

## CASE STUDY

# Atma's partnership with 17000 ft Foundation *unlocks* *their capacity to scale*

A case study on Atma's 1 -Year partnership with  
17000 ft Foundation

MARCH 2022



# About 17000 ft Foundation

**17000 ft Foundation** works to improve the lives of people in high-altitude villages of Ladakh by strengthening existing systems and providing opportunities for growth within these villages. They aim to reduce migration from indigenous communities and create local opportunities thereby preserving local culture and environment. The organisation's current focus is on improving government schools through infrastructure, teacher training, providing learning materials, and livelihood opportunities in 230 government schools in Leh and Kargil areas of Ladakh.

## Problems identified

Ladakh has recently become a union territory resulting in substantial changes in the education system. 17000 ft Foundation has been working with 200+ government schools in the region and were recently asked to advise and assist by the UT government on national education policy implementation.

The maturation of the organisation and model, as well as, the recent conversion of Ladakh into a union territory have presented many opportunities to the 17000 ft Foundation. However, the founders alone were struggling to respond to these new opportunities. The core challenge was the lack of leadership bandwidth to address the current and growing resource needs of the organisation in executing its mission. The most pressing capacity needs when they joined the partnership were:



Raising funds to support programme operations



Growing the team to meet current and the near term operations need



Establishing impact evaluation processes to more clearly articulate the impact of 17000 ft

## Atma's Approach

Atma conducted several diagnostic and root cause analysis calls as well as project scoping conversations with 17000 ft Foundation leadership to identify specific areas of support to be extended to them in a 1 year partnership.

Focus areas for Atma-17000 ft Foundation partnership

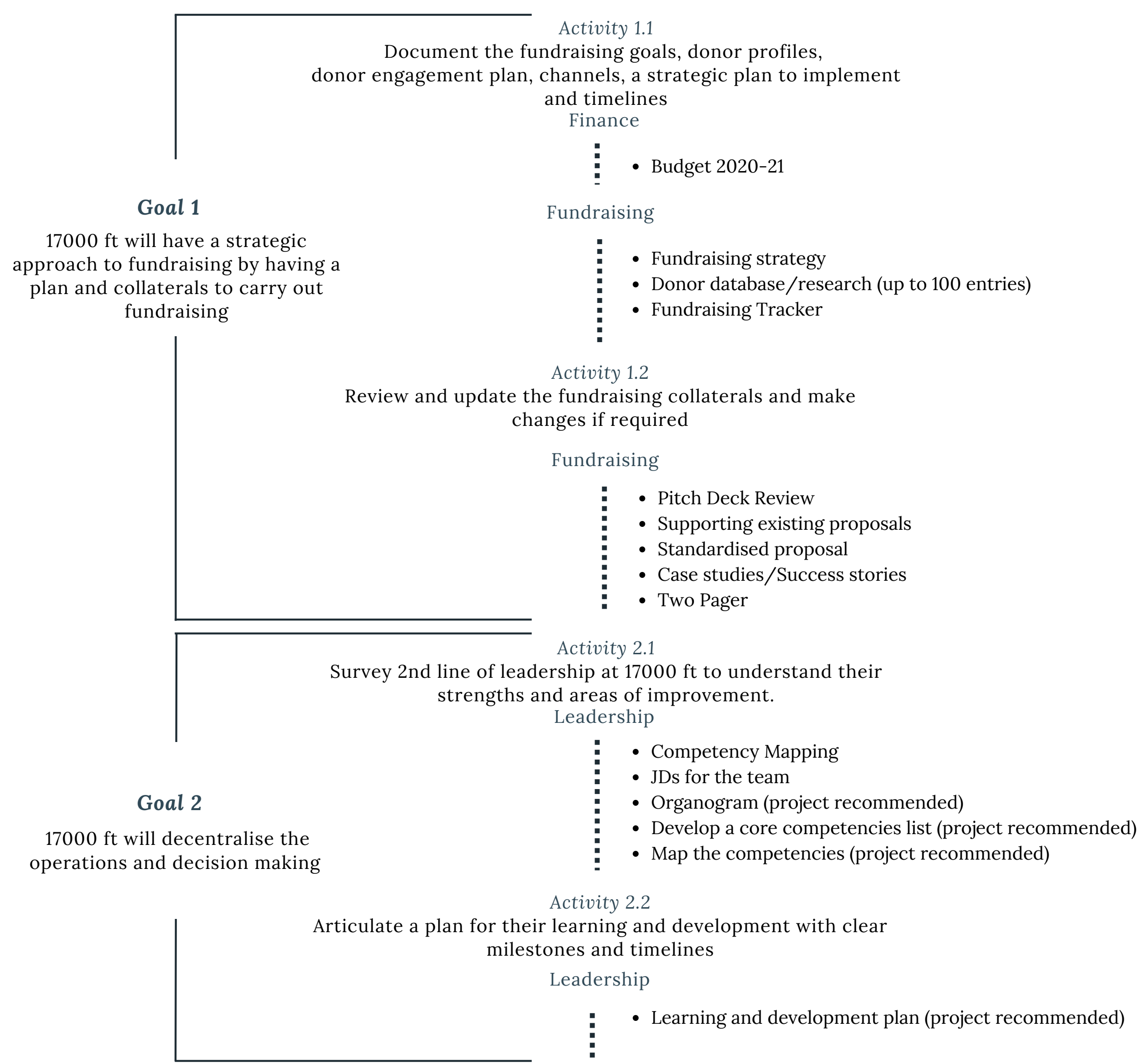
Improve focus & efficiency of leadership in fundraising efforts

Increase leadership time availability for future-oriented work of the organisation

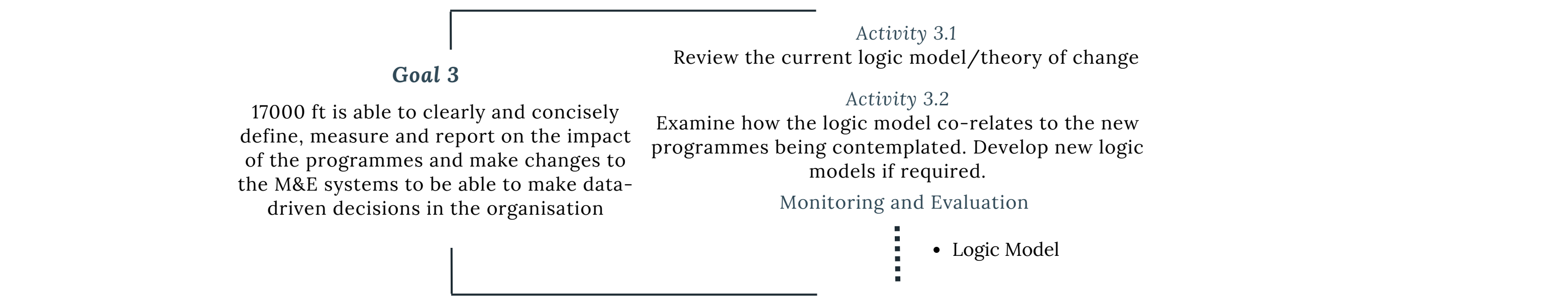
Improve the articulation of the impact 17000 ft has on the communities of Ladakh

\*The diagnosis and Atma's intervention were entirely managed remotely.

## Solutions







## Outcomes Achieved



### KNOWLEDGE

17000 ft has gained clarity on budget structuring and learnt impactful ways to showcase their work by reporting on their outcomes instead of outputs

Through the Atma partnership, 17000 ft had the opportunity to take up projects such as the Budget and Logic Model for the very first time. Although they were aware of the role these projects would play in their day to day work they were uncertain about the amount of impact it would have on the work they do. Through the Atma partnership, the organisation had the opportunity to introspect on a number of aspects of its work. These discussions led them to re-think a number of areas of their work such as why they weren't including salaries as a part of their programme budget or why they were reporting on outputs instead of outcomes. The training conducted by Atma on proposal writing helped them build the capacity and confidence to deliver proposals in a short amount of time, helping them to approach more donors and creating a stronger pipeline for fundraising.



### SKILLS

17000 ft has built internal capacity to raise higher funds due to the strong proposal writing and donor reporting skills they have developed.

Atma Consultant worked closely with the first and second-line leadership. We aimed at ensuring that capacity building for both layers must be done in a way that complements their skills. They developed the following skills through the partnership:

- Writing strong proposals that narrate a story
- Documenting case studies for communicating the impact of the organisation
- Organisational budgeting from a top-down approach and breaking down budgets into programme and project
- Articulating outcomes and outputs for programmes



### SYSTEMS AND PROCESSES

17000 ft has a structured and strategic approach to fundraising

Atma supported 17000 ft to create a number of systems and processes for the very first time. A system was put in place to conduct an Annual budget exercise followed by a fundraising strategy for the organisation. The goals set in the fundraising strategy helped them stay on track with lead generation and similarly track the progress of donor conversations to achieve their fundraising targets. In addition, a new system was created to not only capture their quantitative impact but also the success stories that helped them narrate their impact better to their potential and existing donors.



### FINANCIAL SUSTAINABILITY

17000 ft has managed to scale their organisations budget by 6x since 8 months from their partnership completion

17000 ft scaling the budget has helped them expand their work to Sikkim, which has been on the cards for 3 years, bringing them closer to achieving their long-term vision. Sujata Sahu (Founder) feels more confident about approaching donors and trying new things that work for the organisation.