

Preface

Our mission, summed up in our slogan, “Give – Give Wisely”, is to promote informed giving. However, soon after inception, it became clear to us that if we were to succeed in our mission we would first need to know some basic facts about people’s existing philanthropic preferences and behavior. Who gives? For what? Why? How? In other countries national surveys of giving have provided the answers to such questions. But none had been attempted so far in India. We felt one was necessary to map the field and guide further action.

It also became apparent that of those who approached us for assistance, the greater numbers were not those who wanted to give, but those seeking funds or help to locate funds for their non-profit organizations. Given our limited resources, financial and human, we knew we could not help fund seekers on a one-to-one basis. We would need to find other ways. Our first effort in this direction was to prepare a Directory of Donor Organizations to give information about donors and their funding priorities. A second obvious step would have been to teach fund seekers how to raise money from institutional donors as well as individuals. But training to be effective must be based on good teaching material. Some material based on Western contexts and models was available but this would not necessarily work in a different socio-cultural context.

Therefore we felt we needed to bring to public notice instances of those organizations, which had been effective in raising money from their communities, and how it had been done. Others could learn from their example. Moreover, if voluntary organizations learnt to present their work to private donors more effectively, it would also help the latter to give wisely.

The project “Investing in Ourselves” has enabled us to do both the survey and the research on successful fund raising from local communities. Part of a seven country exercise, the project was the brainchild of the Asia Pacific Philanthropy Consortium. It brought together teams from the seven countries to draw up a common framework, which would allow comparisons to be made within the Asia–Pacific region, but which could equally

accommodate country specific socio-cultural differences.

For its vision in drawing up a project of such vast dimensions, and for drawing us into the project, we thank the Asia Pacific Philanthropy Consortium, sponsors of the project. Being part of the network of south and south east Asian countries not only enabled us to secure the necessary funds but also to share in the learning and experience of other countries.

The Nippon Foundation generously provided the financial support for the India part of the project, while the Asia Foundation took on the fiduciary responsibility for channeling the funds to us and monitoring the project. Our sincere thanks to them both.

In particular we would like to acknowledge Barnett F. Baron of the Asia Foundation for the leadership given by him to the project, and Jaime Faustino of the Venture for Fund Raising who, as coordinator of the entire project, first brought us into the picture.

But for the financial support given by the Asian Development Bank to the Regional Project it would not have been possible for the participating members to avail of consultant expertise for the survey and case studies. The ADB also made it possible for the participating organizations to attend the workshops in Manila at which the project was drawn up, refined and reviewed. We acknowledge their assistance.

Our thanks also to the consultants, Susan Hocking, Mark Lyons, and Frankie Roman who stimulated our thinking; and to Mark Lopez and other staff of the Venture for Fund Raising who so cheerfully worked to make the Manila workshops a success.

An advisory committee for the case research part of the project, comprising Major General Pannu, Matthew Cherian, Vijay Sardana, Rajiv Dua, Shankar Venkateshwaran, Tarun Sarwal and Mamta Sakia, helped in the initial identification of the organizations who could be the subject matter of the case research. Our thanks to all of them.

There would have been no cases had it not been for the generosity showed by the organizations who agreed to be part of the project and to share their experience. They willingly and ungrudgingly spared their time and information in order to help us help others. Our most sincere thanks to:

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- The board members and staff of Eklavya, National Association of the Blind, Manipal Heart Foundation, Helping Hands, Karunashraya, CRY/CAF and The Blind Relief Association.

The cases were researched and written by different researchers. Of the 18 cases completed, four, (Karunashraya, Helping Hands, Manipal Heart Foundation, and CRY/CAF project on Payroll Giving) were supervised by Murray Culshaw and the rest by me. We would like to acknowledge the hard work put into the case studies by all the writers whose names appear below their work. Their efforts will surely earn the gratitude of those whose difficult job it is to find funds for their organizations.

Finally, I would like to thank Tulsi Bisht, SICP's project coordinator for his hard work and support.

During the course of the project several changes were necessitated by unfortunate developments. Initially, of the 20 case studies envisaged 10 were to be the responsibility of a consultant from the south who was to supervise the case studies in the south and east of India. The remaining 10 were the responsibility of SICP. After supervising four studies, all in his local town, the consultant withdrew from the project without notice and without giving reason, and the entire burden had to be borne by SICP. Again, some case researchers took inordinately long to complete their assignments, while some did not deliver at all. Because of this, much to our regret, certain fields and certain regions, particularly the east and west of India, could not be covered adequately, and the studies completed, though more than agreed to in the project agreement, were fewer than intended by us. The survey too had its vicissitudes, necessitating revisions at every stage.

But in spite of the shortcomings, of which we are fully conscious, it has been a pioneering effort in an unexplored terrain. Therefore, we hope that

readers in their generosity will forgive the shortfalls. If this first fruit at all helps those for whom it is intended — NGOs, donors and policy makers — and results in building of NGO capacity for local resource mobilization, our work will not have been in vain. ►

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