



Future of Impact

A COLLABORATIVE

Case study



Problem

The United Nations Development Programme (UNDP) estimates that 260 million people in India (report) will be back in poverty by 2020. This will set development efforts back by nearly a decade (271 million people who left poverty between 2006 and 2016).

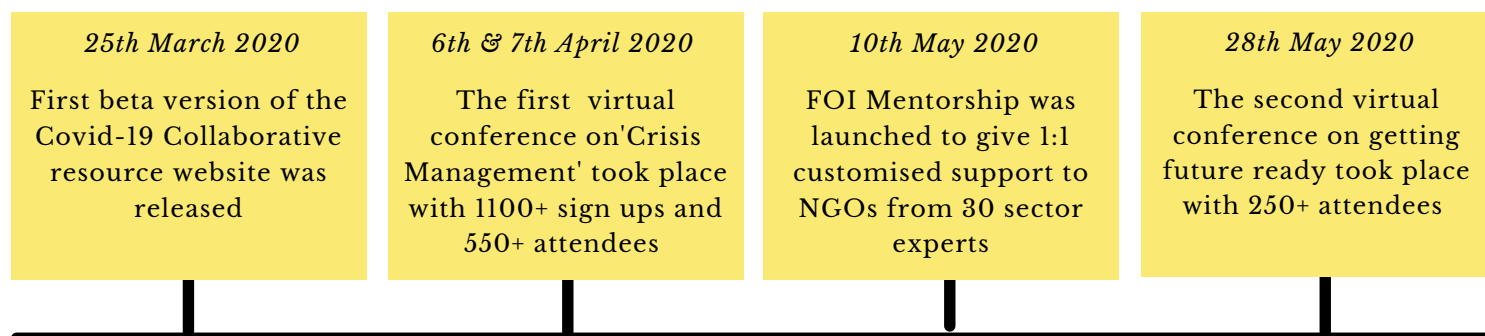
During the crisis, NGOs have stepped in to fill gaps in government aid to help with food shortage, health care provision, and the migrant crisis in India. The Supreme Court of India acknowledged NGOs in the country for their work during the pandemic, stating “Non-governmental organisations coming forward to help the migrant workers and to fight the pandemic and extend help by providing food, water, and transportation at their cost which deserves all appreciation”.

Yet NGOs themselves are in trouble. Based on the crisis management conference FOI Collaborative organised on 6th and 7th of April 2020, 65% of NGOs present did not have funds to last more than 6 months and 73% of NGOs predicted that it would take more than 12 months to recover from the economic impact wrought by the pandemic. We also learned that more than 50% of the NGOs who attended the conference, had not conducted any risk assessment. As the pandemic is affecting all sectors, the funding for NGOs is reduced. According to early research by FSG into the state of funds available to NGOs showed that “more than 80 percent” of CSR heads said that “their funding for traditional CSR activities (or non-COVID-19 work) would decrease”.

To provide this crucial customised and dynamic support to NGOs, we formed the Future of Impact Collaborative.

Solution

Atma along with ATE Chandra Foundation and Bridgespan began to bring together resources from across the sector to support NGOs in understanding and managing the organisational risks during a pandemic



Based on the success of these initiatives, Atma convened the participating intermediary agencies to form the “Future of Impact (FOI) Collaborative”. The purpose of the FOI Collaborative is to ensure that any NGO that needs sector-specific expert support can get it through our easy-to-access low-cost channels.

The FOI Collaborative was co-developed by the members and include four channels:

- The FOI Collaborative Website
- Quarterly conferences
- Monthly Master Classes
- Ongoing Mentorship

These channels were designed to provide:

- Urgent responses to the emerging needs of NGOs
- Customised support for NGOs in the form of Masterclasses and Mentorships
- Practical information and support applicable to the NGOs' day to day realities

Impact so far

Mentorship

92

mentorships completed

23

mentors from 7 agencies are providing tailored support to address organisations most pressing issues. 10% of NGOs have reached out for second round of mentorships.

96%

of the mentees who completed the mentorship programme said they will be implementing the changes/strategies that were shared with them during the programme

Case study on mentorship support provided in Fundraising

Case study on mentorship support provided in communications

Impact of the collaborative

400+

NGOs have participated in events hosted by the Future of Impact Collaborative, with 30+ organizations attending multiple events

80%

of the participants (attendees/mentorship pairs) agreed that the conferences/Masterclasses/Mentorship provided them with knowledge that they didn't have earlier.