

‘HOW DO I KNOW MY DONATION WAS WELL-SPENT?’

Fund management
report to donors
Week #2



Kolkata Gives Foundation
Reporting time frame: 29 March to 11 April 2020.

THE BIG PICTURE

2.4 mn

The number of meals
through food rations
provided by Kolkata Gives
to the livelihood-affected,
April 2020

The big numbers

7970*

Families for whom
funding has been
raised

10,000

Families for whom
funding is targeted to
be raised

*Until 3pm on 11 April 2020

The big numbers

3

Rs cr, quantum of
donations targeted

2.39

Rs cr, quantum of
donations mobilized

4784*

Number of families to
who rations have been
delivered (does not
include 972 labourers
addressed in Garbheta 2)

The big numbers

33

Number of
neighbourhoods
provided food rations

22

Number of urban
pockets provided food
rations

11

Number of rural
pockets provided
food rations

What are the names of the 27 distribution partners Kolkata Gives worked with?*

Urban Bengal

Apne Aap: Sonagachi,
Khirdirpur, Topsia

Antara: Baruiপুর

Birati Globe Vision Society
India: Birati

Champs 4 Charity: Telinipara
Country Roads, Sahapur (GP)

Disha Foundation:
Manoharpukur

Ek Tara: Topsia

Garden Reach Institute: Garden
Reach

Hope Foundation: India
Exchange Place to Armenian
Ghat, Sovabazar, Rashbehari,
Moulali*

New Light: Kalighat, Khidirpur,
Chetla, South 24 Parganas, North
24 Parganas, Habra

Living Humanity: Beniapukur

OFFER: Dunlop, North 24
Parganas (beneficiaries from
different districts)

Rehnuma-e-Niswaan:
Nakeldanga, Rai Gachi,
Mallikpur, Topsia and Tiljala

Ramakrishna Mission Kasba
Haltu area

Samaritan Help Mission: Bankra

Samaritan Help Mission:
Tikiapara

Sanjay Sureka, an Individual
samaritan: slums between
Ultadanga and Kolkhali (near
Airport)

Tiljala Shed: Tiljala

*These have either been provided food rations for onward delivery or will be provided in the coming week

What are the names of the 27 distribution partners Kolkata Gives worked with?*

Rural Bengal

Chaplin Club: Paschim Dinajpur

Garbheta (BDO), Medinipur

Sadar subdivision of Paschim Medinipur district

ISKCON, Mayapur

Islampur Ramkrishnapally Rural Welfare Society: Uttar Dinajpur

MUKTI (Sunderbans): Raidighi, Patharpratima

Mukh Bandh Kaam Suru (MBKS) Trust: Darjeeling

Dr. Sharon Foning, an individual Samaritan: Kalimpong

Swapnapuron: Hingaljanj

APDR: Kankinarrah

Partner

Kolkata Foundation

*These have either been provided food rations for onward delivery or will be provided in the coming week

What is the objective of this report?

This Fund Management report by Kolkata Gives Foundation to its donors and other stakeholders represents our accountability and explains the process of how we managed their funds with responsibility.

What is our target?

To fund the food ration requirements of 10,000 livelihood-affected families in Bengal equivalent to Rs 3000 during April 2020. Kolkata Gives commenced its fundraising at 5 pm on 29 March 2020.

What is the governance standard in our operations?

The trustees of Kolkata Gives were the first to contribute – a cumulative 10 per cent of the total target – before mobilizing donations from the world.

We selected NGOs we had worked with in the past or passed our credibility test or came with excellent references.

We responded with speed and 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.

We provided a mix of rations (rice, dal, cooking oil, soap, potatoes, onions, atta, chudiya, masoor dal, salt, soya oil and mustard oil).

We sourced a majority of food rations from Metro Cash & Carry (standardized quality, lowest volume-based procurement cost, payment by bank transfer, generation of electronically generated bills and prudent negotiation).

Who have been prominent donors to Project 10K?

At the end of the second week, Kolkata Gives generated responses from more than 200 generous donors. The prominent donors (in alphabetical order) comprised AKE Exporter, Axis Bank Foundation, Balrampur Chini Mills Limited, Crescent Foundry Pvt. Ltd, JM Jain, Jyoti Basu Memorial Foundation, Lux Industries Limited, Meenakshi Mercentile, Magma Foundation, Primarc Group, PS Group, Srijan Realty and Vedant Fashions (Manyavar). All donations made to Kolkata Gives attracted tax exemption under Section 80G.

On what basis did we select our distribution partners?

On the basis of our previous experience of having worked with them, single point responsibility provided by the social entrepreneur heading that NGO, outreach capabilities in servicing the hinterland with speed, safety, documentation and integrity.

Who are the trustees behind Kolkata Gives Foundation?

In alphabetical order: Anant Nevatia, Karan Goenka, Mahesh Pansari, Mudar Patherya, Mudit Bagla, Pawan Agarwal, Somnath Sengupta, Saurav Dugar and Shyam Sunder Agarwal. Their efforts have been supported by Satabdi Das, Anuraj Dhar and Krishnakuntala Banerjee.

What has been the ground-level impact of your donation?

“The speed with which Kolkata Gives addressed our needs in our mushkil ki ghadi when no help was available from anywhere will not be forgotten.”

Nazim, Garden Reach Institute of Research

“I felt embarrassed asking for help but it was overwhelming the way Kolkata Gives reached out to me all the way in Kalimpong to fund the needs of HIV patients.”

Dr Sharon Foning

What has been the ground-level impact of your donation?

“One telephone call. That is what it took for Kolkata Gives to provide rations for the poor in Tikiapara and Bankra.”

Mamoon Akhtar, Samaritan Help Mission

“Kolkata Gives told me just one thing: ‘Your job is not to worry about where money will come to help the poor. Your job is to go out and understand where and quantum of help is needed and relay that to us.’ Those two lines made a world of a difference.”

Urmi Basu, New Light

“Within six hours, Kolkata Gives 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.”

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



Kolkatagives.in