

Atma's Report  
for  
The Future of Impact Collaborative  
(October 2020-September 2021)



A T M A

**Future of Impact**  
A COLLABORATIVE



**Atma**

Trust (under Bombay Public Trusts Act (1950)

Registration Number: No. E- 24614

PAN: AABTA9802H

12A: No.41578

80G: DIT (E)/MC/80G/224/2009-10

FCRA Number: 083781317

[Facebook](#) | [LinkedIn](#) | [Website](#)

**Prepared By:** Sneha Arora, Devina  
Nigam, Astha Agrawal

**Date:** 29th November, 2021



A T M A

# Contents

**About the Future of Impact Collaborative**

**Annual Progress Summary**

**Half Yearly Progress Summary - H1, H2**

**1. Conferences**

**2. Masterclass**

**3. Mentorship**

- Updates on the Mentorship Programme
- Case Study 1
- Case Study 2

**Impact of the Collaborative**

**Needs Assessment**

**Key Reflections**

**Participants Speak**

**FoI's Geographical Reach**



# About the Future of Impact Collaborative

At the start of the Covid-19 crisis, in collaboration with other sector intermediaries, Atma launched the [Future of Impact Collaborative](#) (FoI). The purpose was to enable information sharing on the “on-ground situation” and provide NGOs with the tools to respond urgently to the unfolding crisis. Since then, we have transitioned our support to ensure that NGOs are able to overcome their short-term challenges and prepare for the medium to long term challenges as part of an uncertain future.

The FoI Collaborative brings together social sector intermediaries from diverse areas of expertise to ensure that all NGOs across the country have access to the tools and expertise that they need. These intermediaries are our “members” and have contributed about 2450 hours of support over the past one year in the form of:

- Conferences
- Masterclasses
- Mentorship

The curators and facilitators of this platform are:



The platform is supported by:



# Annual Progress Summary

Outputs achieved from October 2020 - September 2021



At the start of the Covid-19 crisis, in collaboration with other sector intermediaries, Atma launched the [Future of Impact Collaborative](#) (FoI). The purpose was to enable information sharing on the “on-ground situation” and provide NGOs with the tools to respond urgently to the unfolding crisis.

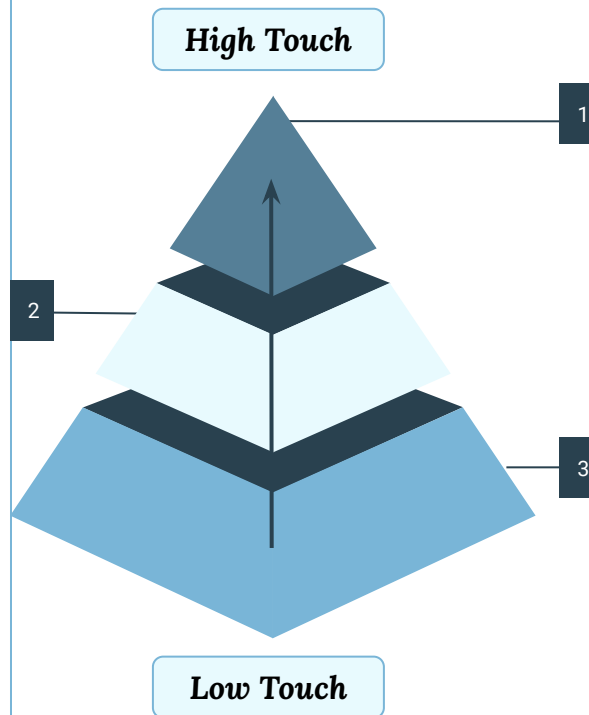
The **Future of Impact conferences** are curated, leveraging experts across the sector to support NGOs with sectoral/organisational challenges such as programme strategy/implementation, communications, financial sustainability, fundraising and talent.

The **Future of Impact masterclasses** are experiential in design, with opportunities for peer learning and capacity building. Masterclasses are small with a maximum participation of 20-25 to ensure each NGO voice can be heard and ideas can be freely discussed.

The **Future of Impact mentorship** is an opportunity for us to enable 200 organisations to engage with experienced consultants from the industry and receive support across various functional areas. Mentors work alongside NGO leaders to guide them on specific challenges.

## 7 Monthly Masterclasses

- 1) **FCRA Amendments** and de-risking measures for NGOs by Aria CFO Services- **21** attendees
- 2) **Preparing to Scale through Partnerships** by Sahayog Foundation- **19** attendees
- 3) **Concurrent Monitoring and Evaluation** in times of pandemic by Sattva Consulting- **19** attendees
- 4) **Building Corpus for sustainability** by Centre for Advancement of Philanthropy- **26** attendees
- 5) **Mental Health** in the workplace by Lamia Bagasrawala- **68** attendees
- 6) **Technology solutions** for social impact by Dhvani RIS- **53** attendees
- 7) **Technology for Social Sector-Exploring Otter** by Tech4Good Community- **46** attendees



## 138 Individual Mentorships

# of NGO sign ups - 285  
# of mentors - 24

## 4 Quarterly Conferences

- 1) 'Get Future Ready' Conference 2- **60+** attendees
- 2) 'Get Future Ready' Conference 3- **180+** attendees
- 3) 'Get Future Ready' Conference 4- **92+** attendees
- 4) 'Get Future Ready' Conference 5- **93+** attendees (concluding conference in October)

# Half Yearly Progress Summary (H1)

Outputs achieved from October 2020 - March 2021

## Milestones achieved prior to October 2020 (FoI formalisation)

**Crisis Management Conference-** 6th & 7th April, 2020

**Participants-** 1,110+ sign ups and 500+ attendees

**In partnership with-** The Bridgespan Group, Arthan Careers, Sattva Consulting, SGA Advisors, Aria Advisory, Acumen and Dasra

Through the collaborative, we have supported **700+** organizations till date.

**'Get Future Ready' Conference 1-** 28th May 2020

**Participants-** 400+ sign ups and 250+ attendees

**In partnership with-** Sahayog Foundation, Subu & Rakshit, Sattva Consulting

**Mentorship Programme:** The Future of Impact Collaborative took the initiative to mobilise a network of people who can provide support to NGOs in key challenge areas. Prior to October 2020, we provided mentorship services to **98 NGOs out of which 51 NGOs have completed mentor interactions.**

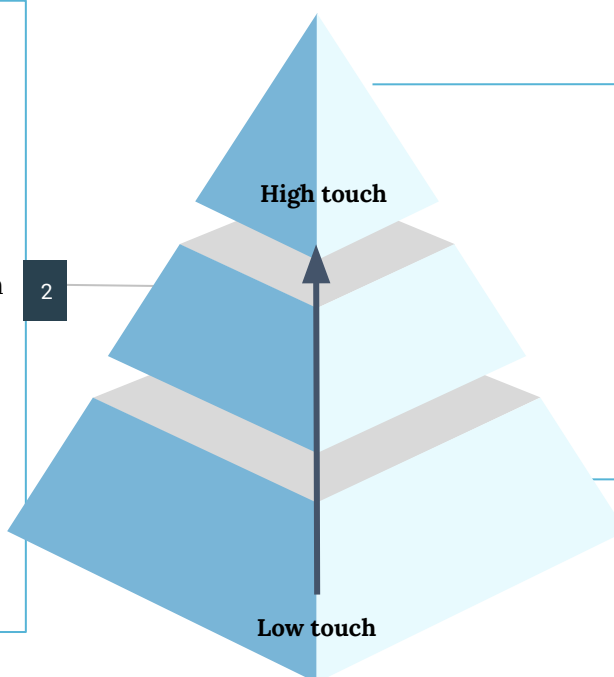
## October 2020 - March 2021

### 3 Monthly Masterclasses

1) FCRA Amendments and de-risking measures for NGOs by Aria CFO Services (13th Oct'20) - **21** attendees.

2) Preparing to Scale through Partnerships by Sahayog Foundation (19th Dec'20) - **19** attendees

3) Concurrent Monitoring and Evaluation in times of pandemic by Sattva Consulting (28th Jan & 11th Feb) - **19** attendees.



### 101 Individual Mentorships

1 Total sign-ups - **231**  
NGOs matched with mentor - **195**

### 2 Quarterly Conference

'Get Future Ready' Conference 2- 4th and 5th November  
Participants- 100+ sign ups and **60+** attendees  
  
'Get Future Ready' Conference 3 - 24th and 25th Feb 2021  
Participants- 350+ sign ups and **180+** attendees

# Half Yearly Progress Summary (H2)

Outputs achieved from April 2021 - September 2021

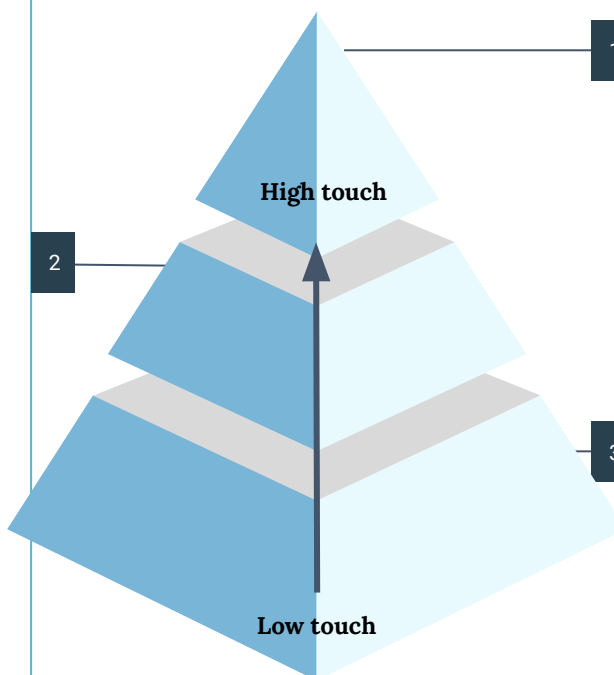
## 4 Monthly Masterclasses

1) Building Corpus for sustainability by Centre for Advancement of Philanthropy (15th April, 2021) - 26 attendees.

2) Mental Health in the workplace by Lamia Bagasrawala (6th and 13th May, 2021) - 68 attendees.

3) Technology solutions for social impact by Dhvani RIS (5th August, 2021) - 53 attendees.

4) Technology for Social Sector-Exploring Otter by Tech4Good Community (9th September, 2021) - 46 attendees.



## 37 Individual Mentorships

Total sign-ups - 54

NGOs matched with mentor - 48

## 2 Quarterly Conference

'Get Future Ready' Conference 4 - 29th-30th June, 2021

Participants- 163 sign ups and 92 attendees

'Get Future Ready' Conference 5 - 7th-8th October, 2021

Participants- 108 sign ups and 93+ attendees

## Highlights for the 2nd half of the year

- Through the collaborative, we have been able to establish over 600 engagements with NGOs across all three interventions
- 100% of the participants across all Masterclasses felt objectives of the sessions were met
- Participants have found the strategies/ learnings/ tools useful for their organisations
- Between April 2021-September 2021, we have provided mentorship services to **37 NGOs out of the 54 NGOs that signed up**. We had a much lower dropout rate compared to the first half of the year

The Future of Impact conferences are curated, leveraging experts across the sector to support NGOs with sectoral/organisational challenges such as programme strategy/implementation, communications, financial sustainability, fundraising and talent.

## Conference 3 Details (November 2020)

*\*Please note that conference 1 and 2 were conducted prior to Oct 2020 (FoI formalisation)*

<b>Title</b>	Get Future Ready conference (Part 2)
<b>Objective</b>	The 'Get Future Ready' 2 conference was curated, leveraging experts across the sector to support NGOs and help organisations to practically prepare for the upcoming fiscal year.
<b>Date</b>	4th & 5th November, 2020
<b>No. of Attendees</b>	60+
<b>Sessions</b>	<ul style="list-style-type: none"> <li>• Session 1: <b>Weathering the Storm - Economic Forecast for FY22</b> by Mary Ellen Matsui, Atma &amp; Jitendra Gohil, Credit Suisse</li> <li>• Session 2: <b>Managing performance &amp; Team</b> by Mridhula &amp; Radhika Jajoo, Arthan Careers</li> <li>• Session 3: <b>Funding social impact amidst a pandemic</b> by Poonam Choksi, ATE Chandra Foundation, Shashank Rastogi, The Bridgespan Group &amp; Sheena Gandhi, Sahayog Foundation.</li> <li>• Session 4: <b>Building blocks of a compelling fundraising narrative</b> by Adhishree Parasnis, Subu &amp; Rakshit.</li> </ul>
<b>Conference recording</b>	<a href="#">Click here for Day 1</a> <a href="#">Click here for Day 2</a>

## Outcomes achieved through the conference:

- **91%** of the participants felt that the objective of the interaction was achieved
- **72%** of the participants agreed that the interaction provided them with knowledge that they didn't have earlier.
- **72%** of the participants agreed that the interaction provided them with tools/templates that they didn't have
- **64%** of the participants will be implementing the strategies and ideas in their organisation that were shared

\*Refer complete conference report [here](#)

*“The conference was well planned, the transitions were clear. There was enough interaction built in the experience, the polls at the start were helpful to set context. Very happy with the session”. ~ Viraj Surve, 321 Education Foundation*

## Conference 4 Details (February 2021)

<b>Title</b>	Get Future Ready conference (Part 3)
<b>Objective</b>	The 'Get Future Ready' 3 conference was curated, leveraging experts across the sector to not only talk about the future but also reflect on the past year. The conference brought together various NGO leader to take us through their learnings from the past year and how the sector can ensure its sustainability in the aftermath of this crisis.
<b>Date</b>	24th & 25th February, 2021
<b>No. of Attendees</b>	180+
<b>Sessions</b>	<ul style="list-style-type: none"> <li>• Session 1: <b>Mental health and wellbeing</b> - Hiring in times of COVID-19 by Radhika Jajoo, Ridhika Bagga, Vidushi Wahal, Arthan Careers.</li> <li>• Session 2: <b>Reflecting on 2020 disruptions and leveraging the unique opportunities</b> it provided by Ambika Jugran, Sattva Consulting. NGO Feature: Madhi, Jai Vakeel Foundation &amp; Foundation for Mother and Child Health</li> <li>• Session 3: <b>Root Cause Analysis</b> by Sneha Arora, Atma. NGO Feature: 17000 ft Foundation</li> <li>• Session 4: <b>Fundamentals of a Strong Fundraising Strategy</b> by Nikita Gupta, ILSS. NGO Feature: Adhyayan Quality Education Foundation</li> </ul>
<b>Conference recording</b>	<a href="#">Click here for Day 1</a> <a href="#">Click here for Day 2</a>

## Outcomes achieved through the conference:

- **84%** of the participants felt that the objective of the interaction was achieved
- **67%** of the participants agreed that the interaction provided them with knowledge that they didn't have earlier.
- **67%** of the participants agreed that the interaction provided them with tools/templates that they didn't have
- **81%** of the participants will be implementing the strategies and ideas in their organisation that were shared

\*Refer complete conference report [here](#)

*"This conference was awesome, thanks a lot for this amazing lineup of speakers. Their experiences and insights are so real. Loved every word"*

~ Anuja Karthikeyan, Warrior Mom



## Conference 5 Details (June 2021)

<b>Title</b>	Future of Impact Conference
<b>Objective</b>	The 'Future of Impact Conference' was curated, leveraging experts across the sector to focus on the on-ground realities of the pandemic and provide spaces for NGOs to share their experiences.
<b>Date</b>	29th & 30th June, 2021
<b>No. of Attendees</b>	92+
<b>Sessions</b>	<ul style="list-style-type: none"> <li>• Session 1: <b>Build back better learnings</b> - Bridging the learning gap in children by Sonali Saini, Sol's ARC</li> <li>• Session 2: <b>How are you feeling - A Safe Space</b> by Sneha Arora, Atma</li> <li>• Session 3: <b>Addressing vaccine hesitancy at the community level</b> by Minu Sagar, Sattva</li> <li>• Session 4: <b>Working towards our Wellbeing: Two Significant Perspectives</b> by Viridus Social Impact Solutions</li> </ul>
<b>Conference recording</b>	<a href="#">Click here for Day 1</a> <a href="#">Click here for Day 2</a>

## Outcomes achieved through the conference:

- **58%** of the participants said that the conference had changed their views in some areas and **42%** said that it had changed their views drastically in the areas discussed.
- **67%** of the participants agreed that the interaction provided them with knowledge that they didn't have earlier.
- **92%** of the participants agreed/partially agreed that the interaction provided them with tools/templates that they didn't have earlier
- **67%** of the participants will be implementing the strategies and ideas in their organisation that were shared

\*Refer complete conference report [here](#)

*"Thanks for a wonderful brainstorming conference, I will be utilizing these learnings during Staff meeting  
- Vutukuri Gangi Reddy"*

## Conference 6 Details (October 2021)

<b>Title</b>	Future of Impact Conference (The Year That Was 2020-21)
<b>Objective</b>	The 'Future of Impact Conference' seeks to provide practical information and support applicable to the NGOs' day-to-day realities via the conference.
<b>Date</b>	7th and 8th October, 2021
<b>No. of Attendees</b>	93+
<b>Sessions</b>	<ul style="list-style-type: none"> <li>• Session 1: <b>Collaboration and COVID: Discussion on the journey so far and lessons for the future of collaboratives</b> by The Bridgespan Group</li> <li>• Session 2: <b>Revamped Donor Strategies</b> by A.T.E. Chandra Foundation</li> <li>• Session 3: <b>Learnings from Future of Impact Collaborative 2020-21</b> moderated by Sneha Arora, ATMA; Shreya Sinha, IndiVillage Foundation; Nandita de Souza, Sethu Centre; Baidurya Sen, Alokit; Abhishek Dubey, Muskan Dreams; Nikhil Shetty, Upkram Educational Foundation</li> <li>• Session 4: <b>Building financial resilience through Fundraising Competence</b> by IDR Online</li> </ul>
<b>Conference recording</b>	<a href="#">Click here for Day 1</a> <a href="#">Click here for Day 2</a>

## Outcomes achieved through the conference:

- **100%** of the participants felt that the objective of the interaction was achieved
- **88%** of the participants agreed that the interaction provided them with knowledge and tools that they didn't have earlier.
- **88%** of the participants said that the conference had changed their views in some areas
- **77%** of the participants will be implementing the strategies and ideas in their organisation that were shared

“Panelists were not run of the mill speakers, they had come very well prepared for all the sessions”- Uthara Narayanan, Buzz Women

The Future of Impact masterclasses are experiential in design, with opportunities for peer learning and capacity building. Masterclasses are small with a maximum participation of 20-25 to ensure each NGO voice can be heard and ideas can be freely discussed. Masterclasses were conducted in the non-conference months of the year.

## Masterclass indicators for Oct'20 - September' 21

Total No.of Masterclasses	7
Average registrations	78
Average attendance	34

## Masterclass 1 Details

<b>Topic</b>	FCRA Amendments and de-risking measures for NGOs by Aria CFO Services
<b>Session Details</b>	<p>The masterclass was focused on the effects of FCRA amendments and how to best de-risk your pipeline. The class focused on the following:</p> <ul style="list-style-type: none"><li>• FCRA implementation &amp; Impact</li><li>• What are the risks?</li><li>• Why do you need to de-risk?</li><li>• Strategies for de-risking</li><li>• How to build a domestic corpus</li><li>• Strategies for de-risking</li></ul>
<b>Date</b>	13th October, 2020
<b>Speaker</b>	Ravi Bagaria
<b>No. of participants</b>	21

## About the speaker

**Ravi Bagaria** is the Founder & CEO of Aria CFO Services, and has over 8 years of experience, specialising in Finance, Accounts and Taxation of NGOs in India. He works primarily with nonprofit, non-governmental organisations, as well as social enterprises. Aria's clientele include Tata Trusts and other Allied Trusts, Foundation to Educate Girls, Cuddles Foundation, Arpan, Vera Solutions to name a few. Ravi's areas of expertise include strategic planning, budgeting, forecasting, MIS and internal control setup, FCRA and Income Tax.



- **100%** of the participants felt that the objective of the masterclass was achieved.
- **50%** of the participants agreed that the interaction provided them with tools/templates that they didn't have

*"The session helped us identify the mandatory requirements of the FCRA which we are going to apply"* - Archana Nair, Yuva Parivartan

## Masterclass 2 Details

Topic	Preparing to Scale through Partnerships by Sahayog Foundation
Session Details	This masterclass was for NGO leaders who were considering partnerships as a viable approach for programme growth. The sessions introduced how to adopt the partnership model to scale programmes, identify their readiness to partner and prepare their organisation's partnership approach. The masterclass was interactive, with case studies and tools used throughout for participants to actively practice what they are learning.
Date	19th December, 2020
Speakers	Amisha Modi & Chandrika Rao
No of participants	19

## About the speakers

A social sector professional for the past 10 years, **Amisha** has experience in facilitating change with multiple stakeholders to establish collective responsibility in improving education quality. She has an MSc in Public Policy and Administration. Amisha is Engagement Lead for Sahayog Foundation.



A development sector professional for the past 19 years, Chandrika has a Masters in Clinical Psychology and has grass roots experience in working with children and women from programming to advocacy. She is the Partnerships Lead for Sahayog Foundation.

- **100%** of the participants felt that the objective of the masterclass was achieved.
- **100%** of the participants agreed that the interaction provided them with tools/templates that they didn't have earlier.
- **64%** of the participants will be implementing the strategies and ideas in their organisation that were shared

*"The session was extremely interactive in insightful and weaved in a great amount of reflections" -*  
**Feedback was kept anonymous for this Masterclass**



## Masterclass 3 Details

Topic	Concurrent Monitoring and Evaluation in times of pandemic by Sattva Consulting
Session Details	The sessions covered the basics of Monitoring and Evaluation(M&E) including steps to create an M&E framework, Essentials for an LFA, Indicators, data collection tools, and implementing the M&E systems during pandemic times by leveraging technology to collect quality data remotely and analyse to make decisions.
Date	28th January & 11th February, 2021
Speakers	Surya Banda
No of participants	19

## About the speaker

Surya Banda is an Engagement Manager at Sattva. He comes with diverse experience in Public Policy Research and M&E. Surya previously worked as a Senior Policy Associate at J-PAL South Asia, where he worked with the state governments of Rajasthan, Bihar and Jharkhand on scaling up the Targeting the Hardcore Poor (THP) program.. Surya holds a bachelor's degree in Electronics and Communication Engineering from VNR VJIET, Hyderabad; and a Micromasters certificate in Data, Economics and Development Policy (MIT, USA).



- **67%** of the participants felt that the objective of the masterclass was achieved.
- **100%** of the participants agreed that the interaction provided them with tools/templates that they didn't have earlier.
- **100%** of the participants will be implementing the strategies and ideas in their organisation that were shared

*"The class was insightful and helped me to understand the key basic concepts which are pivotal to efficiently monitor and evaluation the interventions undertaken by my organization" - **Feedback was kept anonymous for this Masterclass***

## Masterclass 4 Details

Topic	Building Corpus for Sustainability
Session Details	Corpus is a judiciously invested pool of money that provides a reliable source of income that the organization can count on for advancing and sustaining its charitable work. Having a corpus is indicative of planned long-term stability.
Date	15th April, 2021
Speakers	Noshir H. Dadrawala, Centre for Advancement of Philanthropy
No of participants	26

## About the speaker

Noshir H. Dadrawala is CEO, Centre for Advancement of Philanthropy (CAP). His current international affiliation includes serving as a member on the advisory board of the International Center for Not-for-profit Law (ICNL). Earlier, he was on the Board of Worldwide Initiatives for Grantmaker Support (WINGS), Resource Alliance, as also Asia Pacific Philanthropy Consortium (APPC). In India, he serves as trustee of the Forbes Marshall Foundation, Everest Industries Foundation, Collective Good Foundation, G. J. Kapoor Foundation, Bharatiya Samaj Seva Kendra, Ashta No Kai Foundation and the Bombay Community Trust. He is also a member of the Audit Committee of Akshay Patra Foundation.



- **100%** of the participants felt that the objective of the masterclass was achieved.
- **82%** of the participants agreed that the interaction provided them with tools/templates that they didn't have earlier.
- **100%** of the participants will be implementing the strategies and ideas in their organisation that were shared

*"The session was very informative and insightful. It will definitely help an NGO to understand and start creating it's corpus." - Surendra Surwade, Antarang Foundation*

## Masterclass 5 was conducted as a wellness circle owing to the second wave

Topic	Mental Health in the Workplace
Session Details	This masterclass will encourage participants to reflect on personal beliefs and ideas about mental health and empower them with knowledge and skills to care for themselves and their peers and colleagues. By drawing from personal experiences of participants and research, the masterclass will sensitize participants to understand unique stressors in the professional field, their impact on mental health, and a wide range of mental health needs within the workplace.
Date	13th and 27th May, 2021
Speakers	Lamia Bagasrawala
No of participants	68

### About the speaker

Lamia Bagasrawala (she/her) is a practicing psychotherapist, arts-based therapy practitioner and queer affirmative practitioner working with adolescents and young adults. She has completed her training in Clinical Psychology from the Tata Institute of Social Sciences, Mumbai and has been practicing as a mental health professional for the last six years. She is currently also the Project Coordinator for the School Initiative for Mental Health Advocacy (SIMHA), research, capacity building, and advocacy project of TISS. Lamia is also a visiting faculty for the Master's program in Psychology at SN.



- **100%** of the participants felt that the objective of the masterclass was achieved and they found it useful.
- **100%** of the participants agreed that the session helped them creating a common space for the community for discussion and support.

Loved being a part of the session and letting my mind calm down - Nandita, Sethu

The session was filled with useful polls and many opportunities for people to share. Interesting information was shared. - Muthulakshmi

## Masterclass 6 Details

<b>Topic</b>	Technology solutions for social impact
<b>Session Details</b>	Technology, especially in the post-COVID era, has seen a boom. While the world was shut, technology allowed people and organizations to stay connected. Topics like Broader Applications of ICT/tech in Social Sector, Emerging use cases of ICT in Social - IoT, Biometric, AI/ML, Chatbots, Technology readiness of the organization, Technology grants available for Non-profits were covered during the masterclass.
<b>Date</b>	5th August, 2021
<b>Speakers</b>	Swapnil Agarwal, Director Dhwani RIS
<b>No of participants</b>	53

## About the speaker

Swapnil co-founded Dhwani Rural Information Systems with a vision to reduce technological barriers for social impact organisations struggling to leverage ICT for good. His tenure at IRMA (Institute of Rural Management, Anand) as a Postgraduate student made him aware of the challenges faced by the grassroots organisations centered around technology and that's what gave him an idea to come up with an enterprise that's technologically strong and mindful to the emerging tech needs of the social sector. Before devoting his full time at Dhwani, Swapnil had worked in the Middle East on several healthcare projects – low-cost primary health clinics for the blue-collar workers.



- **100%** of the participants felt that the objective of the masterclass was achieved.
- **85%** of the participants partially/completely agreed that the interaction provided them with tools/templates that they didn't have earlier.
- **85%** of the participants will be implementing the strategies and ideas in their organisation that were shared

"Informative and very good understanding of implementation by team. He also shared potential failures which was insightful" - Samyak Jain, Involve Learning Solutions



## Masterclass 7 Details

Topic	Technology for Social Sector- Exploring OTTER
Session Details	Considering its large-scale impact, social sector organizations are increasingly leveraging technology to amplify their own impact. Making the shift and adopting technology, however, comes with its own challenges. In this Masterclass, we explored specific tools available to standardise workflow, improve operational & fundraising efforts, etc., the merit of switching to technology, introduction to OTTER (Online Tech Training Engagement Resource) - a tech platform that connects Indian nonprofits with mentors and tool-makers to amplify their social impact.
Date	9th September, 2021
Speakers	Akhila Somanath, Co Founder, Tech4Good Community
No of participants	46

## About the speaker

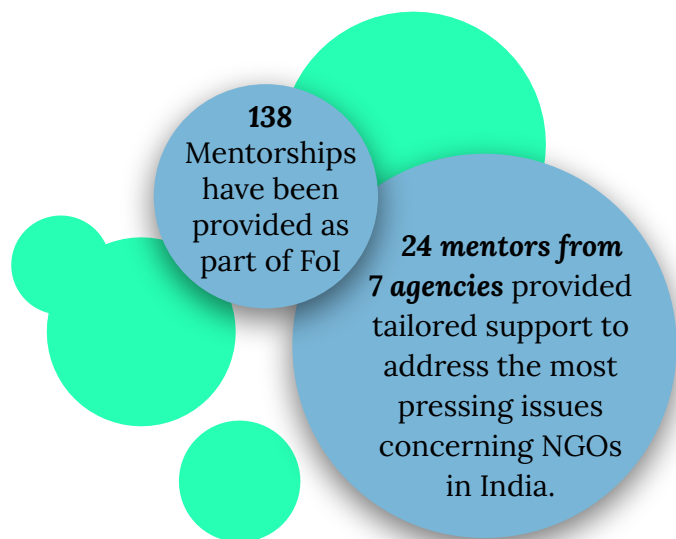
Akhila previously worked as the Head of Partnerships at The/Nudge Foundation and has a deep interest in empowering grassroots women-led organizations. She specializes in partnerships management, business development, brand building and is an alumna of Bangalore University.



- **100%** of the participants felt that the objective of the masterclass was achieved.
- **84%** of the participants partially/completely agreed that the interaction provided them with tools/templates that they didn't have earlier.
- **100%** of the participants will be implementing the strategies and ideas in their organisation that were shared

"It was great and awesome educative program with simple tech solutions" - Ravi Kumar, Freedom For You Foundation

The Future of Impact collaborative is an opportunity for 200 organisations to engage with experienced consultants from the industry and receive support across various functional areas. Mentors work alongside organisations to guide and advice them on specific challenges that the organisation is facing, allowing them to strive towards and accomplish their short term and long term goals.



## Mentorship support provided since the onset of the pandemic

Period	Sign-ups	Mentee matched with Mentor	Mentorships Concluded
Apr - Sept '20 (Q1 & Q2)	121	98	51
Oct '20 - Dec '20	86	74	34
Jan '21 - Mar '21	24	23	16
Apr' 21 - Jun '21	32	31	24
Jul '21 - Sep '21	22	17	13
<b>Total</b>	<b>285</b>	<b>243</b>	<b>138</b>

### The Key takeaways for NGOs

- Defining organisation strategy which ensures sound business development, building strong partnerships and growth of the team
- Identifying the modes of engagement with funders and the platforms that result in maximum conversions, across CSR, retail and HNI funding
- Developing a robust Communications Strategy to leverage Social media platforms, build effective campaigns and analyse the outcomes
- Designing & implementing high impact programmes

Mentees consistently feel the need for more time gap between discussions, to allow them sufficient time to absorb all learnings, build next steps and identify solutions

While mentors feel there should be time built into the programme that allows for mentees to experience implementation and the impact of change

# Future of Impact: Mentorship - Case Study 1



**Mentor,  
Shrutee Ganguly,  
Lead CSR  
Advisory, Sattva  
Consulting**



**Mentee,  
Girish Aggarwal  
Founder & CEO  
Sewan Foods**

<b>Area of Mentorship</b>	Business Development & Branding Strategy
<b>Mentee Organization</b>	<b>Sewan Foods</b> , an award-winning social enterprise is building India's largest chain of affordable food canteens, with a mission to make quality food affordable, accessible, and available for the urban working class (migrant labor, drivers, office workers, students). Previously, no for-profit organized player existed in the affordable food segment, thus limiting reach.
<b>Challenges faced</b>	Sewan Foods was facing a challenge in devising a business development & branding strategy for expanding their fleet of women-led institutional canteens as well as for hiring well-trained frontline workers for their canteens. Apart from that, the team was also facing issues in onboarding a cohort of social impact advisors for the company and wanted assistance to curate a quality advisory board.
<b>Key takeaways &amp; learnings from mentorship</b>	<p>The mentor guided the foundation in the following ways:</p> <ul style="list-style-type: none"> <li>• Articulate the vision and mission for the company</li> <li>• Advise on building a sound business development and branding strategy</li> <li>• Provide role clarity on hiring the right workforce for the company</li> <li>• Define an advisory board structure</li> </ul>

Our mentor, Ms Shrutee Ganguly helped us streamline our business model and broadened our mission towards building Sewan as a multi platform canteen model.

Her feedback and overall mentorship also gave us a major

confidence boost in strategising the right workforce hiring strategy and in building a sound advisory board for the company. Thank you so much Shrutee for helping us realise the impact we can create through Sewan Canteens in the long run.

**Girish Aggarwal  
Founder & CEO, Sewan Foods**



# Future of Impact: Mentorship - Case Study 2



**Mentor,  
Dhaval Udani  
Founder & CEO,  
Danamojo**



**Mentee,  
Heena Khan  
Founder & CEO,  
Universe  
Simplified**

<b>Area of Mentorship</b>	Fundraising Strategy
<b>Mentee Organization</b>	<b>Universe Simplified Foundation (USF)</b> is a Mumbai based non-profit working to make inquiry driven, STEM (Science, Technology, Engineering, Maths) education accessible to all. Through their "Innovation Hub" program, they set up STEM based learning hubs within schools and communities for addressing real life challenges through science and technology.
<b>Challenges faced</b>	Universe Simplified was in need to improve the fundraising mindset of the leadership team as well as to cultivate in them the ability to "ask". They wanted guidance on being proactive in drawing up their fundraising plan. They also needed advice on drawing up a more effective communications strategy.
<b>Key takeaways &amp; learnings from mentorship</b>	<p>The mentor guided the foundation in the following ways:</p> <ul style="list-style-type: none"> <li>• Inputs that helped in revision of the annual budget. This was done by reviewing our vision to re-evaluate program cost.</li> <li>• Helping to put together a fundraising plan targeted towards HNIs and Foundations</li> <li>• Ideating on the information that needs to be sent in donor reporting</li> <li>• Learning different ways to approach funders, for example: focusing on the output, not inputs, and using stories of impact to build an emotional connection.</li> <li>• Relooking at FCRA application.e new fiscal year</li> </ul>

What I liked best about the mentorship sessions where that they were crisp, to the point, personalized and taking into account our organization's data and our strengths and weaknesses.

From having no proper plan in place for fundraising (and thinking that I will explore all options) to having a clear and focused plan for the year in just two weeks speaks volumes for how valuable the sessions have been.

Would love to participate in this program again for different organizational challenges.

**Heena Khan**  
CEO & Founder, Universe Simplified Foundation





Over the past 12 months the collaborative has supported many NGOs through its varied initiatives. We have evaluated the impact of the Collaborative's activities and reflected on the future needs through:

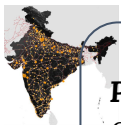
- Mid to Long -Term impact (3 to 12 months after the engagement)
- Needs Assessment

## Understanding survey participant organisations better



### Wide ecosystem reach

~700 organisations from [pan India](#) have participated through the year across multiple events namely Masterclasses, Conferences and Mentorship



### Participants in the survey

65% of the organisations are from the **Education** Sector, while 71% of the participants are **urban/semi-urban**.



### Communication platforms reach

An almost equal split of participants said they found out about FoI either through **social media** or **referred** to by someone at an FoI Collab member organisation

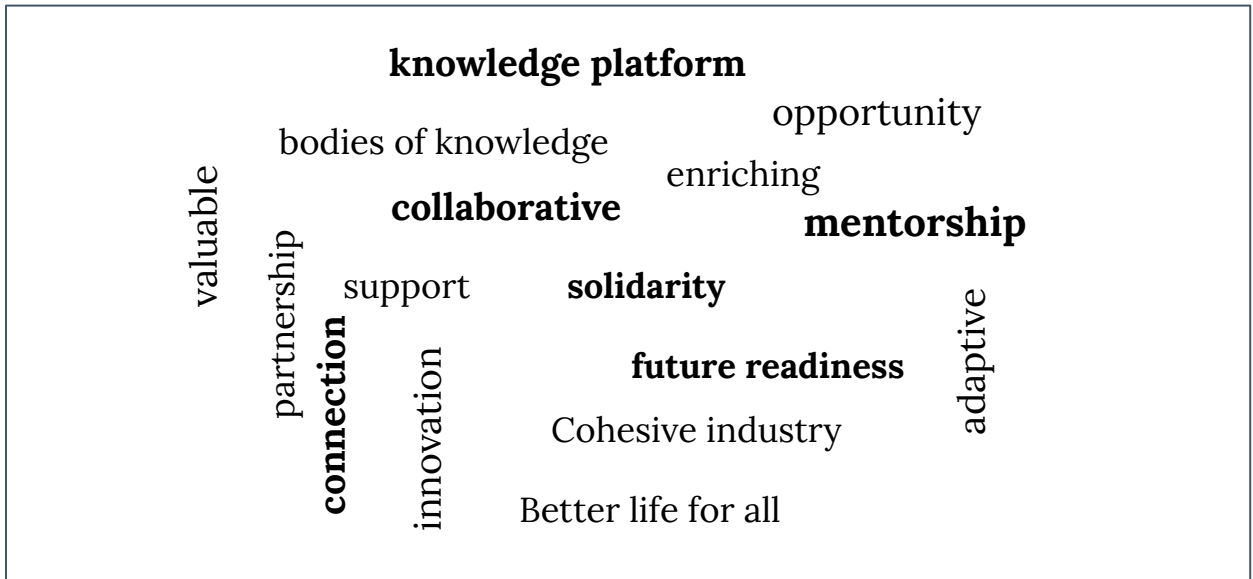


### Preferred language

~80% of the participants prefer **English** as the language of communication

Note: The impact assessment is based on survey responses, emails and conversational feedback

We asked the participants to tell us what FoI means to them...



“ I think the important piece was to **find a community** who is trying to **figure** things out **together.**”

- Rohit, **Apni Shala**

“ Learnt how to **plan and budget better** in times such as Covid.”

- Tapas, **Tapasya**

“ FoI helped us **identify our strengths** and importance of making the local community an active participant in efforts to solve a social problem ”

- Dr. Deependra Sharma, **Bhoj Shodh Sansthan**

## Understanding Impact

### **Resourceful Platform**

96% of the participants have found their association with FoI useful, with *Mentorship* being the most useful intervention

### **1:1 customised support**

138 NGOs have received tailored mentorship from industry experts during the pandemic, of which, 20+ NGOs have received more than 1 round of mentorship.

### **Encouraging new strategies**

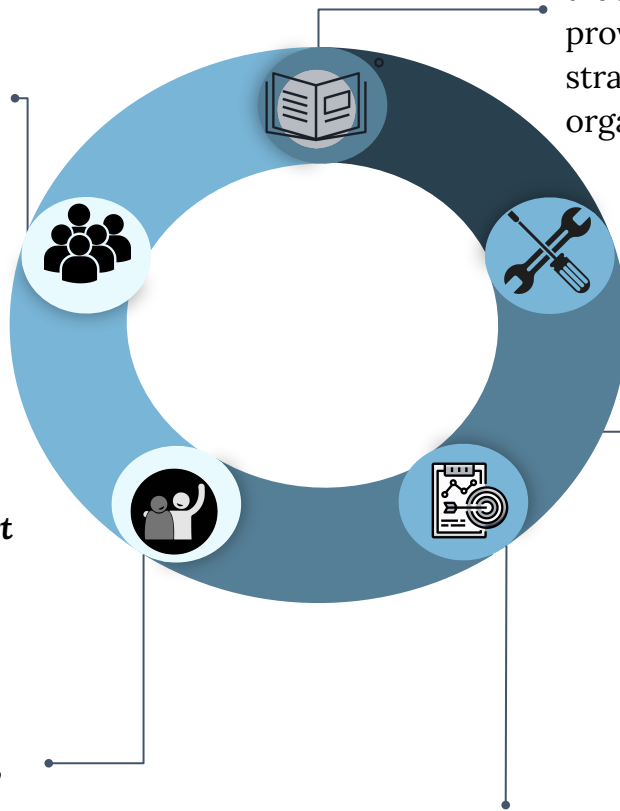
97% of the participants said that the FoI engagement provided them with ideas and strategies they used in their organisations

### **Providing tools & frameworks**

83% of the participants said that they have received actionable tools & templates from FoI

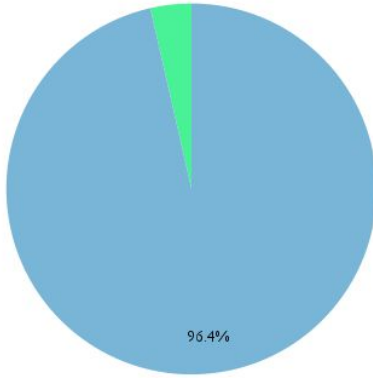
### **Encouraging collaborations**

15% of the participants were able to build collaborations through FoI e.g. with a grant making organisation



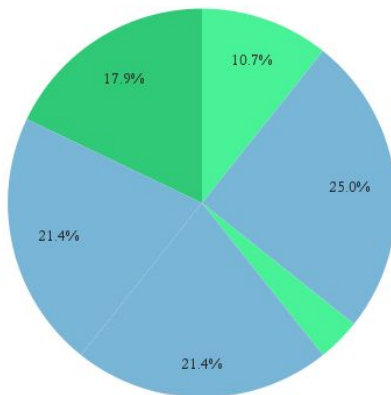
- Mentorship being a high-touch intervention has been found extremely useful. It has allowed for two-way communication over a period of couple of months
- FoI has successfully been able to provide a platform for building knowledge and learnings through it's masterclasses and mentoring conversations

## Understanding Impact



**97%** of the organisations have **used the strategies and ideas shared by the FOI** in more ways than one. Few of those being -

- Developed logical framework for programmes
- Defined partnerships strategy
- Project proposal development
- Developed fundraising strategies & tools
- Designed communications strategies
- Redesigned their programmes

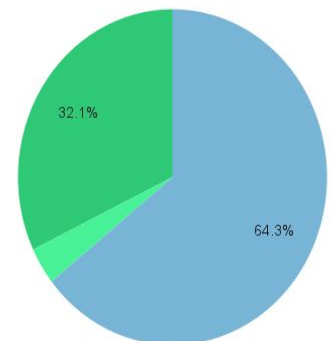


**75%** of the organisations **attribute the changes in their organisation's capacity** post 2nd wave of Covid 19 to **FoI**. The areas mainly include:

- Fundraising Strategy (25%)
- Programme Design (21.4%)
- Processes and Systems (21.4%)
- Strategy and Direction (17.9%)
- Culture and Behaviour (10.7%)
- Policies and Procedures (3.6%)

65% of the participating organisations feel better prepared than before to take on any challenge that a potential third wave could throw at them, while 33% feel partially confident.

While only 29% of these organisations feel they have been able to recover their operations to pre-covid levels.

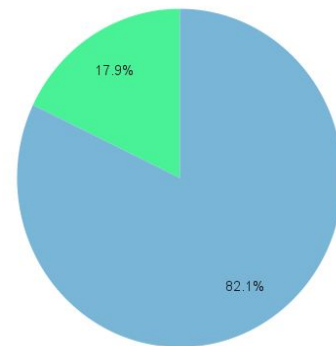


## What can we do next year?

Top areas **emerging as priority** for next year

- Fundraising Strategy
- Programme Strategy and Implementation
- Talent Development and Organisational Building
- Communications and Outreach Strategy

82% of the participants would like FoI to focus on these priority areas



## Preferred formats for engaging in future

- Mentorship
- Masterclasses by experts
- Communities of Practice
- Networking opportunities with sector peers

*Topics for above mentioned engagements*

Alumni engagement strategies

Industry best practices

1-0-1 Mentoring sessions

Networking

Project Proposal Writing

Content Writing (Communications)



## *What has worked well and should continue*

- FoI has been able to **reach organisations pan India**. A crisis led to the creation of a large network of organisations
- Organisations have been able to **find support and ideas** from a platform like FoI
- A **high touch intervention like Mentorship** that allows for exchange of ideas, building networks and has worked very well
- Organisations have been able to **strengthen their existing operations and programmes** after being associated with FoI. This knowledge transfer has been possible through the combination of Conferences, Masterclasses and Mentoring
- **Fundraising and Programme strategy** continue to be top priorities for most organisations and they seek FoI support in these areas
- **Preferred** formats of engaging in the future suggested by participants are **high-tough formats**, that allow for more dialogue and learning from peer NGOs

## *What could be better*

- FoI has been able to become a knowledge partner for organisations but not support them in **building collaborations** or networks with each other
- **Education based and Maharashtra based** organisations have been more engaged than others. Widening this reach in the future would allow for a more robust network of organisations FoI can build
- While the reach has been wide, the **depth of support** has been limited by bandwidth & resources. Participating NGOs demand more in terms of the same

## Participant Testimonials for FoI



“We did a pivot due to the pandemic school shut down and started a community program for developing that. The session on 'Program relevance and redesign' framework was very useful. Thanks to it we could do effective scenario planning and reach 3X more children than we initially had planned. It **helped us visualise what deficits we would face** and timely fulfilment of those shortcomings made the program implementation smoother.”

- NIKHIL SHETTY, Upkram Educational Foundation

“Through FoI we understood that we don't have to constrain our work to only the existing projects and we can **diversify** and keep it open. We had a **realignment to vision** especially when we were suddenly wondering how to grapple with the pandemic. FoI has helped us creating the models for Theory of Change & Communication and Engagement of Donors.”

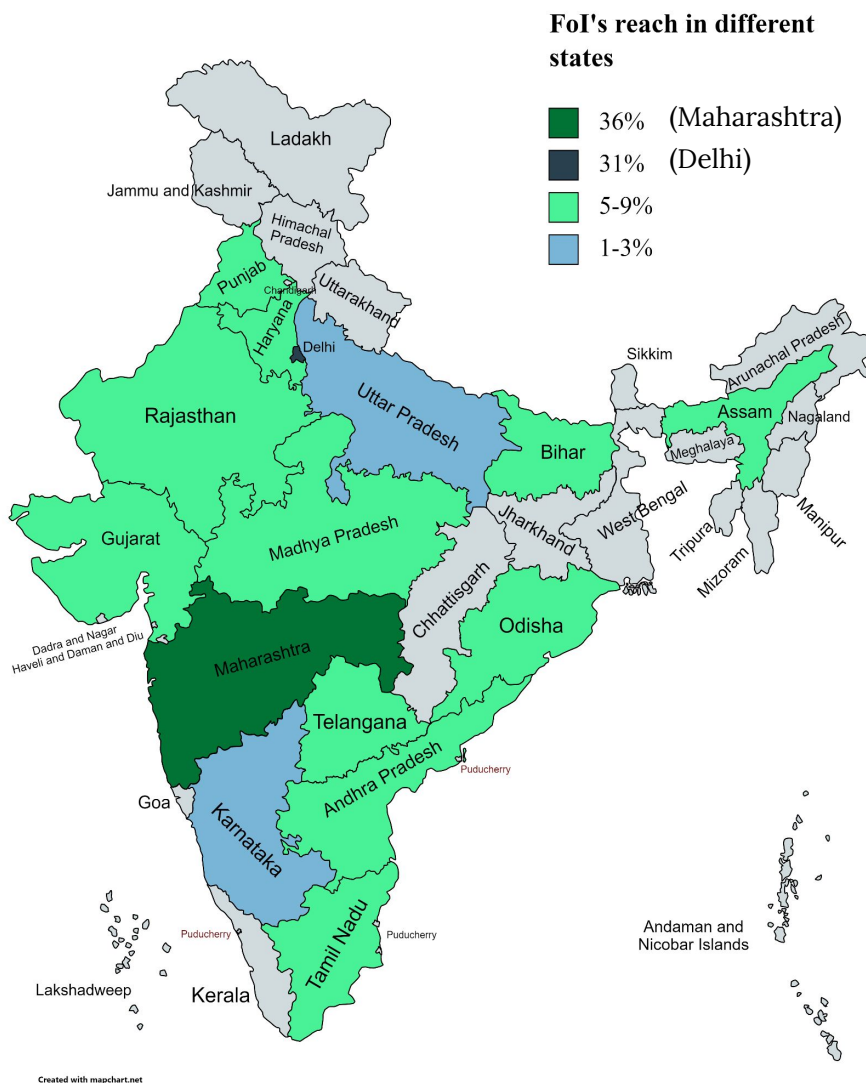
- NAVITHA VARSHA, Karunachal Foundation



“We greatly appreciate you, Mr. Shrikant Ayyangar (FoI mentor), for connecting and interacting with us. Our team members were excited and enthused to participate in these meetings for the engaging discussions and enriching insights you provided. Your helpful **suggestions and inputs** have given us a new perspective on developing our social media communications and helped us immensely in improving our strategies and widening our circle of influence for social media engagement. We are truly **grateful to you and Atma** for your **invaluable contribution** and support to us over the years which has **added greatly to Muktangan's success.**”

- KESHAV SATOSE & DYMPHENA DIAS,  
Muktangan Education Trust

## Capturing the wide ecosystem reach of the ~700 FoI participants



[BACK](#)

- FoI had the highest reach in Maharashtra & Delhi - with 67% of its participating NGOs hailing from these two states
- The remaining 33% of participants were spread across the country
- ~30-40% of the NGOs participating in FoI were from rural India