house rent and other essentials."





# HUMANITARIAN AID

With proposals from **1,500+ nonprofits nationwide**, there was a great need to provide meals and rations. The urgency of this crisis was enhanced with the regular reports on migrant workers either stuck in cities with nothing to eat or travelling by foot without food or water, pregnant women without basic care, starving children, tribal and rural communities fighting hunger.

Our nonprofit partners' focus on due diligence of beneficiaries, sourcing of rations from local farmers, vendors and shopkeepers and the costs and distribution mechanisms in their proposals, gave us a larger and deeper overview of the problem at hand.

₹ Funds disbursed: **₹57Cr+**

♥ # of NGOs: **118+**

🍲 Meals distributed: **40L+**

📦 Ration kits distributed: **8L+**

📍 # of cities/town: **90+**





# HUMANITARIAN AID

Multiple NGOs distributed cooked meals to migrant labourers stranded at urban hubs, the homeless, sexual minorities, people living with terminal conditions and disabilities, and children. These meals were prepared in community kitchens or commercial, well equipped hygienic kitchens keeping in mind the precautionary measures of COVID-19. The items were distributed through regularly sanitized vehicles at the doorsteps of the beneficiaries or at a centralized location while following social distancing rules.

Our on-ground NGOs and their field staff are our true **#CovidHeroes**. It is through their courage and deep-rooted dedication that lakhs of people have survived the darkness of this pandemic.







# HUMANITARIAN AID

## NGO SPOTLIGHT



**₹5.4Cr+**  
disbursed

**25L+**  
meals  
distributed

At the onset of the pandemic, Annamrita Foundation realised that the impact of the nationwide lockdown is not limited to those infected by the virus or battling it at the frontlines, but also to several others who depend on a daily income for sustenance.

Along with providing nutritious meals to members of underprivileged communities, **Annamrita Foundation** placed a lot of weightage on safety measures and followed an elaborate and efficient process to ensure safe preparation and delivery of meals. Here's what they did:



All delivery vehicles were cleaned every day and fumigated weekly to avoid infection.



Delivery statements for each destination were prepared and containers were loaded in vans after inspection for cleanliness and hygiene.



Containers were delivered to specific points and then food was distributed undertaking social distancing norms.



After distribution, empty containers were returned to the kitchen, which were then sanitized and washed properly.



# HUMANITARIAN AID

## STORIES FROM THE GROUND

“In these times of crisis, many artists have become jobless as the events and functions were cancelled due to lockdown.”



An artist by profession, Milind Naik has been out of a job since the lockdown in March 2020. With no income and job opportunity, Milind, from Thane, was without any means to survive the pandemic. He found an answer to all his suffering through Seva Sahayog Foundation's food kit distribution.

“In these times of crisis, many artists have become jobless as the events and functions were cancelled due to lockdown. The **Seva Sahayog Foundation** approached the group of artists and assured them support. Now my family can sustain for a month because of the help of the food grain kit. I hope that Seva Sahayog will continue their support in the future as well.” he said.



Kanchan Devi lives with her husband and three children in rural Rajasthan. Her husband's meagre income as a labourer was not enough to sustain their family so 27-year-old Kanchan started selling flowers to support her family.

Since the lockdown, Kanchan and her family have had little or no income as her husband lost his job and there were no customers for her flowers. While she was struggling to provide meals for her family, **Rajasthan Samgrah Kalyan Samiti** stepped in to support them with ration items that helped her feed her hungry children.





# HEALTHCARE



**The healthcare mission** was launched after identifying various needs in the system, including testing, tracing, quarantining for COVID-positive suspected cases, protective gear for training of healthcare workers, and research.

We first set out to **solve the challenge of last-mile availability of PPE kits and N95 masks** at COVID-designated hospitals.

Since this was a fairly large objective and given the resource constraints, we focussed on creating maximum impact by diving deep into the requirement of a few key hotspots within the country.





# HEALTHCARE



## MUMBAI

**82k+** PPE kits, **79k** N95 masks to **19 hospitals**  
**71k+** people screened, **6k** (approx.) referred for testing, **665 covid +ve patients identified** from 6 Mobile Medical Units



## DELHI

**40k** PPE kits, **72k** N95 masks, **76k** 3-Ply masks, **55L** sanitizer and **59k** Face shields supplied to **17 hospitals**



## AHMEDABAD

**37k** PPE kits, **11k** Face shield, **82k** N95 masks, **42k** 3-Ply masks supplied to **10 hospitals**



## CHENNAI

**6k+** PPE, **17k** 3-Ply masks, **35k** N95 masks supplied to **4 hospitals**



**₹84Cr+**  
disbursed



**1.9L+**  
PPE kits



**2.7L+**  
N95 masks



**2.2L+**  
3-Ply masks



**6L+**  
Masks



**1L+**  
Face shields



**9.3L+**  
Gowns



**160+**  
Ambulances



**45**  
Oxygen humidifiers



**1.5L**  
Other healthcare supplies (body bags, shoe covers, etc)





# HEALTHCARE

## IMPLEMENTATION PROCESS



Prioritized the urgency in hot spots (cities/regions) based on:

1. Number of cases (absolute and indexed to population) and the increasing rate of cases
2. GiveIndia's focus cities based on our ability to execute (including NGOs on the ground, connections to healthcare infrastructure and availability of human capital).



Worked closely with suppliers of medical equipment such as PPEs, graded masks, screening and treatment equipment, to ensure that only certified equipment was supplied.



Established contacts within wards/administrative areas which were identified as the most critical within each city.



Deliveries were done either directly to the hospital (preferred) or designated government authorities managing the downstream distribution.



For reporting purposes, we collected all exchange and purchase letters and receipts to provide our generous donors with a detailed impact report.



Aggressively networked with hospitals/ healthcare centres, government bodies and NGOs to understand the spread of the coronavirus on ground, to aid prompt dissemination by suppliers.



# HEALTHCARE

## NGO SPOTLIGHT



**₹9.2Cr+**  
disbursed

**4.9L+**  
protective gears and  
medical equipment

**6**  
mobile  
medical units

Over the past 12 years, DFY has established itself as the leading organisation with the technical capacity to respond to different types of medical humanitarian crises in India, and is currently working in 19 states across the country.

In conversation with doctors, health care institutions and stakeholders in Government, DFY very quickly established areas of need:

**1** To prevent medical staff and frontline workers in direct contact with patients from falling ill by equipping them with the **best quality protective gear**, especially in the initial stages of the pandemic when there was a huge short supply.



**2** With the objective to strengthen the health system in its fight against COVID-19, DFY also assisted in **screening services** in an effort to contain the disease.



- ▶ Working alongside municipal authorities in Maharashtra, they set up **Mobile Medical Units (MMU)** staffed with doctors, nurses and health assistants to medically screen residents in densely populated areas, such as slums.
- ▶ Each MMU, which checked up to **300 people a day**, immediately forwarded those with potential symptoms for testing.
- ▶ This helped in **identifying and isolating cases** early and therefore limiting the contagion.
- ▶ The advantage of an MMU is that medical intervention was **brought to the doorstep** of the most vulnerable population and reduced waiting time for the public in Covid-related cases.



# ▶ HEALTHCARE

## STORIES FROM THE GROUND

“At that critical time, GiveIndia through Manjhi Skilling Foundation stepped into the breach and were able to provide us with PPEs, disposable bed sheets and N95 masks.”

The impact of the pandemic on hospitals has been unprecedented, especially at the beginning when systems were not organised and medical experience with the disease was limited.

**Sion Hospital, Mumbai** was one among 19 COVID designated hospitals we reached out to through our NGO partners.



Dr Renuka Bradoo, ENT specialist at the hospital, said: “For a pandemic of this magnitude every help is required, from citizens and from NGOs —especially in the beginning when there was a huge shortage of PPE. And throughout the months they have continued to help with whatever was needed — from infusion pumps to ventilators.”

“GiveIndia was very particular that the right product, the best product in the market should reach the hospitals.”

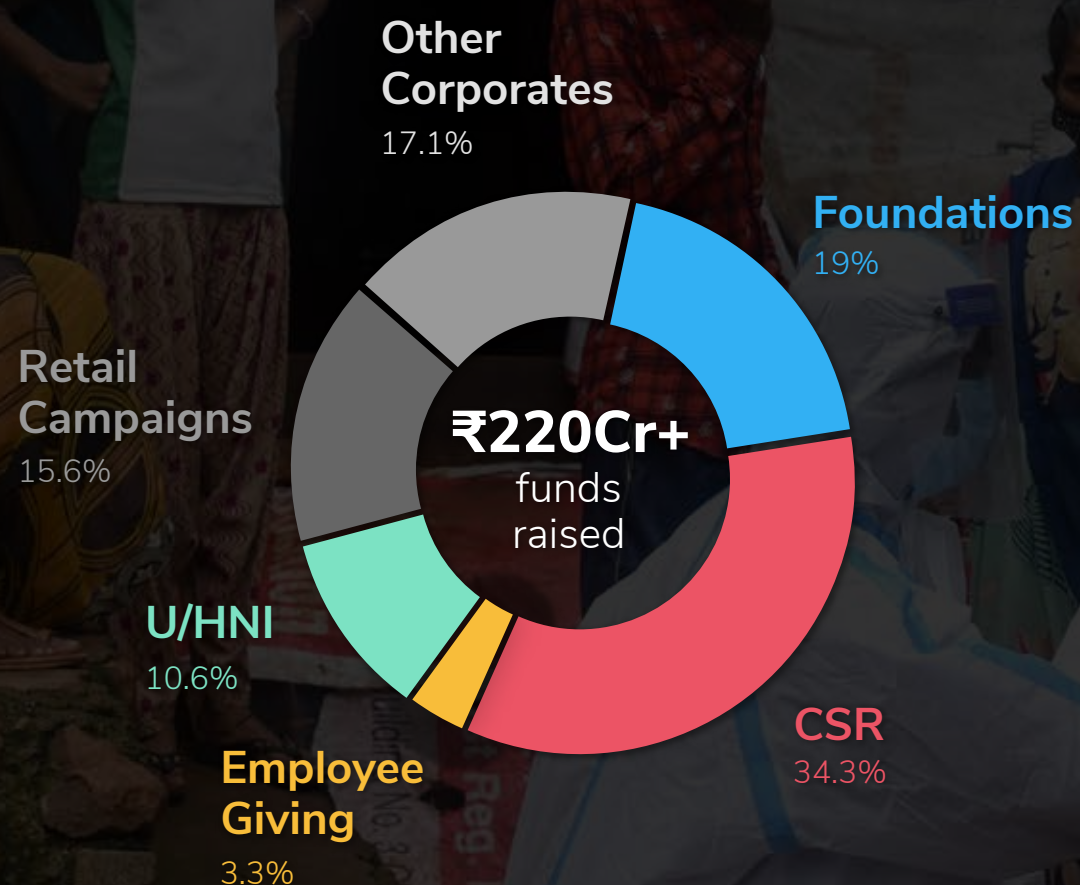
**Manjhi Skilling Foundation's** first response to the pandemic was distributing rations to the needy. But a call to Founder Director Dr.Seema Buckshee by a medical student took them in another direction - senior doctors in the hospital she was interning in were down to their last 20 masks and in urgent need.



Dr Buckshee said: "Many doctors were asking for PPE kits, for eye goggles, for masks. So we started our fundraiser and that's when GiveIndia stepped in. There was one person just looking at the products because GiveIndia was very particular that the right product, the best product in the market should reach the hospitals. We realised that the doctors were actually on a battlefield and we could respond because of the solid support given to us by GiveIndia."



# A PEOPLE'S GIVING COLLECTIVE



**70+** corporates  
**25+** (U)HNIs  
**15+** foundations  
**10+** platform partners

**25+** brands  
**7** covid missions  
**3.5L** everyday givers  
**250+** non-profit partners

**Possibly the most challenging time in living memory**, the coronavirus pandemic required collective action from everyone — people from all walks of life. The India COVID Response Fund was set up to enable the coming together of individuals and organisations to support fellow Indians in the hour of extreme need. We got individual donations from **₹50 to ₹5Cr**. From individual donors, celebrities and high networth individuals, to philanthropy foundations, corporates and e-commerce platforms they all joined the collective.

This united effort to make a difference drove the fundraising — and the impact it made on the ground — to new heights.





# A PEOPLE'S GIVING COLLECTIVE

Again, GivelIndia presented individuals and organisations with the **unique combination** of a readymade tech platform to raise funds on and a database of trusted nonprofits working with COVID-related issues on the ground to raise funds for.

That ICRF became a true people's collective is evident from the diversity of those who have raised funds on GivelIndia's platform. Corporates launched employee-driven campaigns, various e-commerce platforms raised funds through consumer campaigns, groups of venture capitalists, IIT, ISB alumni groups, HNIs and NGOs all launched campaigns to raise funds for their initiatives.

## ► Select partners



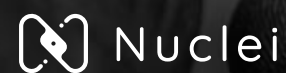
PEPSICO



FANKIND



NEROLAC



CGI

VIACOM 18

Funds raised on our crowdfunding platform GivelIndia Fundraisers for COVID: **₹27.2Cr by 75,500+ donors**

This includes **50+ corporates & partners** who leveraged GivelIndia Fundraisers to raise donations from **16,000+ donors**



# A PEOPLE'S GIVING COLLECTIVE

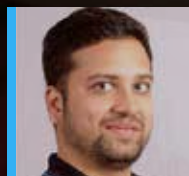
## PHILANTHROPY FOUNDATIONS AND HNI SUPPORT

Quick to respond to the crisis,

**15+ philanthropy foundations** and **25+ HNIs** joined us in our impactful ICRF journey. Their trust in our COVID initiatives was inspiring and motivated us to do our utmost in our efforts to support citizens bearing the brunt of the pandemic.



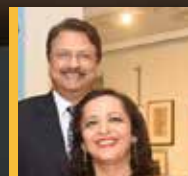
VINOD KHOSLA  
Venture Capitalist



BINNY BANSAL  
Co-founder, Flipkart



KIRAN MAZUMDAR  
CMD, Biocon



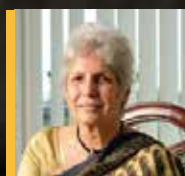
AJAY & SWATI PIRAMAL  
Piramal Group



INDRA NOOYI  
Former Chairman  
& CEO, PepsiCo



RAGHU SUBRAMANIAN  
Non-executive  
Chairman, UI Path



ANU AGA  
Philanthropist



RUSSELL MEHTA  
MD, Rosy Blue India

### CASH RELIEF



### HUMANITARIAN AID



### HEALTHCARE







# PARTNER SPOTLIGHT

## GOOGLE

### Interventions supported



Direct cash transfers to communities who lost their livelihoods due to the pandemic

₹5Cr

donated by  
Google.org



₹5Cr

donated by  
Sundar Pichai,  
CEO, Alphabet

₹2Cr

donated by Google  
India employees through  
the Benevity Platform



₹1.5Cr+

donated by  
customers  
of GPay

₹5Cr

raised from GPay Leadership, with personal contributions from **Caesar Sengupta, Peeyush Ranjan, Venkatrao Rapaka, Sandeep Menon, David Shapiro, Sajith Sivanandan, Pankaj Gupta, Ambarish Kenghe**



27k+

families supported

40+

NGO partners

The Google.org team worked closely with GiveIndia to understand the ground realities and handpicked the intervention that required the maximum focus as the pandemic unfolded and the lockdown was imposed.

“GiveIndia was one of the first to understand the challenges that we as a society faced and mobilised enormous resources to support the people in need - a commendable job, thank you.”

Sanjay Gupta,  
Country Manager and VP  
Google India





# PARTNER SPOTLIGHT

## FLIPKART & MYNTRA

### Interventions supported



Hygiene kits, ration kits  
and cash relief



₹1.1Cr+

donations raised  
from fundraiser

₹10.6L+

donations from  
employees

₹2.1Cr+

donations from  
Supercoins

13K+

# of donors



9.3L+ gowns & 6L masks

in-kind donation for healthcare  
through Walmart Foundation



₹15.7L+

donations raised  
from fundraiser

₹3.2L+

donations from  
employees

₹9.8L+

donations from Insider

2K+

# of donors



16k+

donors

7

NGO partners

Flipkart and Myntra **leveraged their vast network of sellers, customers and employees** to raise funds across all our missions, even encouraging customers to donate their 'Supercoins'. Flipkart also used their strong supply chain to support frontline and healthcare workers with protective equipment.

“When the pandemic started we leveraged our ecosystem of sellers, consumers and employees to raise resources to support the immediate need of daily wagers' sustenance. As the pandemic progressed we leveraged our supply chain to source much needed PPE kits and N-95.”

**Maresh Pratap Singh**  
Head of Social Responsibility  
and Sustainability, Flipkart

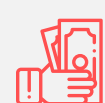




# PARTNER SPOTLIGHT

PhonePe

## Interventions supported



Provide cash relief to COVID-hit families, ration and hygiene kits to underprivileged communities and sponsor travel expenses of migrants returning to villages

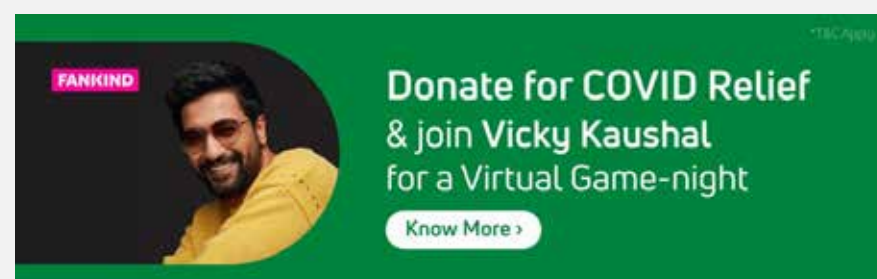
₹2.5Cr+

Funds raised

1L+

Donors

Also hosted two celebrity campaigns (Vicky Kaushal and Parineeti Chopra) in association with Fankind and GivelIndia



24k+

Beneficiaries

12+

NGO partners

With over 100M+ monthly active users, PhonePe **realised the power of micro-donations at scale** and quickly joined forces to support the India COVID Response Fund to promote our missions across all categories, including Donate, Bill Pay, Recharge, etc.

“We would like to thank our customers for donating generously and encouraging us to continuously innovate and enable safe, secure and trusted giving options. The idea of galvanizing the country has always resonated with our philosophy of giving back to society — thank you, GivelIndia for giving us the opportunity.”

Ankit Gaur  
Director, Business Development  
PhonePe







# CORPORATE SPOTLIGHT

## EMPLOYEE GIVING

### Top interventions supported:

Cash relief, providing hygiene & dry ration kits

Funds raised: ₹7Cr

# of employee fundraisers: 50+

Soon after lockdown, we were inundated with requests from our corporate partners to help in the relief effort. Besides payroll giving, by mid April, **40 of our 100+ partners launched employee fundraisers** to support our missions — PepsiCo, Coca-Cola, Flipkart, Mckinsey, TESCO, CGI, AU Small Finance Bank, Viacom 18, Genpact, UBS, Puma to name a few.

Thanks to our partnership with **international donation platform Benevity**, employees of organisations like Google, Microsoft, Salesforce, Adobe, Atlassian, Apple and LinkedIn also contributed and raised **₹3.8Cr**. Employee fundraisers and contributions from payroll giving raised another **₹3Cr+**.





# CORPORATE SPOTLIGHT

## CSR INTERVENTION HIGHLIGHTS



### Cash relief



#### ASHIRVAD PIPES

CSR contribution: ₹3Cr

Supported: **35,000 plumbers**



### Healthcare



#### ZEE ENTERTAINMENT

CSR contribution: ₹20Cr+

##### Supported:

160+ ambulances in 9+ cities

50k + PPE kits, face masks,

face shields and sanitizers,

45 oxygen humidifiers

Setting up an Isolation ward



### Humanitarian Aid



#### HSBC

CSR contribution: ₹4Cr

Ration kits distributed: **1.3L**

Meals served: **5L**



# EVENTS SPOTLIGHT

## I FOR INDIA



**RAISES ₹ 52 CRORE**  
(AND COUNTING)

Becomes world's biggest live fundraiser on Facebook  
by raising ₹ 4.3 crore online (and counting).  
Corporate donors and philanthropists  
donate ₹ 47.77 crore (and counting).  
I for India continues to get overwhelming attention  
and support from the world over.  
100% of proceeds go to GiveIndia for COVID-19 relief work.



Watch and donate at  
<https://fb.me/IforIndiaFundraiser>



To show solidarity with those worst affected by the unfolding pandemic, members of the entertainment fraternity — Bollywood, Indian artistes, sportsmen and Hollywood celebrities — came together for this **one-of-a-kind fundraising concert in collaboration with Facebook.**

A major contributor to our India Covid Response Fund, **I For India** was created and anchored by Karan Johar and Zoya Akhtar. With Performances from Shah Rukh Khan, Priyanka Chopra, Kareena Kapoor, Aamir Khan, Akshay Kumar, Javed Akhtar, Amjad Ali Khan and A. R. Rahman from India and Will Smith, Jack Black, Bryan Adams and Jonas Brothers from abroad, entertained Indians in lockdown and urged them to make a contribution to ICRF.

Apart from donations on Facebook, I for India was also supported by corporate partners, philanthropy foundations and HNIs. **Together we raised ₹52Cr+, more than 20% of our entire ICRF, just through this one initiative.**

Total funds raised with support of CSR, foundations, corporates and HNIs:  
**₹52+Cr**

Total funds raised on Facebook fundraiser:  
**₹5.4Cr from 19.8k donors**

# of NGOs supported: **90+**





# EVENTS SPOTLIGHT

## ► Sunfeast India Run As One (SIRAO)



**Procam International**, one of the most well known sports event management companies in the country organised a **first-of-its-kind virtual marathon** with GivelIndia as the impact partner. This month-long marathon saw a massive fundraising drive with individuals, corporates, celebrities and athletes coming together to help rebuild livelihoods for those in distress due to the pandemic.

## ► Zee — SaReGaMaPa



Year 2020 marked the 25th year of the iconic pioneer of music reality shows in India - **SaReGaMaPa**. To mark this milestone, **Zee Entertainment** joined hands with GivelIndia to raise funds for those worst hit by COVID-19. They went live for 25 hours with short concerts on Facebook pages of their various regional channels and a gala episode on television with all former anchors, participants and judges of the show.

## ► Vogue India



A leading name in the world of fashion writing, Vogue India collaborated with GivelIndia **to support India's weavers** suffering the fallout of COVID-19. Their campaign To India, With Love had designers from all over the world putting their creations up on sale, proceeds of which went to GivelIndia's partner NGOs working with weavers' communities. They launched the fundraiser with an hour-long video campaign on Facebook, featuring designers and their creations with leading names from the industry urging for donations.

## ► Sunburn Goa



There is hardly anyone who wouldn't have heard of this popular Electronic Dance Music Festival, synonymous with Goa. This year **Sunburn went virtual** and for a cause — its fundraising initiative through the GivelIndia platform supported the Goa government in coping with the losses they faced during the lockdown.



# GIVEINDIA TEAM



**ATUL SATIJA**

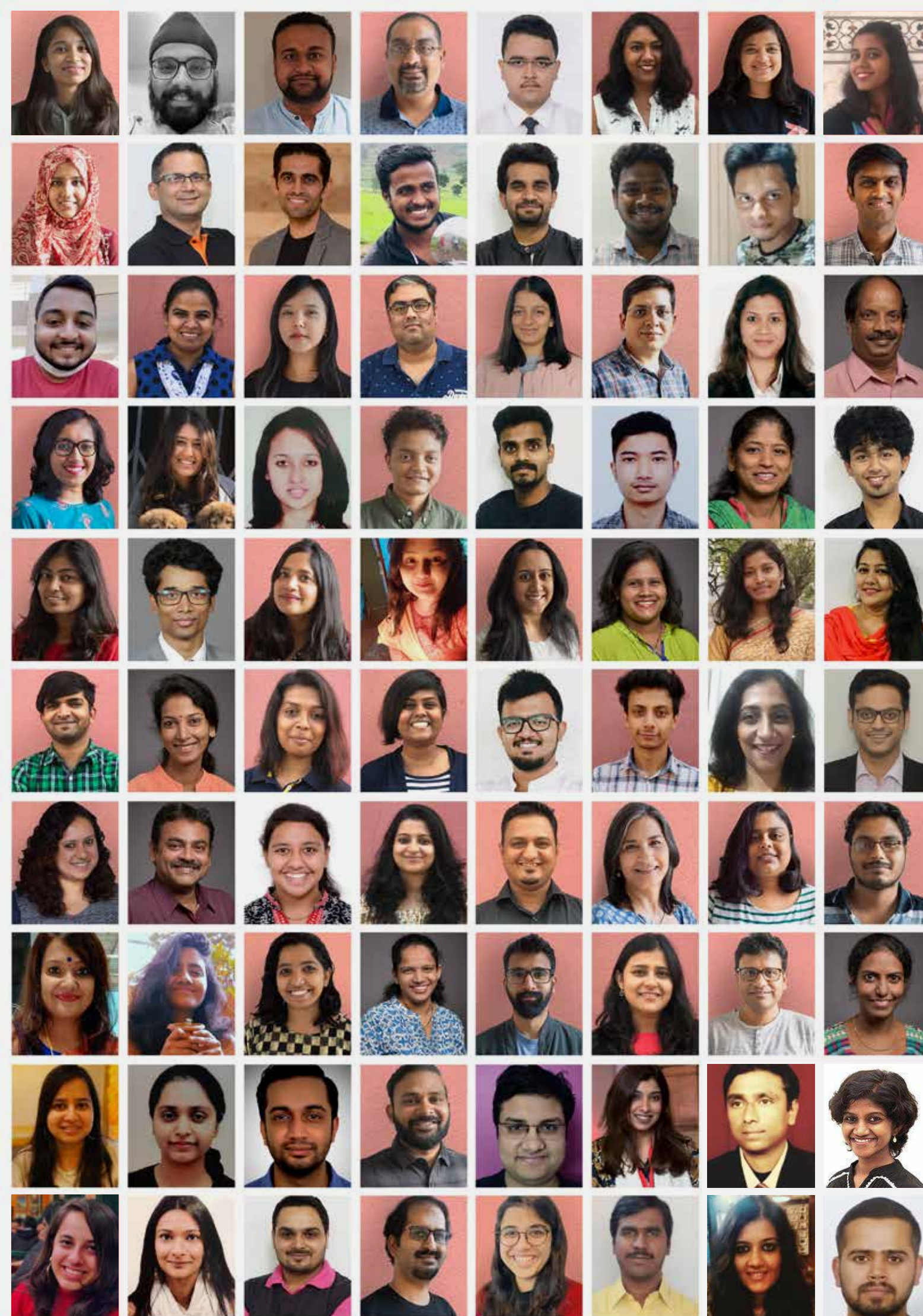
Founder 2.0 & CEO, GiveIndia

Years from now, none of us who has lived through 2020 will ever forget the impact of the COVID-19 pandemic on our lives, on our families, our communities, our country and our planet.

In the same way, none of us in GiveIndia will ever forget the experience of harnessing the collective generosity of a nation in crisis. When we launched our first missions in March, it was with foresight of the unfolding disaster based on feedback from the ground by our trusted NGO partners. But we could not have predicted the setting up of India COVID Response Fund and its overwhelming outcome, even if we believed in crystal gazing. We could have only imagined it.

So, with folded hands, Dhanyawad. To each one of you who has participated in ICRF and enabled its success - and here I would like to include every GiveIndian - we are deeply grateful. While there's a lot of continued work to be done on COVID for a long time, we are coming to formally close ICRF.

Dhanyawad







# INDEX

## NGOs

17000 ft Foundation  
Aajeevika Bureau Trust  
Aapna Janakalyan  
Aarti for Girls  
Abhoy Mission  
Acid Survivors Saahas Foundation  
Action for Autism  
Action for Development of Demos (ADD)  
Action for Social Advancement (ASA)  
ActionAid Association  
Adarsh Charitable Trust  
Aga Khan Rural Support Programme (India) – AKRSP(I)  
Akshara Centre  
Ammucare Charitable Trust  
Anahad Foundation  
Anahata United Efforts Foundation  
Annamrita Foundation  
Antarang Foundation  
Anthill Creations Foundation  
Anudip Foundation for Social Welfare

Apnalaya  
Apni Shala Foundation  
Asha Kiran  
Association for Community Care Education and Social Services (ACCESS)  
Association for Non-traditional Employment for Women (ANEW)  
Babul Films Society  
Bal Asha Trust  
Balajee Sewa Sansthan  
Bangalore Kidney Foundation  
Bani Mandir  
Banyan Tree Foundation  
Bhavada Devi Memorial Philanthropic Trust, SENEH  
Bhumi  
BOSCONET (Don Bosco)  
Calcutta Rescue  
Catalysts for Social Action  
Centre for Community Initiative (CCI)  
Centre for Equity Studies

Centre for Youth and Social Development  
Charutar Arogya Mandal  
Cheshire Homes India (Bangalore Unit)  
Chikitsa  
Child Rights and You (CRY)  
Chintan Environmental Research and Action Group  
Chitrika  
Christel House India  
Church's Auxiliary for Social Action  
Collective Good Foundation  
Community Health, Housing & Social Education (CHHASE)  
Coro For Literacy  
Craftizen  
Cuddles Foundation  
DEAN Foundation Hospice & Palliative Care Centre  
Deepalaya  
Dev Animal Voluntary Organization  
Development Support Centre (DSC)  
Dignity Foundation

Doctors for You  
Dr. Shroff's Charity Eye Hospital  
Dream-A-Dream Foundation  
Drishti  
Ekalavya Foundation  
Ekam Foundation  
Eko  
Elder care trust  
Empowering Minds Society for Research and Development  
End Poverty  
Entrepreneurship Development Center  
Etasha Society  
Family of Disabled (FOD)  
Foundation for Excellence India Trust  
Foundation for Mother and Child Health  
Foundation of Ecological Security  
Goonj  
Grace Peter Charitable Trust  
Gram Chetna Kendra  
Gramin Vikas Evam Chetna Sansthan  
Gubbachi Learning Community  
Guria India  
Gurukul Alumni  
Habitat for Humanity India  
Haritika  
Harsha Trust  
Hasiru Dala

Head Held High Foundation  
Healing Fields Foundation  
Healthier Hearts Foundation  
HelpAge India  
Helping Hands Charitable Trust  
Human Education and Liberation For Poor  
Ibtada  
IDEA Foundation  
India Vision Foundation  
Indian Association for the Blind  
Indian Dreams Foundation  
Industree Foundation  
J Watumull Global Hospital & Research Centre  
Jagriti Sewa Sansthan  
Jagruiti Seva Sanstha  
Jan Sahas Social Development Society  
Janakalyan  
Janjagruiti Vidyarthi Sangh (JVS)  
Janvikas  
Kadam  
Kailash Satyarthi Children's Foundation  
Kamal Udwadia Foundation  
Kashtakari Panchayat Trust  
Keshava Kripa Samvardhana Samiti  
KIA Foundation  
Kidpower India  
Kolkata Rista

KVN Foundation  
Let's Live Together Charitable Trust  
Light of Life Trust  
Literacy India  
Lotus Petal Charitable Foundation  
Magic Bus India Foundation  
Mahila Evam Shishu Kalyan Parishad  
Majlis Manch  
Make A Difference  
Manjhi Development Foundation For Skilling  
Mann - Center for Individuals with Special Needs  
Manuvikasa  
Marathwada Gramin Vikas Sanstha (MGVS)  
Marathwada Navnirman Lokayat (MANAVLOK), Ambajogai  
Milaan Foundation  
Miracle Foundation India  
MITRA Technology Foundation  
Mitti Social Initiatives Foundation  
Movement for Alternatives and Youth Awareness (MAYA)  
Muskaan Dreams  
Narayana Hrudayalaya Charitable Trust (NHCT)  
National Association for the Blind India  
Native Medicare Charitable Trust  
Narayana Hrudayalaya Charitable Trust (NHCT)





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## NGOs

National Association for the Blind India	Priyadarshini Seva Mandali	Samarthanam Trust For The Disabled
Native Medicare Charitable Trust	Project Mumbai	
Nav Bharat Jagriti Kendra	Project Potential Trust	Sambhav Foundation
Navasrushti International Trust (Dharma Bharati Mission)	Protsahan India Foundation	Samuha
NavGurukul Foundation for Social Welfare	Quest Alliance	Samuka Munnetra Sangam (SMS)
Navinchandra Mafatlal Sadguru Water & Development Foundation (NMSWDF)	Railway Children India	Sankalp Ek Prayas Society
Neptune Foundation	Rajasthan Samgrah Kalyan Sansthan	Sant Singaji Educational Society
NIIT Foundation	Rapid Response	Sapna
Noida Deaf Society	Ratna Nidhi Charitable Trust	Sarada Ramakrishna (Shishu-o-Mahila) Sevashram
OSCAR Foundation	Reincarnation Association	Sarthak Prayas
Oxfam India	Responsible Charity Society	Sasakawa India Leprosy Foundation
Parivaar Education Society	Rise Against Hunger India (RAHI)	Save the Children India
Peepul	Rotary Club	SEEDS
People's Rural Education Movement (PREM)	Rural Health Care Foundation	Sense International India
Pi Jam Foundation	Saahas	Seva Bharathi
Plan India	Saath Charitable trust	Seva Mandir
Prasanna Trust	Sabuj Sangha	Seva Sahayog Foundation
Pratham Mumbai Education Initiative	SAFA Society	Sevalaya
	SAFE Society	Sewa Bharati
	Salaam Baalak Trust Mumbai	Sharma Family Charitable Trust (Dakshas)
	Samaj Pragati Sahayog	

Shreni Community Trust	Technology Informatics Design Endeavour (TIDE)	Vimukti Sanstha
Sikshana Foundation	The Akanksha Foundation	Vishvodayaa Trust
Smile Always Foundation	The Akshaya Patra Foundation	VISHWAS Vision For Health Welfare and Special Needs
Smile Foundation	The Association for the Mentally Challenged	Vrutti
Snehalaya	The Association of People with Disability	Waste Warriors Society
Society For Child Development	The Humsafar Trust	Water, Sanitation and Hygiene Institute (WASH Institute)
Society for Poor People Development (SPPD)	The Leprosy Mission Trust India	Wayanad Girijana Seva Trust
Society For Rural, Urban & Tribal Initiative (SRUTI)	The Secunderabad Don Bosco Navajeevan Society	Women & Child Development Society
Society for Women's Education & Awareness Development (SWEAD)	Tiljala Society for Human and Educational Development	Women's Organisation For Socio Cultural Awareness (WOSCA)
Society For Womens Education Economic Development (SWEED)	Tomorrow Foundation	World for All Animal Care And Adoptions
Society of Community Health Oriented Operational Links	Turnstone Global	World Vision India
SOS Children's Villages of India	Tycia Foundation	
Spark-a-Change Foundation	Udaan Welfare Foundation	
Sri Arunodayam Charitable Trust	Udayan care	
Srujna Charitable Trust	Uma Educational & Technical Society, Kakinada	
St. Jude India Childcare Centres	Under Privileged Advancement By Youth Society (UPAY)	
Swachha Bahuuddeshiya	United Way Bengaluru	
Sanstha	United Way of Delhi	
Swades Foundation	Vanavil Trust	
Swami Vivekananda Youth Movement	Vathsalya Charitable Trust	
Swasth Foundation	Vidhayak Sansad	
Swasthya Swaraj Society	Vidya Bhawan Society	
Swasti	VIDYA Integrated Development for Youth and Adults	
Team Everest	Vidya Poshak	
	Vikash	



## CORPORATES AND PARTNERS

### CSR

5Paisha	Great Place to Work	Puma
Ashirvad Pipes	Helo	Ruder Finn ASIA
Atlantic Biomedical	HSBC	Serum Institute
BI Worldwide	HUL	Smiths Detection Systems Private Limited
Budweiser	IDFC First Bank	Star TV
CGI	IIFL	Swiggy
Coca Cola	Indegene	TATA AIG
CVC Capital	Inditech Valves Pvt.Ltd	Transworld
DC Advisory	Jefferies India	Uber
DCI	JLT	Ugam Solutions
Deutsche Bank	KPMG Global Services	Uipath Foundation
Dharma Productions	Linde India	Ujjivan Small Finance Bank
Egon Zehnder	LinkedIn	VMWare
Encore Natural Polymers Pvt. Ltd.	Marico	Warburg Pincus
Entrepreneurs' Organization	MMT & RedBus	Xness/Nymstar Ltd
Euronet Pvt Ltd.	Nestle	Zee Entertainment
Fidelity	Nomura	
FM logistics	Odessa Software	
Gaana.com	OOrwin	
Goibibo	Parle Biscuits Private Ltd.	
Google India	PepsiCo	
	Proptiger (Elara group)	

### Employee Giving

5Paisha	Myntra
ATE	Nomura Financial
Atlassian	Omidyar
AU Small Finance Bank	Page Group
Barclays	Parachute
BI Worldwide	Pepsico
Boston Consulting Group (BCG)	Proptiger
Budweiser	PUMA
CGI	Red Carpet
Change you want 2 c	Reliance Home Finance
Coca Cola	Salesforce
Deloitte	ShopX
Early Salary	Smiths Detection
Egon Zehnder	Stayabode
Entrepreneurs organisation (EO)	TCS Gems
Fab getaways	TESCO
Flipkart	Tinkerly
Genpact	UBER
Google	UBS
Great Places IT Services	Ugam Solutions
HUL	UiPath
KPMG	Viacom 18
Marico	VOIS
Mckinsey	Xebia
Meesho	Xiaomi
Microsoft	

### Philanthropy Foundations

ACT
ATE Chandra Foundation
Axis Bank Foundation
Bill & Melinda Gates Foundation
Cognizant Foundation
DaraShaw Foundation
Gems and Jewellery National Relief Fund
Indiaspora
Khaitan Co Foundation Trust
McArthur Foundation
Michael and Susan Dell Foundation
Omidyar
Padma Tulsidas Sanghavi Public Charitable trust
Poddar Seva Trust
Rosy Blue Foundation
S Natarajan & Smt N Jayalakshmi Charitable Trust
UBS Optimus Foundation
Uipath Foundation
Vodafone Foundation
Walmart Foundation



## CORPORATES AND PARTNERS

### Partnerships/other retail campaigns

&me  
 1mg  
 411 Fighter  
 8BitThug  
 Accel Partners  
 Airbnb  
 Art'd Triumph  
 Artisera  
 Avishkaar  
 Ballebaazi  
 Bank of Hodlers  
 Bewakoof  
 BHIM  
 BookASmile - BookMyShow  
 Charity  
 CAI  
 Candere Kalyan Jewellers  
 Celebbazaar  
 Confirmktk  
 Cornerstone Sport & Entertainment Pvt., Ltd.  
 COVID India Initiative

COVIDIndia.org  
 CRED  
 Crescendo-WMS  
 Curefit  
 Danish Sait  
 Exceed Entertainment  
 FabIndia  
 Facebook  
 Fankind  
 Febiya  
 Flipkart  
 Game of Eggs  
 Get Visit  
 GetUsPPE India  
 Glam Studio  
 Glance  
 Goli Vada Pav  
 GPay  
 Grofers

Groww  
 Hatsoff Accessories  
 Havard Alumni Entrepreneurs  
 Helo  
 HouseJoy  
 Human Factors  
 IForIndia  
 IDFC First Bank  
 IIT Bombay Alumni Association  
 INSEAD Alumni Association India  
 ISB Alumni Association  
 Ishq104 FM  
 Itel | S Mobile Devices Pvt. Ltd.  
 Kalki Fashions  
 Language Shoes  
 Lets Venture  
 Libertum  
 Milaap  
 Money Tap

Myntra  
 Nerolac  
 NRICoronaHelps  
 Nuclei | CDNA Technologies  
 PayMate  
 PayPal  
 PhonePe  
 Picxy  
 Project RISHI  
 RadioMirchi  
 Rentomojo  
 Saankya Labs  
 Savvy  
 Shadowfax  
 Social Beat  
 Spark Magic Common Roots  
 STAR TV  
 Stayin Alive  
 Suvai Foods  
 Swiggy  
 Tanmay Bhat  
 Team ReTag  
 ThodaBahut  
 Tiffin's Etc.  
 TrueCaller  
 UBER  
 Vector Digital Services Initiative  
 Vir Das

Wheeling Happiness  
 Wonderla  
 Xiaomi  
 Yodlee  
 Zee SaReGaMaPa  
 Zee Theatre  
 Zetwerk

HNI

Ajay Piramal  
 Anu Aga, Cheroz and Meher  
 Aseem Chaturvedi  
 Binny Bansal  
 Dalip Pathak  
 Deepak Jodhani  
 Dinesh Kanabar  
 Govind Iyer  
 GPay Leadership  
 Indira Nooyi  
 Jahangir Mohammed  
 Jalaj Dani Family Office  
 Kiran Mazumdar-Shaw  
 Leena Dandekar  
 Raghu Subramanian  
 Ravi Goenka  
 Rohini Nilekani  
 Rostow Ramanan  
 Savita Lemuir  
 Snehal Parikh Lemuir  
 Subrahmanyam Ivatury  
 Sundar Pichai  
 Surajratan Fatehchand Damani  
 V Vaidyanathan  
 Vinod Khosla