

Founded by Saleem Khan in 2017, Saaras Impact Foundation (Saras) is an NGO working in the space of policy implementation in the state of Uttar Pradesh. The two primary policies that Saaras has worked on are the Right to Education Act (RTE) and Pradhan Mantri Matru Vandana Yojana (RTF-PMMVY). They are also planning to work on Kanya Sumangala Yojana in 2021-22. Saaras Impact foundation was part of the Indus Action- Partner Entrepreneur Programme. To know more about them click [here](#).

PROBLEM

Before partnering with Atma, Saaras Foundation had a single donor contributing to 90% of their budget. Funds were additionally being raised from crowdfunding campaigns and incubators. However, as the organisation matured, the market for incubation funding was no longer viable.

Additionally, the CEO who manages programmes and partnerships, along with fundraising, needed support in developing a more structured, streamlined and strategic approach to fundraising

DIAGNOSIS

Saras Foundation was referred to Atma to build their capacities in the areas of fundraising so that they are:

- Able to fundraise independently
 - Able to diversify their funding sources
- Have financial sustainability

SOLUTION

Atma administered the Life Stage Survey (LSS) with Saaras. The LSS is a diagnostic tool that allows us to understand the organisation's areas of strengths, what processes need to be developed, or the key areas where support is needed.

This exercise helped us define the priorities (listed below) for our partnership and plan our interventions:

- Strengthening fundraising abilities of Saaras to enable them to raise 50% of their annual budget.
- Strengthening Saaras's marketing abilities to showcase the work at an organisation level (versus campaign-specific articulations)

OUTCOME

Knowledge

Built an understanding of different approaches and best practices for fundraising research, collateral creation, strategic planning, pipeline management, and storytelling for impact

Skills

- Ability to develop strategic plans
- Ability to research fundraising prospects and generate leads
- Ability to build a narrative for the organisation
- Ability to pitch the programmes and organisation to donors

Systems/Processes

- Fundraising and communications planning
- Comprehensive, high-quality, templatised and customisable fundraising collaterals
- A process for preparing pitches/ presentations
- Pipeline and cash flow management system

Financial sustainability

- Saaras has a 12-month financial runway secured.
- Has a commitment of 50% of their next year's budget.
- Despite the pandemic, Saaras has managed to sustain and survive as a small NGO.
- Ability to fundraise independently in the long term



	GROUP 1	GROUP 2
RAISING	4	
GOVERNANCE	2	
ADMIN	3	
STRATEGY	5	
LEADERSHIP	4	
FINANCE	2	
MARKETING	3	
PROGRAMME	4	
HUMAN RESOURCES	5	
M&E	5	



"I strongly feel that the support which Atma has provided during the pandemic has been very effective and important for the organisational growth. Saaras Foundation has done a lot of work even during the pandemic and Atma came in at the right time to support the fundraising pieces. We were able to obtain the Give India funds which was the result of innovation via a joint proposal submitted with Tapasya Pratishthan and Atma was open to doing it."

Saleem Khan
CEO, Saaras Impact Foundation

