

CASE STUDY

# *Atma - Wipro Foundation*

A case study on Atma's short term support to Wipro  
Foundation Grantees

MAY 2022



# About Wipro Foundation

Wipro Foundation represents the Corporate Social Responsibility (CSR) initiatives of Wipro Limited. Going back over two decades, the foundation focuses on social initiatives in Education, Health, Ecology, and Disaster Response. Within education, the foundation's focus has been to support education CSOs work on access and systemic education issues through Grants, Capacity-building support in educational, operational and organizational areas, Mentoring support from domain experts, Facilitating an active community of education practitioners

## Problems identified

NGOs and public institutions have played a critical role in improving school education through sustained work and a wide range of creative interventions. Their work has had a direct impact on the ground and has also led to shifts in educational discourse and practices. However, there is a continuing need for NGOs to address the evolving challenges of school education in the country. In order to do so, these organisations need knowledge and understanding of the importance of building the capacity of their organisations to be better equipped to fundraise for meeting the ever-changing needs of education in India.

Wipro Foundation has been working on providing support to develop stronger, more effective organizations. Some key organizational aspects were identified for additional support and along with Atma, identified two common needs for Wipro's Grantees

How to build **Organisational Capacity** **Fundraising Strategies**

## Atma's Approach

Atma curated a two workshop series spread over two days each to address the needs of Wipro's NGOs

Workshop 1

Introduction to Building Organisational Capacity

Workshop 2

A How to Guide to Fundraising

These workshops were conducted 6 months apart to enable absorption and application of learnings by the attendee and their teams. Both workshops threw light on the importance of building capacities of an organisation, building strategies across organisational development areas with a focus on Fundraising, and the roles all stakeholders play in the process.

The sessions were 2.5 hours each including theoretical sessions on the topics, 1-2 exercises, group discussions, and usage of frameworks and tools. Before each workshop, all attendees were given a pre-work (filling Life Stage Survey tool for specific OD areas to enable them to build a better understanding of their organisation and challenges). Additionally, each workshop conducted a pre and post-survey to track the baseline and end line of knowledge the NGOs had gained through these workshops.

## Solutions

Workshop 1

Introduction to Building Organisational Capacity

The workshop focused on increasing attendees knowledge and building a strong understanding of the need and importance of building capacity within an organisation.

The workshops were designed to provide attendees with a platform to question and discuss nuances of the capacity building process, share challenges in their journey so far and encourage the thought process of the uninitiated.

Workshop 2

A How to Guide to Fundraising

The workshop focused on increasing attendees knowledge and building a strong understanding of the need for, the importance of and most importantly 'how to' of Fundraising capacities within an organisation.

The workshop sessions were designed to initiate a nuanced discussion about the importance of Fundraising, building a strategy, building a donor pipeline and various tracking mechanisms, and along the way talk about challenges faced by and the learnings of participants in their journeys thus far.

## Outcomes Achieved

A pre-workshop survey was conducted two weeks prior to establish a baseline, and a post-workshop survey was conducted a couple of weeks post the workshops establishing the endline. This helped gain insight into immediate actions taken by the attendees and the key learnings they take back to their teams. Outcomes achieved through both workshops are listed below:

### Introduction to Building Organisational Capacity

Pre-workshop



Post-workshop



of the attendees indicated that they feel confident post the workshop, taking on capacity building efforts for their respective organisations.

Pre-workshop



Post-workshop



of the attendees indicated they have been able to think about and visualise the starting point of their organisation's capacity building journey.



of the attendees have already started working on building capacity by way of sharing learnings from the workshop with their teams, identifying focus areas, evaluating and revising existing strategies across the identified focus areas, and focused approach toward resource allocation (human and financial).

# Outcomes Achieved

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## A How to Guide to Fundraising

Pre-workshop



Post-workshop



of the attendees indicated that they understood the importance of a well-documented fundraising strategy going forward for their organisations.

Pre-workshop



Post-workshop



of the attendees understand the importance of investing time and effort in building a donor pipeline and are now in the know-how of how to start building one for their organisation.



of the attendees have already commenced work on building their fundraising strategy due to the workshop by way of conducting internal discussions, setting organisational goals, identifying potential donors, and evaluating resource requirements for a fully functional fundraising vertical.

# Participating NGOs

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Samaaveshi DSS ASWA Gramothhan Eikas Foundation DSS Jhamtse Gatsal RREA  
Samerth AWMH Avaniti Education and Training Foundation rZamba Gramothhan

# Testimonials

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## Introduction to Building Organisational Capacity

*'Firstly we realized that most of the issues that we're experiencing as a startup are universal. The wheel of destructive and sustainable growth was an eye-opener. Knowing the stages of an organization also helped us understand where we stand as an NGO. Lastly, the survey tool was very helpful to reflect on our own processes. The elements were very well defined. Look forward to more of such exercises'*

- Nivedita, Samaaveshi Pathshaala

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*'How to put our operations and processes into different broader areas of organizational development, gained more clarity on breadth and depth of the capacity building. Reflecting back upon the organizational processes'*

- Krishna Kumar Puri, Avaniti Education and Training Foundation

## A How to Guide to Fundraising

*'Wonderful sessions. I've come to know many things which we weren't aware of...How to design a Strategy and prepare a plan, maintain a donor pipeline etc., how to analyse the donor trends and how to segregate them based on the nature of funding etc.'*

- Sreenivas, Amma Social Welfare Association

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*'Quite satisfied with the way the workshop helped us work towards the objective. I feel much more confident towards building a fundraising strategy for my organization.'*

- Humaira, Jhamtse Gatsal Children's Community