

FUND
MANAGEMENT
REPORT TO
DONORS
WEEK#1



Kolkata Gives Foundation
4 April 2020

Reporting time frame

This inaugural report covers the reporting time frame starting 29 March 2020 and ending 4 April 2020.

The next report will cover the week starting 5 April and ending 11 April. The report will be sent on 12 April 2020 to donors.

The big picture

2.4
million
meals.

That is what your
contribution (Project 10K)
is helping facilitate
across Bengal in these
challenging times.

The big numbers

3

Rs cr, quantum of
donations targeted

2.29

Rs cr, quantum
of donations
mobilized

The big numbers

10,000

Families for whom funding is targeted to be raised

7532

Families for whom funding has been raised

3155*+

Number of families to who rations had been delivered by 5th April, '20.

The big numbers

18

Number of NGOs through whom Kolkata Gives is working

19

Number of pockets that had been provided food rations

14

Number of pockets that were urban

5

Number of pockets that were rural

Names of NGOs

Apne Aap

Antara

Birati Globe Vision Society India

Camps 4 Charity (Telni para Start Up)

Chaplin Club

Disha Foundation

Ek Tara

Garden Reach Institute

Garbheta (BDO)

Hope Foundation

Islampur Ramkrishnapally Rural

Welfare Society

Living Humanity

MUKTI (Sunderbans)

New Light

OFFER

South Kolkata Hamari Muskan

Swapnapuron

Samaritan Help Mission

Tiljala Shed

Overview

This is the inaugural Fund Management report by Kolkata Gives Foundation to its donors and other stakeholders on what we did with the donations they provided to us to address the needs of the livelihood-affected in the wake of Covid-19. The report represents our accountability to them and explains the process of how we managed their funds with responsibility.

Objective

At Kolkata Gives, we recognized that the usual fund raising programme would not suffice when we first comprehended the nature of the challenge. The challenge, as we understood it, was to address the needs of the livelihood-affected in Bengal following the imposition of the lockdown from 23 March 2020. We believed that such a lockdown would throw a number of daily wage labourers and marginalized out of work for a week (and thereafter for another fortnight). While we believed that some would have to fall back on their meager savings, there would be a larger number of people whose savings would be extensively eroded during this lockdown. Our relief was primarily directed at them: to prevent the erosion of their savings, to prevent them from the stress of addressing an uncertain future and protect their nutritional integrity with the objective to get them to economic productivity as soon as conditions revived.

Our uniqueness

Kolkata Gives is a unique NGO in that we engage with donors at one end and NGO at the other. We are not married to a catchment area or vertical (like education or health care); we go where we are needed. By the virtue of being vertical-agnostic we are able to focus on a single imperative: where is our help needed most?

Project

Kolkata Gives addressed the challenging target through the enunciation of Project 10K, which was an abbreviation of our intent to provide cash or rations equivalent to Rs 3000 for 10,000 families during the month of April 2020. We believed this to be a reasonable target with which to address the pain across Bengal. We figured that this would empower us to provide 2.4 million meals through April 2020 (calculated on the basis of four members per household, two meals per household and thirty days of rations).

Launch

Kolkata Gives commenced its fundraising at 5 pm on 29 March 2020. The company prepared the necessary artworks for dissemination through the company's whatsapp database and the respective database of its trustees. In the space of three and a half hours, Kolkata Gives had achieved 30 per cent of its target, indicating the generosity of Kolkatans in addressing this human tragedy. By Saturday evening (4 April), the number of funded families had risen to 7500, providing the exercise with the critical mass to move into the next stage: disbursements.

Disbursements

Kolkata Gives would ideally have liked to make a direct bank transfer of Rs 3000 to each intended recipient and worked with relevant NGOs to aggregate bank account details of their beneficiaries. However, given the fact that banks remained closed and the recipients would have encountered challenges to withdraw cash, the trustees of Kolkata Gives decided to provide food material and rations.

NGO partners

Kolkata Gives selected its first round of NGO partners based on the following capabilities and competencies: previous experience of having worked with them; single point responsibility and assurance provided by the social entrepreneur heading that NGO; established outreach capabilities of that NGO in servicing its hinterland with speed, human resource management, safety standards, documentation discipline and integrity.

Kolkata Gives also provided rations for 972 stranded labourers through the government (BDO Garbeta 2) in Garbheta Block in West Midnapore and is presently engaged in providing help to Ghatal SDO. We are happy in having extended our engagement with NGOs to government administrations, reaching material to the helpless.

Governance

At Kolkata Gives, we believe that the strength of an exercise of this nature is influenced by the process integrity: not only must the operation be completely above board but must also be visibly so. This sense of governance was reflected in the following priorities:

One, the selection of the NGOs. We selected NGOs from a broad sweep of NGOs that we had worked with in the past and who had passed our filters of credibility. This made it possible to shortlist about a dozen NGOs in the matter of a few hours, providing our exercise with the ignition required and reducing the lead time in analysis and approval. After this exercise had been concluded we kept our options open to appraising fresh funding requests that came in periodically came in based on the evening community needs across Bengal.

Two. The allocation of materials. We provided a mix of rations comprising rice, dal, cooking oil, soap, potatoes, onions, atta, chudiya, masoor dal, salt, soya oil and mustard oil.

Three. The selection of vendors. We sourced a majority of the material from Metro Cash & carry on account of the standardized quality on the one hand and the lowest volume-base costs of procurement on the other. Kolkata Gives paid by bank transfers; whatever that was sourced was against formal electrically generated bills; we negotiated and progressively derived a declining per unit cost towards the end of the first week.

Four. Our responsiveness. Our responsiveness to the human tragedy was monitored through periodic video conference calls conducted by trustees and their colleagues twice a day to begin with and thereafter every afternoon at 5pm once the process of fund mobilization and disbursement had stabilised.

Five. The role of the trustees. The trustees of Kolkata Gives comprised Anant Nevatia, Karan Goenka, Mahesh Pansari, Mudit Bagla, Pawan Agarwal, Somnath Sengupta Saurav Dugar, Shyam Sunder Agarwal and Mudar Patherya. The trustees were allocated different responsibilities based on their respective capabilities – fund raising, strategic goal-setting, negotiations, procurement, NGO selection, distribution, logistics, digital marketing and communication. None of the trustees possessed any interest (financial or otherwise) in any of the NGOs that were being funded. The decision to fund those NGOs was taken by a three-member NGO Selection Committee from among the trustees with complete independence. The trustees possessed skin in the game; in line with the conviction that charity truly begins at home, their internal fund raiser on 29 March 2020 generated a corpus to feed 1000 families following which they made the appeal public to a wider audience.

Donors

At the end of the first week, Kolkata Gives generated responses from more than 200 generous donors. The prominent donors (in alphabetical order) comprised AK Exports, Axis Bank Foundation, Balrampur Chini Mills Limited, Greenfield, Lux Industries Limited, Meenakshi Mercantile, Magma Foundation, Primarc Group, PS Group, Srijan Realty and Vedant Fashions (Manyavar). All donations made to Kolkata Gives attracted tax exemption under Section 80G.

Endorsement

“I was amazed at the speed with which Kolkata Gives moved in addressing our problem in this remote corner of West Midnapore. I was distressed at how we would feed the migrant labourers and one call from Kolkata Gives solved my problem. Within the space of exactly six hours, it had issued delivery instructions to the food trader in Garbheta and the following day we received the material. I could not believe that with just two telephone calls Kolkata Gives could have moved material with such speed. I will be forever grateful for this and immediately passed on word to other SDOs to contact Kolkata Gives for their needs.”

Sofia Abbas,
BDO (Garbheta 2),
West Midnapore, Bengal











ANTARA
Psychiatric Centre

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Mr. Ravindra Chamaria

Legal Advisors :
P. C. Ghosh
Sk. Hamedul Quader

Hospital & Regd. Office :
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P. O. : Dakshin Gobindapur
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Executive Committee :

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Kamal Prakash

Hony. Gen. Secretary :
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Bro. Paul Eaton M. C.

Calcutta Armenian Church :
Michael Dutta

Chief Executive Officer :
M. Thomas John

04.04.2020

To,
Kolkata Gives,
Kolkata

Kind Attention: Krishna

Subject: Letter of Gratitude for the Kind Support

We most gratefully acknowledge your support by providing 1200kgs of rice, 1000kgs of potatoes, 600kgs of Dal, 204 packets of 1 kg each cooking oil, 200kgs of Salt, 400 pieces of Soaps and 1002 packets of Biscuits to ANTARA.

It is a great aid in these difficult times. There are 246 patients at Antaragram as of date. Several of them are homeless or from poor families. Your support will help us to look after them especially during the lock-down period.

On behalf of all the needy patients, we most sincerely appreciate your kind gesture.

Regards

M Thomas John
CEO
ANTARA

Registered under West Bengal Societies Registration Act 1961 & Licensed under the Mental Health Act 1987
Donations to Antara are exempted u/s 80G

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📘 : www.facebook.com/antaraindia 🐦 : twitter.com/antaraglobal



Tiljala SHED

Yesterday at 2:42 PM · 🌐

Relief is on its way. Thank you **Kolkata Gives** for mobilising so quickly and getting food to where it is most needed.





Donate

If you would like to contribute to alleviating suffering in this human tragedy connect to [Kolkatagives.in/covid-19](https://kolkatagives.in/covid-19)