

PART THREE

Appendices

Appendix A

SOCIO-ECONOMIC CLASSIFICATION

Market research industry in India has developed a socio-economic classification system for households and individuals, which clubs all the people who are likely to behave similarly. This socio-economic classification system identifies people and households of following types

- ▶ SEC (socio-economic class) – A1 and A2 collectively known as SEC-A
- ▶ SEC (socio-economic class) – B1 and B2 collectively known as SEC-B
- ▶ SEC (socio-economic class) – C
- ▶ SEC (socio-economic class) – D
- ▶ SEC (socio-economic class) – E1 and E2 collectively known as SEC-E

The socio-economic classes have been developed on the basis of the two parameters- highest education of the main wage earner of the family, and profession of the main wage earner. The following grid gives information on the SEC-classes.

EDUCATION →		1	2	3	4	5	6	7
-----OCCUPATION ↓		1	2	3	4	5	6	7
Unskilled		E2	E2	E1	D	D	D	D
Skilled Worker		E2	E1	D	C	C	B2	B2
Petty Traders		E2	D	D	C	C	B2	B2
Shop Owners		D	D	C	B2	B1	A2	A2
Businessmen/Industrialist With No. of Employees								
None		D	C	B2	B1	A2	A2	A1
1-9		C	B2	B2	B1	A2	A1	A1
B10 +		B1	B1	A2	A2	A1	A1	A1
Self Employed/ Professionals		D	D	D	B2	B1	A2	A1
Clerical/ Salesman		D	D	D	C	D2	D1	D1
Supervisory Level		D	D	C	C	B2	B1	A2
Officers/Executive Junior		C	C	C	B2	B1	A2	A2
Officers/Executives Middle/ Senior		B1	B1	B1	B1	A2	A1	A1

Appendix B

CLASSIFICATION OF FIELDS

Culture and Arts

Includes theatres, museums, zoos, aquariums, performing arts, historical and cultural societies.

Sports and Recreation

Includes sports clubs, social clubs, service clubs like the Lions, Rotary etc.

Education and Research

Includes primary, elementary and secondary schools, higher education, vocational schools, adult and continuing education and research institutes.

Health

Includes hospitals, rehabilitation, nursing homes, mental health institutions, preventive health care, emergency medical services and volunteer ambulances.

Social Services

Includes child welfare services, day care, youth welfare, family welfare, services for the handicapped, services for the elderly, assistance to refugees and homeless people, shelters and food distribution.

Environment

Includes environment protection, conservation, cleanup and beautification, animal and wildlife protection and veterinary services.

Development and Housing

Includes community and neighborhood organisations, domestic economic and social development organisations, housing associations and housing assistance.

Civic and Advocacy Organizations

Includes civic associations, civil liberty groups, human rights organisations, advocacy organisations, legal services, crime prevention and rehabilitation of offenders and consumer protection.

Philanthropy and Voluntarism Promotion

Includes foundations, volunteer bureaus and fund raising organizations.

Religion

Includes churches, synagogues, mosques and other places of worship.

International Activities

Includes exchange, friendship and cultural programs, international disaster and relief, international human rights and peace promotion, development assistance and aid.

Business and Professional Associations, Unions**Others**

Appendix C

CONCERN INDIA FOUNDATION

Professional Services Offered by Concern India Foundation¹ to Individual/Corporate/Charitable Donors

Today, ever increasing numbers of corporate executives and officers of charitable trusts are being personally questioned by the tax and other regulatory authorities about donations made by their organizations to charity. The authorities and in the case of corporates, shareholders are concerned that the monies donated are not being put to legitimate use. Any adverse findings may lead to personal liability of the executives/trustees of the company/trust that gives the original donation. In order to avoid/prevent such situations from arising, CIF can offer its professional advise/expertise to such donors in the following circumstances/situations.

1. *Where the donor is unclear as to the amount and cause to be supported.*

CIF will identify a number of suitable projects concerning a variety of issues for e.g. child welfare, empowerment of women, education, employment etc. After consulting and discussing the scope and merit of each project with the donor the list will be amended and refined until the donor can identify a project that is appropriate for their support.

The charge for this service is 5% of the total amount donated to be given as a donation to CIF with the first payment to the donor or an amount of Rs.5000 (whichever is more).

2. *When the donor requires an evaluation of its chosen project.*

CIF will conduct a full professional evaluation of the relevant project and submit a report to the donor detailing its findings and conclusion. If required we would also be happy to recommend alternative projects and funding structures which are of optimum benefit to the donee.

The charge for this service is 5% of the total amount donated to be given as a donation to CIF with the first payment to the donee or an amount of Rs.5,000 (whichever is more).

3. *Only Monitoring*

When the donor has decided which charity to support and the amount he/she wishes to donate, the full amount is paid to CIF. We will disburse the funds to the chosen project either as agreed before with the donor or as and when required by the charity under our continual assessment of the use to which the money is being put. A three monthly short report will be sent to the donor together with a detailed annual report at the end of the year.

The charge for this service is 5% of the total amount donated to be given as a donation to CIF with the first payment to the donee or an amount of Rs.5,000 (whichever is more).

- In all the above cases the minimum donation to CIF will be Rs.5,000 per donee even if after evaluation the donor decides not to support any project.
- If the donor requires all the above three professional services, then a 15% service charge will be included.

Some of CIF's Events

'Delhi Diary' celebrated its ruby anniversary for which they organized a fashion show, music concert and other items. Delhi Diary with a desire to dedicate the event in aid of a good cause publicized it in aid of Concern India Foundation. For the event, CIF did not have any organizing responsibilities but received recognition at a platform and also received part proceeds of the event, approximately Rs 1,00,000.

'Aviance' in aid of CIF sponsored '**Beauty beyond Mirror**' in many cities throughout the country. For this event an amount was pre-decided and an event management company was hired. The experience highlighted the important aspects in organizing an event (event management skills) for example the importance of easy accessibility and adequate vehicle parking.

Concern's NGO Mela: Since 1995, Concern India Foundation has been organising an exhibition in Mumbai which not only brings together NGOs working in the social sector but also created awareness about the work being done by these NGOs for underprivileged people.

Child Art Exhibition – *an extract from the website of CIF*

Since 1996, Concern India Foundation has been displaying the talent of underprivileged children through our annual Child Art Exhibition. It is a showcase for the artistic talents of underprivileged children.

One of the mediums of expression for children is through art. There are many NGOs who provide those children, who live in slums or on the streets, with

some quality time away from their dismal surroundings. The children have no formal training but they have the imagination and the zest for life. The teachers and volunteers nurture and encourage them to express themselves and guide them in fine-tuning their talent. Warmth and understanding are all that it takes for these children to create works of art that are expressions of their hope and dreams. Splashes of bright colors, beautiful flowers and fish, scenic mountains, jungles and houses all painted with crayons, oil paints and watercolors.

The children feel a sense of pride at having their paintings put up at a prominent art gallery. The admiration by the visitors of their delightful works of art is enough to bring happy smiles to the faces of these children. It gives an added boost to the morale of the children when they see people appreciating their work.

The paintings are very reasonably priced between Rs 250 - 1000 and most of the paintings are sold out on the first day. The money is given to the respective projects to continue with their efforts to give a better future for these children.

The first Child Art Exhibition was held in 1996 at the Cymroza Art Gallery, one of the prestigious art galleries in Mumbai and the paintings were framed by Pundole Art Gallery. Both organizations did not charge us anything and since then have continued to give us their unstinting support for the exhibition. We have received tremendous support from companies who have sponsored the publicity costs thereby enabling us to create awareness among more and more people about this unique Exhibition.

Corporate donation: In 1998, a leading grocery store in Mumbai donated Rs 1 on every receipt given to the customers. This was continued for a period of three months. Though CIF tried to initiate this scheme with other stores too, but no other shops seem to be interested.

Colors of concern: CIF's Bangalore branch conducted this event with schools in partnership with one of the leading manufacturer of crayons. The event was a coloring competition that was conducted with a total of 46 schools in Bangalore in classes ranging from nursery to the IV standard. All materials (printed coloring sheets, crayon boxes, prizes, etc) needed for the competition was provided by the crayon manufacturing company.

The event was conducted over a period of six months during the drawing classes. The entry fee was Rs 10 per student and they were provided with coloring sheets and boxes of crayons. The Concern's "School Team" judged the competitions and awarded the first three prizes.

As the crayons were given to CIF at Rs 4.77 per box, therefore Rs 5.23 was earned from every student who participated. The total expenditure incurred was Rs 113,050 and the net income was Rs 77,025.

The event not only raised funds for CIF, but was also a breakthrough with vari-

ous schools in Bangalore and has facilitated future endeavors with schools. The event has also helped to create awareness among students and their parents about CIF and its activities.

Appendix D

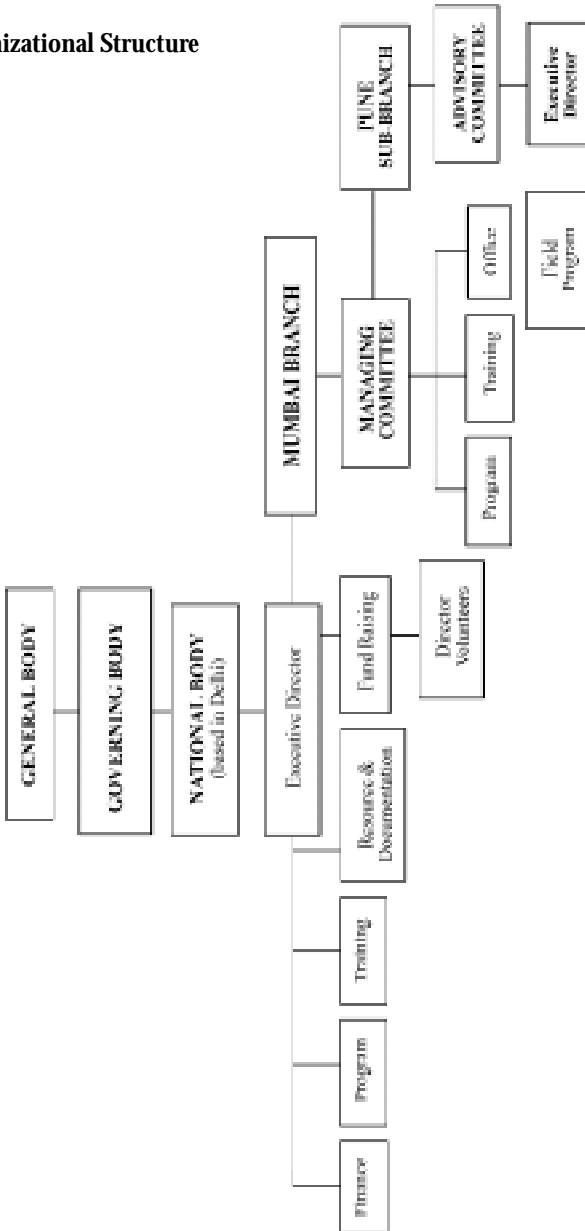
EKLAVYA FOUNDATION

Balance Sheet year ended 31.3.98	
Properties and assets	(Rs. in lakhs)
Land at Sandalpur	0.55
Project Equipments	8.86
Govt. and other Grants	8.82
receivables and carried forward	
Receivables	17.21
Loans, Advances and Deposits	1.01
Balance with banks:	
Corpus Investment	90.12
Others	7.76
Total	133.73
Corpus and Liabilities	
Capital Fund	0.75
Corpus Fund	90.12
Surplus	29.39
Grants for Equipment's	8.86
Government & other Grants	
refundable and carried forward	0.00
Current Liabilities	4.61
Total	133.73
Income and Expenditure Account for the year ended 31.3.98	
Income	(Rs. In lakhs)
Government and other Grants	76.58
Donations	0.05
Subscriptions to Chakmak	7.14
Sale of other Eklavya Publications	0.00
Miscellaneous Receipts	0.28
Interest Received	0.75
Total	84.80
Expenditure	
Expenditure on objects of the society	
a) Educational Projects	64.79
b) Expenses on Publications	17.51
c) Others	0.95
Surplus/Deficit of income over expenditure	1.55
Total	84.80

Appendix E

MOBILE CRÈCHES

Organizational Structure



Appendix F

NATIONAL ASSOCIATION OF THE BLIND

Balance Sheet 1998-1999

Funds & Liabilities	Amount (Rs)	Assets	Amount (Rs)
Trust fund/corpus	32,774,875.12	Immovable properties	15,420,159.97
Other earmarked Funds	48,570,482.12	Investments	48,613,632.00
Liabilities	540,388.90	Movable assets	6,350,323.99
		Loans & advances	134,877.60
		Income outstanding	129,000.00
		Cash & bank balances	1,494,864.96
		Income & exp. A/c	9,742,887.62
Total	81,885,746.14		81,885,746.14

Financial Statement:

Summary Audited Income and Expenditure Statement for the year ended 31 March 1999

Expenditure	Amount (Rs)	Income	Amount (Rs)
Establishment expenses	1,165,037.75	Interest	3,208,422.52
Other expenses	881,637.33	Donation in cash/kind	606,569.12
Miscellaneous	22,967.60	Income from other sources	4,735,250.00
Depreciation's	183,955.50	Govt. grant towards expenditure on other objects	2,189,793.00
Exp. on the trust's objectives :	20,673,661.34	Earmarked donations and other revenues	6,647,072.67
Total Exp.:			
Depreciation:			
		Excess of expenditure over income transferred to:	5,540,152.67
		a) Corpus:	
		b) I.E. A/c:	
Total	22,927,259.52		22,927,259.52

Investing in Ourselves: Giving and Fund Raising in India provides NGOs and fund raising practitioners with a deeper knowledge of the individual gift-giving market, as well as fund raising principles and strategies employed in the country. Whether you're a small, young non-profit, or a large national or international organization, you will benefit from the fund raising experiences of the local NGOs in the case studies, and from the findings of the market survey of philanthropic giving in India. The publication of the book is part of a seven-country research project spearheaded by the Asia Pacific Philanthropy Consortium (APPC), and funded by the Asian Development Bank, through the Asia Foundation, Nippon Foundation and United States Agency for International Development (USAID).

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