



About Atma

Vision

Quality Education for All Children

Mission

To build the capacity of NGOs and the development sector as a whole, by engaging in effective and profound collaborations with organisations that are focused on children, education and community development.

Atma Values

PARTNERSHIP We believe in creating a safe space for collaboration through which true social change can happen.

ACCOUNTABILITY We work to maintain the highest standard of NGO accountability setting an example to other organisations in the social space. We are accountable to Donors and Atma Partners to provide sustainable, impactful services.

DIVERSITY We believe that collaboration of diverse cultural backgrounds, experience, skills, and professional backgrounds united towards a single cause can create the best possible solutions to the challenges faced by Atma and Atma Partners.

LIFE-LONG LEARNING We believe in continued innovation, learning and sharing of ideas that will help us respond to the changing environment. Atma constantly reviews, renews and builds upon our model and practices.

ENTREPRENEURSHIP We believe in the power of entrepreneurship as change agent. We actively encourage entrepreneurship and foster a dynamic and entrepreneurial approach to challenges internally and within the social sector as a whole.



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Atma's Board of Trustees

Mr. Mahesh Rathod

Mr. Rathod is the Country Head (Investment) for the Australian Trade Commission, the Australian Federal Government's Trade and Investment Agency. Mahesh previously worked for the Government of Mauritius as Regional Director.

Dr. Rahul Sood

Dr. Sood is a Mumbai native. He studied at Cathedral School and then focused on Economics at Elphinstone College. Dr. Sood earned his BA in Film at Stanford University, a MS in TV-Radio at Syracuse University, and his PhD in Communication Research from Stanford University. When he returned to Mumbai from the US in the mid-90s, Rahul focused his career on pro-social TV serials for India's lesser-advantaged children under the Gudiya Ghar banner.

Mr. Naresh Kripalani

Mr. Kripalani has been an Atma supporter right from its inception. After obtaining an engineering degree from Indian Institute of Technology (IIT) he pursued a Masters in Operations Research from University of California at Berkeley. After a long stint with IBM in San Francisco, he returned to India in the early nineties to start a series of SAP (software) Training Centres. Naresh became an Atma trustee in March 2012.



Atma would also like to recognize the following individuals as dedicated advisors of Atma's work:

Harinakshi Somaiya
Deepak Kanabar
Lalita Uttamsingh
Amit Murugkar
Danny Carroll

Mr. Mahesh
Rathod



Dr. Rahul
Sood



Mr. Naresh
Kripalani



"Atma is blessed with Trustees who as individuals came together to form the Board of our organization. They not only shared the vision, but have walked every step of Atma's journey supporting our growth in any way they can."

Lee Bolding, Atma Founder

From the Executive Director

Dear Atma Family,

In 2007, I flew from London, Ontario to Mumbai, India, to work as a volunteer. Through working with a few different organisations, I began to understand the lack of capacity in Mumbai's NGOs to address the huge issue of educational inequality.

When I met Hayley Bolding, Atma Founder, she explained that Atma was founded to strengthen organisations that were impacting education. I was intrigued by the innovative NGO model. I had perceived the resounding need of NGOs working in Mumbai's development sector. There were many high-potential educational organisations that were simply unable to access the resources necessary to grow and sustain their programs.

I began working with Atma in 2009, and moved into the role of Executive Director of the organisation this year. April 2012 marked 5 years since Atma was founded as a Trust in 2007 by Hayley Bolding and Adrienne Van Dok. Since 2007, Atma has supported the education of over 11 600 children through our Atma Partners. We've engaged over 120 volunteers from 25 different countries and partnered with 10 innovative organisations and counting.

2011-12 marked the first year that Lee Bolding our founder moved out of the organisation. The transition of the founder can be a difficult change for an organisation. I am proud to say 2011-12 has been an incredible year for Atma with:

- 84 Outcomes
- 29 Volunteers
- Rs. 34,86,000 raised through fundraising efforts

Thank you to our partners: your dedication towards the cause of education is what inspires our work.

Thank you to our Trustees and our advisors: our work is more effective and more impactful because of your generous knowledge and unwavering support.

Thank you to our supporters. To every donor, every Mumbai Marathon runner, every Atma Blog reader: thank you for spreading the Atma message and for your generous contributions of time, effort and financial support.

Atma's 6th year promises to be even bigger, as we have set a goal of reaching 20 partners. Having the support of individuals in Mumbai and across the globe through this stage of our organisational growth is what makes it all worthwhile.

I am thrilled to serve in the capacity of Executive Director for Atma in Mumbai.

With gratitude,

Mary Ellen Matsui
Atma Executive Director



Mary Ellen Matsui

Understanding this Annual Report

This Annual Report features the Impacts and Outcomes for the 2011-2012 Atma Partnerships.

Atma defines an Outcome as results experienced by the partner due to various program interventions throughout the period of the partnership. The outcomes are listed in a non-standardized manner to give you the reader a more detailed view of the benefits the partner gained.

About Atma

Atma works to strengthen organisations to impact education.

Atma partners with dynamic organisations that work in educational development in Mumbai, India. Each Atma Partnership is an intensive three phase collaborative process, where Atma addresses capacity needs and helps NGOs to create and execute growth plans.

Combining consultancy, training, advocacy and skilled volunteers, the Atma Model allows Atma Partners to look beyond their day to day resource constraints and maximise their impacts in the educational sector.

Founded in 2007 as a Charitable Trust, Atma has set the goal of reaching out to 20 innovative educational organisations by 2014.



PHOTO Kainaz Amaria

2011-2012 Year Summary

2011-2012 has been a big year for Atma.

For **ATMA'S 5TH ANNIVERSARY**, we had the privilege of hosting over 300 friends and supporters. Three of India's most popular bands – Jalebee Cartel, BREED and Sound Avtar – came together at Blue Frog to support Quality Education for All Children.

With current staff strength of 6 people, we plan on increasing the size of our team to meet our **EXPANSION GOALS**. 2012-2013 will be an exciting year for Atma. Having added two new partners this year, we hope to expand from 6 to 20 partners this year!

6 Current Atma Partners

- Masoom
- CHILDRreach
- Reality Gives
- FMCH
- Apne Aap Women's Collective
- Avanti Fellows

4 Graduated Partners:

- Muktangan
- Mumbai Mobile Creches
- Nareshwadi
- CHIP





PHOTO Fahrinisa

CHIP Partners continue to receive volunteer support from Atma long after graduation

Total Outcomes: 84 Atma Partner Outcomes

Partnership outcomes include everything in the organisational development spectrum, from the induction of administration systems to the planning and implementation of new programs.

HOURS OF SERVICE In 2011-2012, Atma provided **7929 service hours** to Atma Partners.

Atma Consultancy: 640 Hours

The Atma Partnership team meets each Atma Partner on a weekly basis.

Atma Advocacy: 133 Hours

Atma's advocacy services are focused around creating a platform for awareness, resource-sharing & exchange between NGOs.

Atma Workshops: 40 Hours

Atma holds workshops on topics specific to the NGO sector in Mumbai. Atma Workshops are open to Atma Partners and non-Atma Partners.

Partner-Specific Training: 83 Hours

Atma holds trainings for Atma Partners to gain specific skills required to help grow their organisations.

Atma Volunteer Work Hours: 6174 Hours

Atma engaged 29 skilled volunteers from over 8 different countries with partner organisations to contribute to various areas of organisational development.

Volunteer Support: 1035 Hours

Atma Volunteers are an integral part of the Atma Model. Volunteers give their time, energy and expertise to support Atma Partners in their growth, and play a valuable part in Atma's impact. Atma invests in each individual volunteer, supporting them through professional feedback, training, mentoring & facilitating cultural integration. Volunteers are incredibly effective in their work with Atma Partners because of Atma's holistic support.

	2010-2011	2011-2012
Atma Contribution Hours*	11,260	7929
Atma Partner Outcomes	60	84
Atma Consultancy Hours	669	650
Atma Volunteers	28	29
Volunteer Work Hours	8700	6174
Volunteer Support Hours	1530	1035

*Atma contribution hours consist of consultancy, workshops, partner-specific trainings, volunteer work hours and volunteer support.

Atma Partners



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Current Partners

Masoom 9

CHILDReach 11

Foundation for Mother and Child Health 13

Avanti Fellows 15

Apne Aap Women's Collective 17

Reality Gives 19

Graduated Partners 21

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Atma Partnerships Model

Atma engages in partnerships with organisations that focus on creating and improving education in India. These organisations are dedicated to creating quality educational programs for underprivileged children and young adults, but face multiple resource constraints in terms of funding, staff members and expertise. These limitations in resources limit their impact. Atma works with organisations to address their resource constraints and create & execute growth plans. Each Atma Partnership is a collaborative growth process over a period of three phases.

PHASE 1 – IDENTITY Defining and focusing the vision and mission, and developing the organizational brand and voice.

PHASE 2 – CONSOLIDATION Defining and documenting the model, and creating HR strategies to engage staff to administer programs.

PHASE 3 – CROWTH Setting the future strategic growth plan, developing programs and bringing more specific skills to the team.

Atma works through consultancy, training, advocacy and skilled volunteers. These four areas of intervention form the Atma Model.

Consultancy

An Atma Partnerships coordinator meets with an Atma Partner organisation on a weekly basis to develop strategic goals, and create plans to carry them out. Consultancy forms the baseline of Atma's service offering; this hands-on, intensive support allows Partners to set big goals and achieve them.

Skilled volunteers

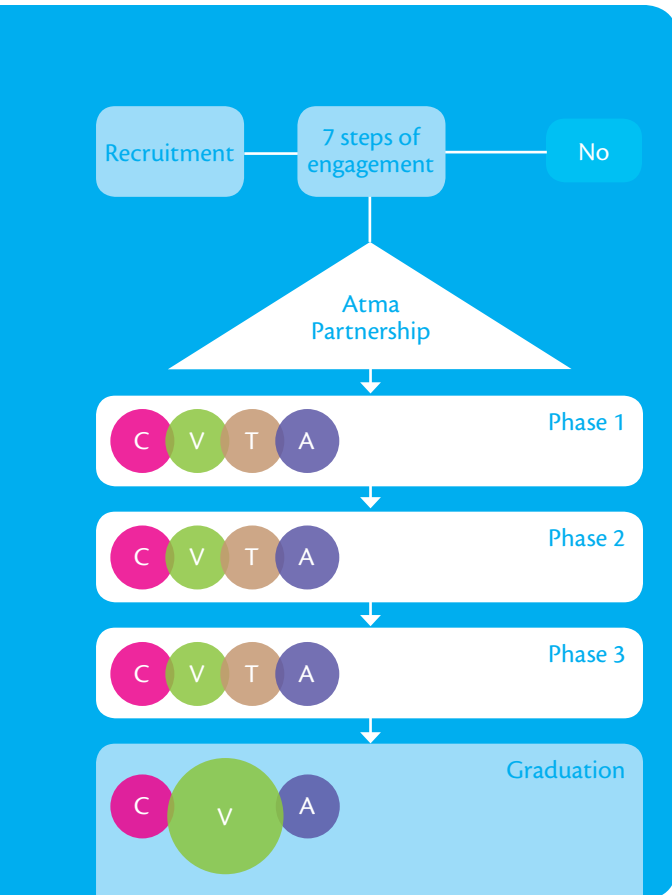
Because of resource constraints in time and expertise, NGOs can often benefit from additional support. Atma brings in skilled volunteers at an appropriate time to complete specific projects that will support the growth of an organisation. Volunteers have developed teaching curriculums, designed websites, planned marketing campaigns, developed fundraising strategies, created HR manuals, verified accounting processes, created videos and assisted in strategy planning for Atma Partners.

Training

Atma supports organisations in becoming sustainable. Building capacity within an organisation is part of this process. Atma offers workshops and trainings to Atma Partners, on a need basis. Examples of workshops and training subjects include budgeting, Excel and Tally, HR development, fundraising techniques, organisational culture and more.

Advocacy

Though working together in a common space, non-profit organisations can perceive that they are competing for resources and become detached from one another. Atma believes that communication and resource sharing between organisations will strengthen not only each NGO, but will change the norms for the development sector as a whole. Atma arranges opportunities for organisations to meet one another and work together.



Masoom

Partner since 2009

Masoom is a not-for-profit organisation that works to establish quality education in night schools. In order to achieve this, Masoom partners with night schools to facilitate the “Night School Transformation Program”. The program is a finite intervention process to create sustainable, self-sufficient schools that create quality education outcomes.

“Atma helps me to take a stock of things every week and follows up on issues identified. It is easy as a founder to get wrapped up in fire fighting. Atma helps to outsource responsibilities, allowing me to focus my energies on other aspects of the organisation.”

Nikita Ketkar, Masoom Founder

Atma 2011-2012 Key Outcomes:

1. Enabled Masoom to complete a governance and transparency evaluation
2. Assisted in outlining a volunteer program
3. Assisted Masoom in staff recruitment process, through developing job descriptions, posting vacancies, etc.
4. Completed annual financial projections and made investment recommendations
5. Established financial systems and internal monitoring structures in the form of bank reconciliation forms, year-end accounting forms, investment registers, etc.
6. Assisted in the development of an efficient administration system through creation of an annual planning calendar
7. Assisted the Resource Manager in developing a fundraising toolkit
8. Created a vocational training course database
9. Developed a placement organisation database after researching and contacting several corporate, non-profit and social enterprise agencies involved in job placements of youth with modest skill sets
9. Created a human resources policy manual
10. Assisted in developing a performance appraisal and evaluation system
11. Enabled Masoom to establish an online presence through social media and website up gradation and training of staff in utilising them as marketing tools

Atma Volunteers 2011-2012

- Karla Kevin
- Ravi Bagaria
- Anna Hankimaa
- Anushka Gole

About Masoom

www.masoomeducation.org

Founded as a society

Functioning since 2008

Partnership Outcomes





STUDYING After a hard day of work Masoom's night school students attend three hours of class every day

"It was a pleasure working with Anna. Her contribution to Masoom in terms of the HR manual, employee manual and centralised filing system is very significant towards our growth as an organisation. Despite the language barrier, we learnt a lot from her. We will miss her cheerful presence in our office."

Ganesh, staff member at Masoom



PHOTO Fahrinisa

VOLUNTEER SPOTLIGHT Anna Hankimaa

Anna Hankimaa from Finland was recruited by Atma to support Masoom's HR development. She was placed as a high level volunteer because of her strong and varied background experience. With an M.Sc in Economics and a degree in teacher education, Anna has worked in the corporate as well the education sector. To familiarize herself with Masoom's work, Anna began by updating their website and facebook page to gain a better understanding of the organisation. This insight helped her to approach the task of creating an HR system for Masoom. Inexperience in the development sector coupled with cultural differences made the project seem daunting to Anna at first. However, after many meetings with Lakshmi Jayakar (a devoted Masoom volunteer), Anna was able to gain a thorough understanding of the organisation. Working closely with the Masoom team helped Anna in developing several outputs which contribute to a holistic HR system. These are:

- Employee Handbook
- HR Policy and Process Documentation
- HR templates
- Induction Manual
- Job Descriptions and Key Result Areas for new recruits

Atma supported Anna's effectiveness as a volunteer for Masoom by providing sample HR manuals and templates from past volunteers, as well as supervision and guidance from Atma staff.

CHILDReach

Partner since 2009

CHILDReach is a school for children with learning difficulties ranging from dyslexia to dysgraphia and Attention Deficit Hyperactivity Disorder (ADHD). With a low student-teacher ratio and educational programs designed to suit individual learning needs, CHILDReach creates a holistic learning environment in which children with learning difficulties can excel. CHILDReach became an Atma Partner in May 2009. Children with learning difficulties are not necessarily underprivileged in the traditional sense of the term, but they are underserved; not given an equal opportunity to access quality educational offerings. In March 2012, Childreach concluded its Partnership with Atma after three years of collaboration.

Atma 2011-2012 Key Outcomes:

- Assisted in developing strategy for the counselling program
- Created marketing materials to promote the CHILDReach counselling program to external organisations and potential beneficiaries
- Developed an online presence through social media and blog posts
- Assisted in the development of strategy for the Mumbai Marathon and designing of promotional materials
- Documented the CHILDReach program model and processes
- Completed an analysis and evaluation of staff structure
- Assisted in the development of an efficient administration system
- Completed a research and strategy process to establish options and opportunities for CHILDReach in relation to the Right to Education Act, 2009.

VIBRANT CHILDReach's holistic education program creates a positive environment for students with learning disabilities



PHOTO Scott Clark

About CHILDReach

www.childreach.in

Founded as a society

Functioning since 1987

Partnership Outcomes



Legend

- | | |
|-----------------|---------------------|
| Marketing | Organisational Dev. |
| Finance | Governance |
| Fundraising | Program Dev. |
| Human Resources | Administration |

Childreach

Atma Volunteers 2011-2012

Emily Quinan

James Zhao

Margit Beekmans

Neha Kumthekar

"Initially I found that integrating into the Indian society was challenging, but in retrospect, going back home after such a rich volunteering experience was the most challenging."

James Zhao



VOLUNTEER SPOTLIGHT James Zhao

Having had previously volunteered with a number of organisations in Australia, James Zhao was looking to experience development work in a different country. Considering he was a law student, Atma placed James with CHILDReach to work on a research project focused on the Right to Education Act. The objective of this research project was to enable CHILDReach to make an informed decision with regard to long-term goals affected by the ratification of RTE.

Foundation for Mother and Child Health (FMCH)

Partner since 2010

The Foundation for Mother and Child Health (FMCH) provides preventive health and nutrition education to communities in Mumbai. Through FMCH's regular health clinics and other events like skits and performances, young mothers and children have access to medical interventions as well as nutritional education. FMCH became an Atma Partner in June 2010.

Atma 2011-2012 Key Outcomes

- Assisted completion of annual financial projections and organisational budget
- Defined roles of FMCH governing board
- Completed human resources policy manual
- Established staff training & development policy and system
- Developed administrative systems for Human Resource management
- Developed job descriptions for FMCH staff
- Trained and assisted FMCH successfully to design and implement fundraising event
- Developed effective marketing material
- Facilitated process of defining an appropriate and functional organizational structure
- Established online presence of organisation

FMCH Through 3 intervention sites FMCH reaches out to over 1000 mothers and children



PHOTO: Cory Goldberg

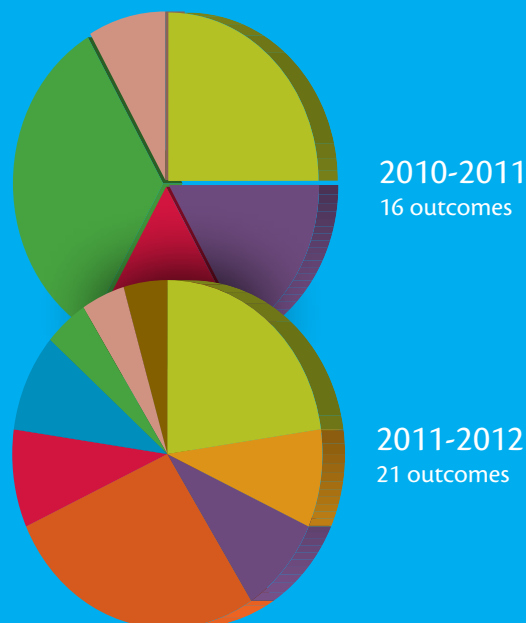
About FMCH

motherandchildhealth.wordpress.com

Founded as a registered trust

Functioning since 2010

Partnership Outcomes



Legend

- | | |
|-----------------|---------------------|
| Marketing | Organisational Dev. |
| Finance | Governance |
| Fundraising | Program Dev. |
| Human Resources | Administration |
| | Monitoring/Eval. |

"Atma's effectiveness comes from their equitable approach, where the partner organization is always given multiple options instead of a consultant-like top-down approach."

Piyasree Mukerjee, Executive Director FMCH

FMCH

Atma Volunteers 2011-2012

Katerina Hladky

Tara Humphries

Elise Divoux

"Atma has given me a huge gift by introducing me to FMCH. This is an organisation I have learnt a great deal from and would like to be affiliated with for the rest of my life. I have also seen the positive impact that Atma has had on FMCH as a partner organisation through their support and guidance and am grateful to be associated with Atma as well."

Tara Humphries, now a member of the FMCH
Managing Committee



VOLUNTEER SPOTLIGHT Tara Humphries

With a Bachelors in Social work and Masters in Sociology, Tara Humphries (USA) has had the opportunity of working with several NGOs in India. While many of her volunteer experiences were enriching she realised that volunteer time is often undervalued. She was drawn to Atma because of its professional volunteering program. As an Atma volunteer, Tara was placed with the Foundation for Mother and Child Health and worked on several different areas of organisational development such as marketing, administration and fundraising. The time needed for projects, collaborations and programs to evolve is something she found particularly challenging.

Avanti Fellows

Partner since January 2012

Avanti Fellows is an NGO that aims to support students from low-income homes and allow them the access and opportunity to study at India's best undergraduate institutes. Avanti engages over 150 student volunteers in 7 cities across India who work together to find, train and mentor bright students. This training and mentorship process allows some of India's brightest disadvantaged students to clear competitive entrance exams and succeed during their time in college.

Atma 2011-2012 Key Outcomes

- Developed effective marketing material in the form of a brochure for mentor recruitment
- Assisted in documentation of program model through creation of an Avanti Fellows Chapter Functioning document
- Created an Introductory handbook for mentors

MENTORING Often first generation college aspirants, Fellows require guidance and mentoring to prepare for competitive entrance exams

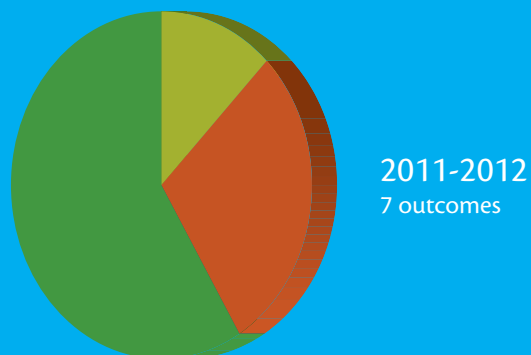
About Avanti Fellows

www.avantifellows.org

Founded as a trust

Functioning since 2010

Partnership Outcomes



Legend

- Marketing
- Human Resources
- Program Dev.



PHOTO Chris Smith



PHOTO Katie Mackay

“Our association with Atma has been immensely rewarding. The Atma team’s infectious energy rubs off on our team and they have provided us access to motivated, high quality volunteers.”

Krishna Ramkumar, Co-Founder, Avanti Fellows

ATMA VOLUNTEER 2011-2012 Jason Tavares

Jason Tavares, a trained psychologist, came to volunteer with Atma from Australia. During his 5 month volunteership, Jason primarily worked with Avanti Fellows. He was delegated the task of designing, developing and implementing a program for the mentors and managers of mentors with a focus on best practices for these roles.

About his volunteering experience with Avanti Fellows, Jason said, “The Avanti Fellows team is an extremely inspiring group of people. They manage to always be in the midst of significant positive organisational change and development which coupled with their enthusiasm is fantastic. Although this is a highly clichéd statement within the development sector, seeing Avanti’s passion and drive from the founders down to the staff and volunteers was extremely refreshing. I would also like to mention that even though I did not have direct involvement with the Avanti fellows I really enjoyed sitting in on their mentoring sessions. I was moved by not only the fellows’ ambition and the fact they had a pathway to achieve it but also by how patient their mentors were with them.”

Jason’s work documented the Avanti Fellows mentorship model in the form of a Mentor handbook, mentoring session journal, Mentor-Fellow interaction log, and an induction training package.

Apne Aap Women's Collective (AAWC)

Partner since January 2012

Apne Aap Women's Collective (AAWC) was founded in 1998 to bring empowerment, education and opportunity to a very isolated and under-served section of society: women in brothel-based prostitution and their children. AAWC became an Atma Partner in January 2012. AAWC is working towards preventing Second Generation prostitution through education and community development. They run three unique programs in Mumbai's red-light districts, all of which support the holistic education and development of women prostitutes and their daughters.

Atma 2011-2012 Key Outcomes

- Completed evaluation of Monitoring and Evaluation systems used by AAWC
- Documented AAWC night shelter program model
- Assisted in development of a career guidance program through research and meetings with various placement and vocational training organisations
- Developed a vocational training database and career fair process document

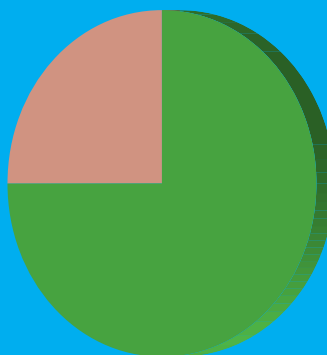
About AAWC

www.aawc.in

Founded as a trust

Functioning since 1998

Partnership Outcomes



2011-2012
4 outcomes

Legend

- Program Dev.
- Monitoring/Eval.

AAWC

Atma Volunteers 2011-2012

Priyanka Karandikar

Anushka Gole



PHOTO Fahrinisa

SHELTER AAWC's night shelter provides a safe and protected environment to children from Kamathipura

"AAWC has hit the nail on the head by focusing on education, financial independence and empowerment for the women and their children."

Priyanka Karandikar

VOLUNTEER SPOTLIGHT Priyanka Karandikar

A Masters graduate in Public Health from Boston University, Priyanka applied to the Atma Volunteer Program to gain an understanding of the development sector in India, specifically in Mumbai. She was keen to apply her research and evidence-based learning to a real-life scenario. Priyanka was placed with Apne Aap Women's Collective to document their night shelter program at Kamathipura. Priyanka started her work by interviewing staff at the shelter to understand the program. Over a period of four months, through meetings and personal interviews she documented details of how the centre started, was set up and how it currently runs. Documentation of the night shelter program, Udaan, will allow AAWC to replicate it effectively. About her volunteering experience, Priyanka says, "I think I am just so much more thankful for my family and everything else I have in life after this experience. I will never forget this and would not want to either. My so called 'problems' seem minuscule compared to what these women have to endure. I think Atma and AAWC are doing great work and I am really grateful that I had this opportunity to work with AAWC."



PHOTO Bronwyn McBride

RECOGNITION Priyanka receives her volunteer certificate from Mary Ellen Matsui, Executive Director

Reality Gives

Partner since 2009

Reality Gives works to provide educational opportunities for both children and young adults within the Dharavi community. The Reality Gives Youth Empowerment Program provides courses for young adults on computer basics, soft skills and spoken English. Reality Gives is the sister project of the ethical tour company Reality Tours and Travel, and became an Atma Partner in June 2009. Reality Gives' strength is their connection to and understanding of the Dharavi community, and they have designed their educational programs based on the needs and feedback from the community.

Atma 2011-2012 Key Outcomes

- Assisted completion of organisational strategy planning process
- Worked closely with the Reality Gives team to develop a new organisational vision and mission
- Supported recruitment and induction process of new staff members
- Assisted design and implementation process of fundraising strategy for the Reality Gives Connections Project
- Worked with RG to help develop their online communications strategy
- Facilitated the re-development of soft skills program curriculum
- Assisted in development of a career guidance program through research and meetings with various placement and vocational training organisations
- Developed a vocational training database and career fair process document
- Supported the process of compiling of a human resource policy and staff handbook
- Conducted a goal setting workshop, enabling Reality Gives to complete strategic planning for their Monitoring & Evaluation system

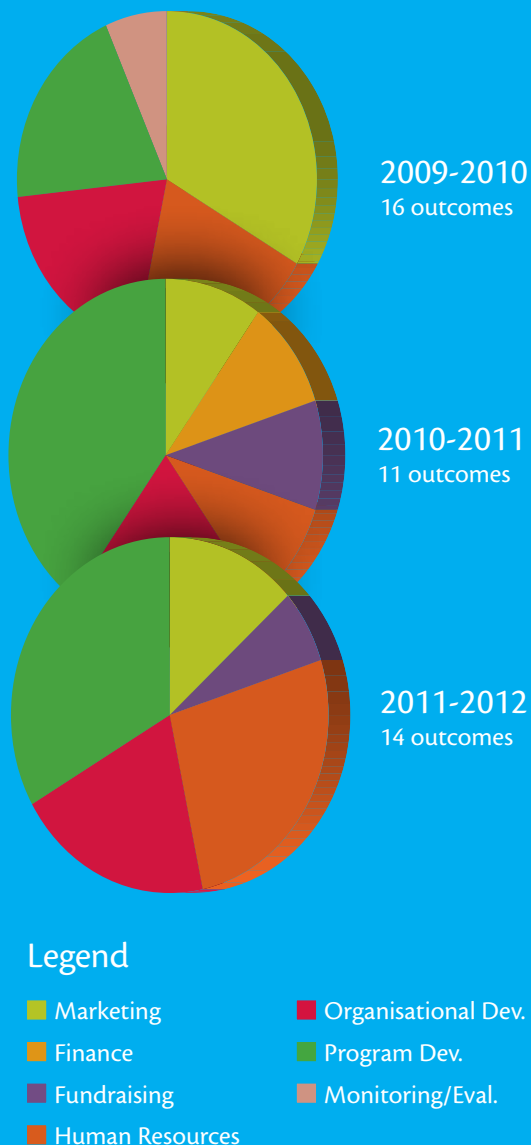
About Reality Gives

www.realitygives.org

Founded as a society

Functioning since 2009

Partnership Outcomes



Reality Gives Atma Volunteers 2011-2012

Ravi Bagaria
Karla Kevin
Andy Johnson
David Norris
David Stevens
Anushka Gole

“David helped the YEP formalize how it structures its soft skills lessons. He developed a clear way to communicate lesson content to our instructors, but in a way that still gives them freedom to add their own unique perspective and ideas to each lesson. In this way we are developing soft skills content that can be communicated to and used by other organisations, but we are also leaving room for ongoing quality improvement based on instructor knowledge and experience.”

Summer Starr, Executive Director*, Reality Gives

* Summer Starr started 2011-12 as the Partnerships Director at Atma and became Executive Director at Reality Gives in December 2011



VOLUNTEER SPOTLIGHT David Stevens

Consultant and Instructional Designer David Stevens chanced upon a volunteering opening with Atma and decided to apply as the project focussed on his area of expertise- curriculum design. During the volunteering, David worked closely with Atma and Chris Way (co-founder, Reality Gives) on developing curriculum for the Youth Empowerment Program (YEP). Initially working remotely from Singapore, David reviewed the existing curriculum before travelling to Mumbai to learn more about the students and the program. He then developed a teacher workshop and a series of lessons for the YEP.

Of his experience David says, “My interaction with people at Atma and Reality Gives could not have been better. Despite having lived in Asia for 20 years, India still came as a shock but all the people I interacted with were kind, thoughtful and helpful, making it easier to deal with the culture shock. The multicultural and positive environment at Reality Gives was wonderful to see and I think the world needs more of this!”

Atma Graduated Partners

MUKTANGAN The Atma-Muktangan partnership enabled Muktangan to transform from a small family trust into the professionally run organisation that it is today. Through the Atma intervention Muktangan has been able to realise a greater impact on students, teachers and the community at large.

Atma's partnership with Muktangan since 2006 has been critical in terms of building capacity, developing strategies & processes and creating a professional culture. This partnership has been invaluable providing a solid foundation for Muktangan's sustainability in the future. Sunil Mehta, Managing Trustee, Muktangan

NARESHWADI Nareshwadi Learning Centre (NLC) is comprised of the Leelaben Kotak Primary School, the K.J. Somaiya High School, a vocational education and training centre, and student residences. Located in Dahanu Taluka, the centre primarily caters to five hundred students belonging to tribal communities from around the vicinity. Nareshwadi sits on an 11-acre campus, about 130 km from Mumbai in the Indian state of Maharashtra. It is the sole project of the Girivanvasi Educational Trust. Nareshwadi's partnership with Atma produced several outcomes that helped in their organisation's development and overall sustainability.

MUMBAI MOBILE CRECHES Mumbai Mobile Creches (MMC) supports the health, education and safety of children living on construction sites throughout Mumbai. MMC sets up classrooms on construction sites to serve the children of migrant labourers, who grow up on construction sites and rarely have the opportunity to attend school or enjoy the other facets of a regular childhood. Mumbai Mobile Creches' mission is to promote "child-friendly" construction sites where every child living on a construction site is safe, healthy and educated, and able to enjoy their childhood. Through its volunteers and staff Atma supported MMC in various aspects of organisational development-from program documentation to fundraising and strategic planning.

Currently in its 40th year, Mumbai Mobile Creches has reached over 1,50,000 children through 30 centres. While their focus remains on child care, MMC has strengthened their advocacy work in order to address the myriad of socio-economic challenges faced by children and families on construction sites.

CHIP CHIP works with BMC schools in Mumbai to provide educational offerings that serve the holistic development of every child. Within the BMC structure and based on the needs of the specific schools and students, CHIP intervenes in the areas of the classroom environment and educational offerings.

Atma has four Graduated Partners, innovative educational NGOs that have gone through the entire Atma Partnership Process.

MUKTANGAN www.muktanganedu.org

NARESHWADI www.nareshwadi.org

MUMBAI MOBILE CRÈCHES
www.mumbaimobilecreches.org

CHIP www.chipmumbai.org

"When I joined MMC, I did not have too much support. Lee Bolding & consequently Atma became a sounding board, a support and a great friend."

Devika Mahadevan, Former CEO, MMC



PHOTO Fahrinisa

CHIP A transformational education program aims to improve the quality of education within BMC schools

"CHIP is where they are today because of their commitment to education and to the beneficiaries they serve. We are so proud to call them an Atma Graduated Partner."

Mary Ellen Matsui, Atma Executive Director and the first Atma Volunteer at CHIP

Learn more

To learn more about Atma's current volunteer opportunities, visit us at www.atma.org.in/volunteer

Over the last year, Atma had the privilege of hosting 29 volunteers from 8 countries.

Atma Volunteer Program

Volunteering is one of the four key services of the Atma Partnership Program. Atma volunteers contribute to the organisational development of Atma Partner Organisations.

Atma matches the interest, motivation and expertise of each volunteer to a specific project that has concrete, measurable outcomes. Each volunteer's role is tailored to the applicant. Well-defined volunteer roles ensure an extremely meaningful experience for the volunteer and significant impact for the Atma Partner.

Atma volunteers work either as consultants or as interns. They come from Mumbai, India, and around the world.

Atma Consultants:

- have years of professional experience
- help to lead the Atma Partner organisation
- work directly with the management of Atma, the Atma Partner and external consultants

Atma Interns:

- are generally students or recent graduates
- are facilitated by Atma and the Atma Partner
- use their Atma volunteerships to fulfill course requirements

Internal Volunteers

Karla & Ravi

Steve Payne

Jacob Avis

Katya Ponkratova

Dave Bushell

Amie Peiris

Mamatha Prasad

Mark Bell

Barbara Irizarry

Rasika Mandke

Internal Volunteers work on projects with Atma helping us advance projects and our own organisational development.



Fundraising & Financials

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PHOTO Cory Goldberg

AN OLD STANDBY Sunil Mehta of Muktangan talks about the Atma-Muktangan Partnership at Atma's 5th Anniversary event

Fundraising

During 2011-12 Atma raised Rs. 34, 86,000. Atma would like to recognize some significant people who contributed towards Atma's work. Atma had 64 donors who donated between INR 500- 4999 Atma had 26 donors who donated between INR 5000-9999 Atma had 52 donors who donated between INR 10000-25000

Atma received notable contributions of over INR 1 lakh from each of the following donors and organisations:

- Mr. Ramesh Modi & PB Modi Education Trust
- MSD Pharmaceuticals
- Blue Frog Media Pvt. Lt
- Paragon Properties Pvt. Ltd.
- Dow Corning
- United Way of Mumbai for their facilitation of the Mumbai Marathon donations

Some further significant donors are:

- Christopher Spelman
- Deepak Thakuraney
- Mangala & Ashok Chandavarkar
- Nikhil Masurkar
- Adani Group
- Cathay Pacific
- TA Associates & Mr. Naveen Wadhera
- Mumbai Marathon

In 2012, the marathon generated a whopping Rs. 16.07 crores for 179 NGOs from Mumbai and across the country. Over the past 12 years, the Marathon has grown into a fantastic event for NGOs, corporates and individuals to come together towards creating social impact. For Atma and Atma's corporate partners, the Mumbai Marathon provides a fantastic branding and co-branding opportunity. The Atma Mumbai Marathon Team had an incredibly successful year, raising a total of INR 24, 17,493 towards Quality Education. Mumbai Marathon Corporate Challenge Teams: Accurex Biomedical & Mr. Abhinav Thakur - INR 2,25,000* Air Mauritius & Mr. Vinit Gupte - INR 2,25,000* MSD Pharmaceuticals Pvt. Ltd. - INR 3,50,000** these donations are noted in the Atma Accounts disbursed by United Way of Mumbai for the year 2012 Mumbai Marathon, with an INR 25,000 and 35,000 (MSD Pharm.) deduction for United Way administration fees.

2012 Standard Chartered Mumbai Marathon Team

Atma hosted over 80 individual runners.

A total of 113 employees participated from the following corporate companies:

- Dow Corning for the 3rd year with Atma
- Cathay Pacific for their 2nd year with Atma
- MSD Pharmaceuticals for their 2nd year with Atma

Atma would also like to acknowledge our top pledge raisers:

- Mr. Ameya Chandavarkar: INR 2,10,000
- Mr. Bhavesh Parmar: INR 48,260
- Mr. Mark Bell: INR 36,000

If you are interested in contributing to the 2013 Atma Marathon Campaign, write to us at: marathon@atma.org.in

TEAMWORK Cathay Pacific supported Atma at the Mumbai Marathon 2012 for the second year running



PHOTO Rob Katz

Our Supporters

Air Mauritius
Accurex Biomedical
MSD Pharmaceuticals
Cathay Pacific
Laxmi Enterprises
Kiran Medical
Dow Corning
Google AdWords
D. N. Kanabar and Associates
HNH!digital
Paragon Charitable Trust
S. D. Medadkar & Co.
Salesforce

Networks and Alliances

Whiteboard
Samhita
Ketto
Guidestar India
American Women's Club
American School of Bombay
International Fundraising Chapters:
Atma Netherlands
Atma Canada
Atma Australia

Financials

Atma Education Balance Sheet as of March 31, 2012

Funds and Liabilities	INR	Property and Assets	INR
Total funds or corpus		Investments	
Balance as per last balance sheet	3,000	Investments in fixed deposits	1,715,115
Other earmarked funds		Advances	
Reserve Fund	1,718,703		
Income and expenditure account		Cash and Bank Balances	
Balance	660,499	In savings account, HDFC Bank	951,963
For the year	469,468	Cash in Hand	234
Liabilities		Fixed Asset	
		Additions during the year	137,000
		Less: Deletion during the year	67,800
		Depreciation upto the date	69,200
Total	2,851,670	Total	2,851,670

Atma Education Income and Expenditure account for the year ending on March 31, 2012

Expenditure	INR	Income	INR
To establishment expenses	548,935	By interest	
To depreciation	67,800	– On bank account	
To amount transferred to Reserve or specific funds	745,000	Fixed deposit with banks	75,872
Expenditure on Object of the Trust		Bank accounts	29,965
(b) Educational	1,751,609	Donations in cash	3,451,825
To surplus carried over to the balance sheet	469,468	Income from other sources	25,150
Total	3,582,812	Total	3,582,812

Receipt and payments statement available at atma.org.in

Auditor's Report

We have audited the attached Balance Sheet. of "Atma Education" as at 31st March 2012 & also the attached Income & Expenditure Account for the year ended on that date annexed thereto. These financial statements are the responsibility of the Trust committee. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those Standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

1. We have obtained all the information and explanation which to the best of my knowledge & belief were necessary for the purpose of the audit.
2. In our opinion, proper books of accounts as required by The Bombay Public Trust Act, 1950 and Rules there under and Bye-Law of the Trust have been kept by the trust which give all information required by the Act and in the manner so required.
3. The Balance Sheet and the Income and Expenditure Account dealt with by this report are in agreement with the Books of Accounts of the trust.
4. In our opinion and to the best of my information and according to explanation given to us, the said accounts give all the information required by The Bombay Public Trust Act, 1950 and Rules therein in the manner so required and give a true and fair view :
 - i) In the case of Balance Sheet of the state of affairs of the Trust as at 31st March, 2012.
 - ii) In the case of Income and Expenditure Account of the excess of Income over Expenditure of the Trust for the year ended on that date.

Place: Mumbai
Date: 6th August, 2012



For D.N. Kanabar & Co.
Chartered Accountants
FR. No. 104698W

Proprietor
Deepak Kanabar
Mem. No. 041157

Accountability Measures

This information is provided to maintain a transparent organisation in compliance with laws and regulations in addition to standard accountability norms, and to give the reader an understanding of our organisational structure and functioning.

Identity

Atma Education is registered under the Bombay Public Trusts Act (1950) no. E-24614

Atma Education is registered under section 80G of the Income Tax Act, 1961 no. AAB TA 9802H valid until March 31, 2012

FCRA

Atma has FCRA registration
FCRA A/c No. 02911170000017

Registered address

82-B Anita, B-Hire Marg, Mumbai 400006

Financial details (Banking & Auditor)

HDFC Bank, Express Towers, Nariman Point Mumbai, Account No. 02911450000029

Auditor — DN Kanabar and Co. 404, Maker Chambers 5, Nariman point, Mumbai 400022

Details of Board Members (as on March 31, 2012)

NAME	GENDER	AGE	OCCUPATION	COMPETENCY	MTGS
Rahul Sood	Male	60	Professor (retired)	Management	4
Mahesh Rathod	Male	43	Business Development	Fundraising	4
Naresh Kriplani	Male	65	Consultant	Management	4

Notes on board

- No board member is related to another
- No board members were added in the past financial year
- Board rotation policy exists but is not yet applicable
- In 2011-2012, the board met four times
- No board member received remuneration of any kind, including travel, from Atma Education
- The board approves programs, budgets, annual activities and audited financial statements and ensures Atma's compliance with laws and regulations

Atma's Organisational Structure



Staff Details

Salary per month before taxes	No. staff - sex (M/F)	Months service in 2011-2012
> INR 30,000	1- Female	1 month
> INR 30,000	1- Female	3 months
> INR 30,000	1- Female	4.5 months
> INR 15,000	1- Female	12 months
> INR 15,000	1- Female	12 months
> INR 15,000	1- Female	12 months
> INR 15,000	1- Male	4 months
TOTAL	7 individuals over 1 year	

The Atma staff records above detail the time periods of work for each individual staff member during the 2011-2012 financial year.

For Quality Education

Atma is ready to create a deeper impact in the education sector and is undertaking an ambitious expansion plan. Currently serving 6 active Atma Partners, we aim to increase our reach to 20 Atma Partners by March 2013. Expanding our partnerships from 6 to 20 in the next year will allow us to establish proof of scalability.

We count on your support to develop our programs and make a real impact in the lives of children and young adults across Mumbai. There are several ways for you to help make Atma's vision of Quality Education for all children a reality.

Donate

ATMA MONTHLY GIVING The Atma Monthly Giving Program allows you to make a commitment for a monthly donation in an increment of your choice. Funds directed to the Atma Monthly Giving Program go directly to support Atma's partnerships.

All donations made to Atma receive an 80G tax certificate. Cheques should be made in favour of 'Atma Education.' Learn more about donating at Atma at www.atma.org.in/donate

Atma has FCRA registration and can accept foreign contributions in all currencies. Our FCRA A/c No. 02911170000017

Volunteer

Volunteers provide the necessary energy, skills and time to complete projects on behalf of Atma and our Partners, essentially acting as a driving force for our programs. Atma volunteerships are project-focused, professional development opportunities that allow volunteers to make a direct impact and gain a true understanding of the NGO sector in India.

Learn more about Atma volunteerships at www.atma.org.in/volunteer

Engage

There are many ways of engaging with our organisation:

- Join our facebook page at www.facebook.com/atma.org.in
- Follow us on Twitter @Atmatweet
- Visit us at www.atma.org.in
- Run on behalf of Atma and of Quality Education in the Mumbai Marathon. For more information on running for Atma in the Mumbai Marathon, email: resources@atma.org.in



PHOTO Katie Mackay

SITE VISIT Atma supporters hear firsthand about Atma's work from Partners and Volunteers

"Atma's approach to the issue of Quality Education is completely innovative. By taking a more macro view, Atma has positioned itself to bring change in our focus area of Quality Education as well as the development sector as a whole. It is an exciting and dynamic organisation to be a part of. I am excited to see what the future holds for Atma as it continues growing and expanding its mission."

Mary Ellen Matsui, Executive Director



A T M A

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Khar (West)
Mumbai 400052

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contact@atma.org.in
www.atma.org.in

Registration no. E24614
Donations accepted in INR only