



# VALUE CIRCLE

*Building capacities for a brighter future*

IMPACT  
REPORT 2023

**The Value Circle Program, a capacity strengthening initiative, responds to the unique challenges faced by smaller nonprofit organisations, which often operate under resource constraints and modest budgets.**

Its inception was driven by a fundamental recognition - **the need for a holistic support system that extends beyond financial aid to enhance the efficacy and sustainability of these nonprofits.**

The Value Circle Program brings together **a cohort of 18 grassroots nonprofits**, all under the expert guidance of **toolbox INDIA Foundation**. It places a strong emphasis on capacity-building, with a particular focus on optimising communication functions. Through the elevation of visibility, the program aims to catalyse fundraising efforts, forge invaluable networks and partnerships, and attract dedicated volunteers. Furthermore, it equips these organisations with the indispensable skills required to craft compelling fundraising collateral and cultivate effective leadership.

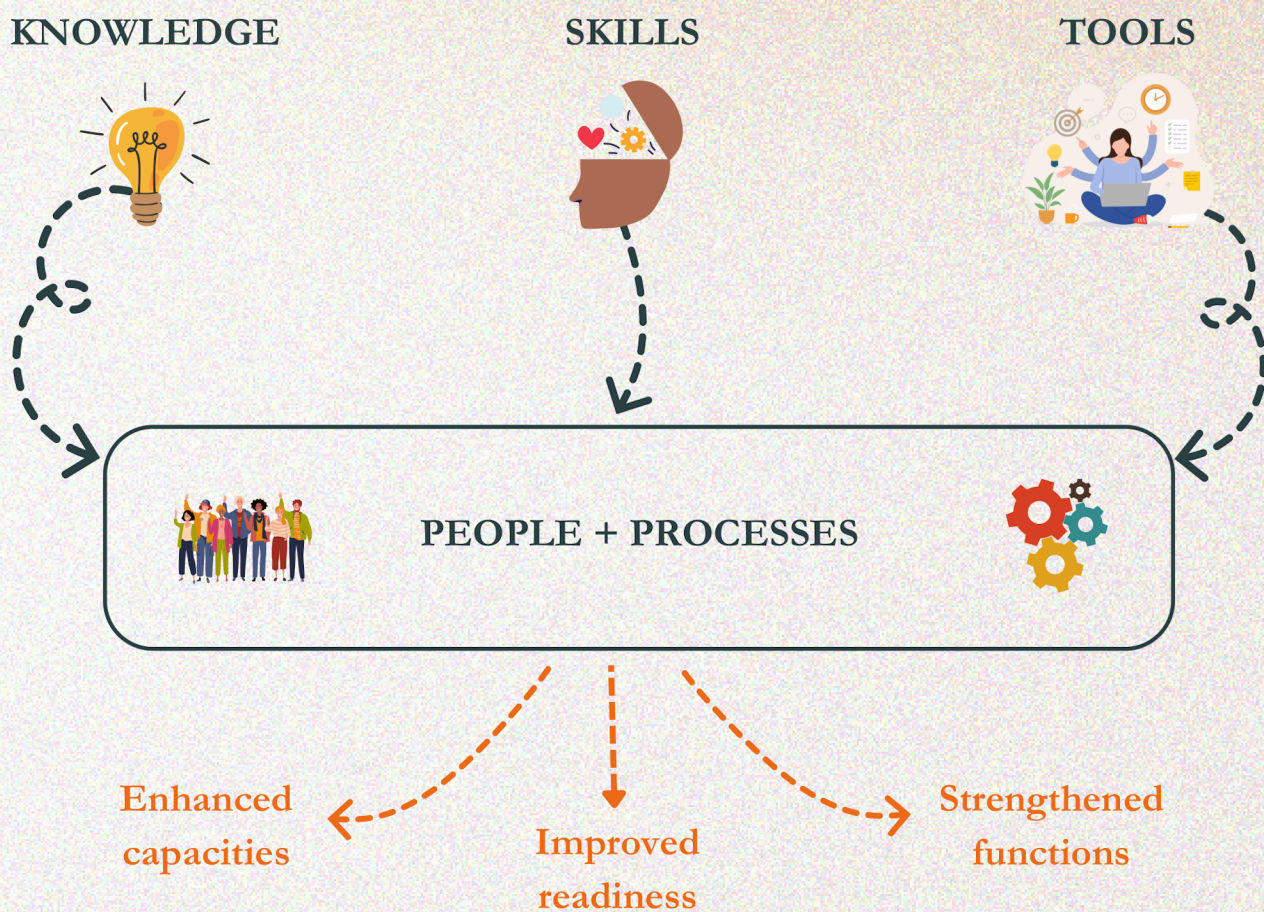
Fundraising presents a significant challenge for grassroots nonprofits in India, primarily due to their limited size and constrained resources. This challenge often hinders their ability to communicate their mission to potential donors. The Value Circle Program steps in to address these issues and restructure the philanthropic landscape. It does so by offering tailored support, training, and avenues for engagement with potential donors, ushering in a new era of philanthropy where organizations are empowered to effect lasting change.

*The Value Circle Program aims to empower them to make a tangible impact on marginalised communities by prioritising capacity building, nurturing leadership development, and enhancing visibility.* This initiative seamlessly aligns with the evolving philanthropic ecosystem's focus on strengthening organisational structures and an unwavering commitment to continuous improvement.

# OUR THEORY OF CHANGE

*The Value Circle Program aims to enhance the effectiveness, resilience, and future readiness of resource-constrained NGOs operating across various sectors in India.*

Recognising common challenges such as *internal unpreparedness, communication gaps, and fundraising deficiencies*, the program deploys a hybrid approach. It combines one-on-one skilled volunteers, advisory support, and expert-led masterclasses to strengthen institutional capacities. By providing these NPOs with the tools, skills, and knowledge they need, the program empowers them to become more resilient, effective communicators, and proficient fundraisers. Ultimately, the program seeks to enable these organisations to create and sustain a more significant positive impact in their respective fields.



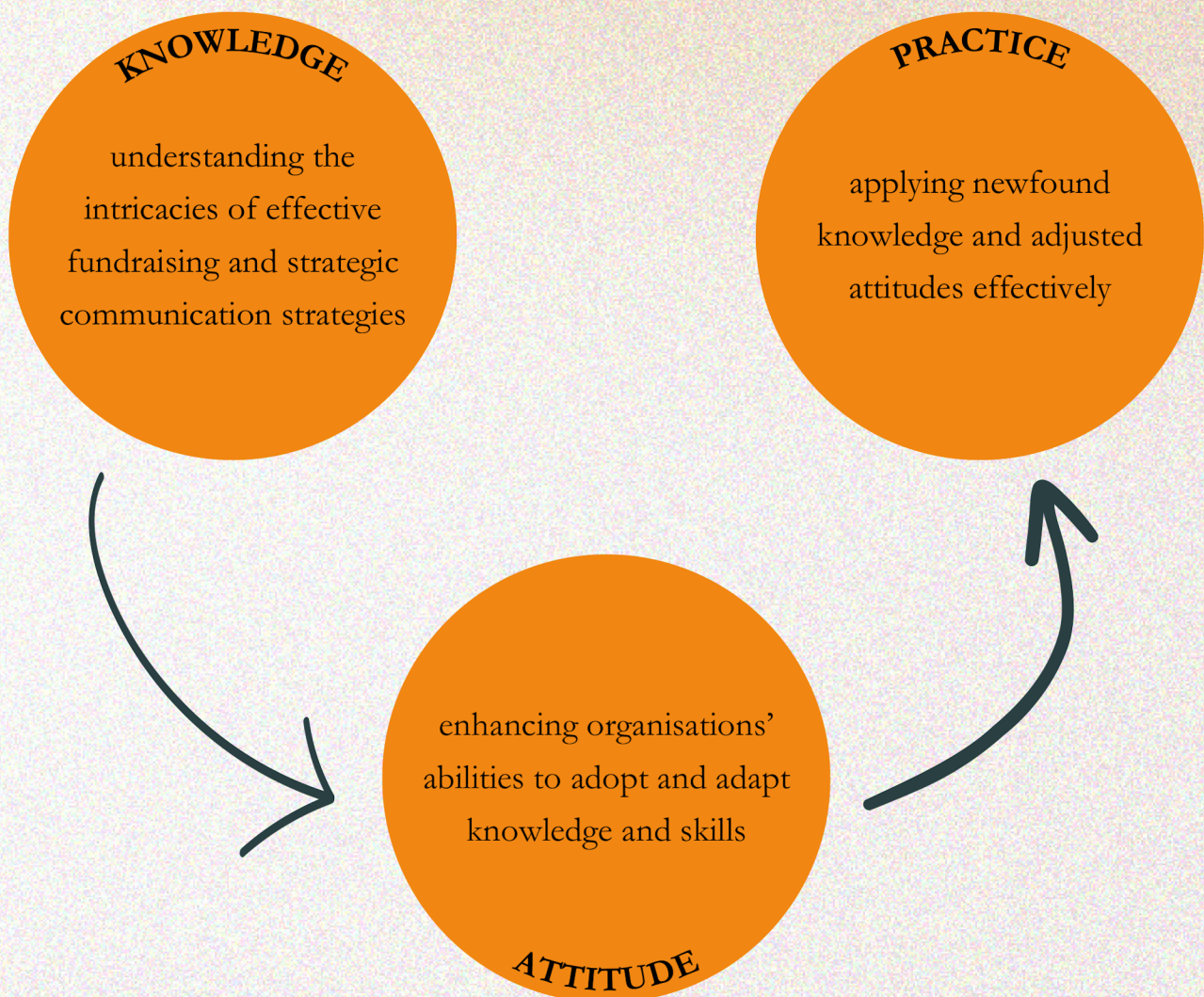
# PROGRAM DESIGN

The Value Circle Program is thoughtfully designed to empower grassroots nonprofit organisations by enhancing their sustainable capacity to attract social investments.

## KNOWLEDGE - ATTITUDE - PRACTICE

### FRAMEWORK

*serves as the program's guiding principle for design, execution, and evaluation*



# PROGRAM OFFERINGS

## PITCH PERFECT

*Fundraising pitch*



Participants learn to craft persuasive narratives that resonate with potential donors and stakeholders. This involves both written materials and oral presentations, ensuring a comprehensive approach to fundraising.

## MODERN BILLBOARD

*Website enhancement*



The “Website Enhancement” facet designed to transform the online presence of nonprofit organisations involves developing user-friendly websites with clear mission, cause, and programs.

## UNIFIED COMMUNICATION

*Building visibility*



The strategy’s primary goal is to broaden the audience reach, effectively convey the organisation’s mission and impact, and strengthen its positioning within the social sector.

## THE CEO CIRCLE

*Guided leadership*



The “CEO Circle” program provides nonprofit leaders with expert guidance and practical coaching on various leadership challenges, including team building and adapting to changing work environments.

18

High impact grassroots organisations located in rural, peri-urban, and urban India



Organisation size



5-20

## COHORT'S DEMOGRAPHY

4+

Sectors, including health, education, gender, and disability



20L-1.5CR

Annual budget



# KEY STAKEHOLDERS

## INDUSTRY EXPERTS

offer critical knowledge & expertise

## PROGRAM TEAM

develops the program's curriculum

## ADVISORS

provide personalised advisory support

## VOLUNTEERS

offer one-on-one pro-bono assistance

# PROGRAM OUTPUTS



## PITCH PERFECT

16

fundraising decks prepared while 14 were trained for the mock trial finale



## UNIFIED COMMUNICATIONS

150 social media posts for Value Circle NPOs



## WEBSITE

16 ENHANCEMENT

website audits along with SEO optimisation and content correct



## CEO CIRCLE

3

leadership sessions held addressing learning related to leadership, organisation & talent



# IMPACT

## APPROACH

To evaluate the impact of the Value Circle Program comprehensively, a structured approach was adopted, aligning with the established objectives. This approach included the following key steps:

**AUGUST 2022:**

### **BASELINE ASSESSMENT**

Baseline assessments were conducted to evaluate the participating NPOs' fundraising capabilities, existing funding sources, donor engagement, digital presence, and online audience engagement.



**AUGUST 2022 - AUGUST 2023:**

### **PROGRAM IMPLEMENTATION**

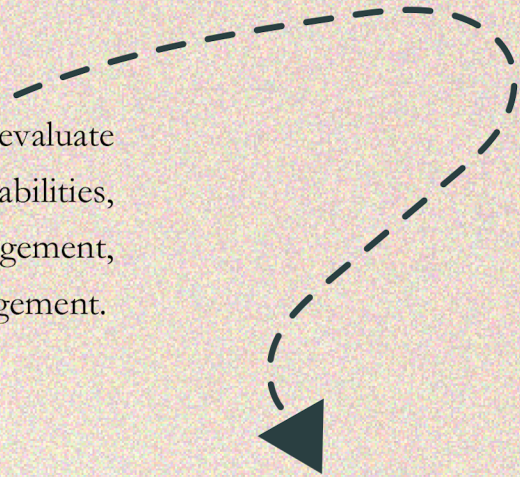
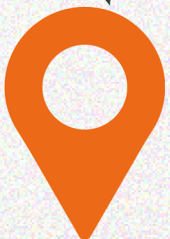
The Value Circle Program was executed over one year, which included masterclasses, advisory support, skill-building sessions, website enhancement, unified communications elements, and leadership sessions in the CEO Circle, all dedicated to improving fundraising strategies, online visibility, and organisational effectiveness.



**AUGUST 2023:**

### **ENDLINE ASSESSMENT**

Endline assessments conducted at the program's conclusion allowed for a comparative analysis of fundraising capacity, online visibility improvements, and overall organisational effectiveness. They measured the program's impact on the NPOs' ability to attract new grants, funds, donors, digital presence, and engagement on social media.





# KEY FINDINGS & RESULTS



## FUNDRAISING CAPACITY BOOST

20%

increase in *fundraising capacity*, highlighting the program's effectiveness in enhancing participants' ability to secure grants and funds

## FUNDRAISING STRATEGY DEVELOPMENT

5%

40%



remarkable shift observed in *implementation of defined fundraising strategies*, with organisations better poised to attract donors and cultivate relationships with funding sources

## DIVERSIFICATION OF FUNDING SOURCES

53% participants adopted a mindset of *diversifying funding sources*



20% to 30%

increase in *community fundraising, government grants, CSR funds, and international foundations*

## ENHANCED FUNDER ACCESS KNOWLEDGE

53%



organisations reported *above average knowledge on accessing funders*, enabling them to seek new opportunities and partnerships

# KEY FINDINGS & RESULTS

## IMPROVED FUNDRAISING PROPOSAL SKILLS



**7%** participants reported their skills in designing fundraising proposals as *excellent*

**33%** participants reported their skills in designing fundraising proposals as *above average*

## STRUCTURED DONOR REPORTING



**40%** of the cohort began implementing *structured donor reporting systems*

## COLLATERAL & WEB DEVELOPMENT

**10%** increase in *fundraising collateral creation*

**15%** increase in *website development*



## EXPANDED SOCIAL MEDIA IMPACT



*consistent growth in social media interactions and impressions*

over one year with increased outreach

# MAJOR LEARNINGS

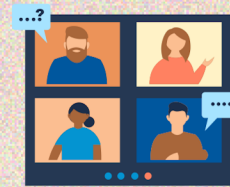
## RESOURCE ALLOCATION AND COMMITMENT

Success for grassroots nonprofits hinged on resource allocation and commitment. Those investing time and resources showed higher program engagement, enthusiasm, and improved capacity. Conversely, constraints in resources and time hindered program utilisation and impact.



## VIRTUAL ENGAGEMENT AND CLOUD TECHNOLOGY

Virtual engagement, powered by cloud technology, democratised participation. It bridged geographical gaps and facilitated communication, benefiting nonprofits in remote and conflict-prone regions.



## CENTRALISED LEARNING PLATFORM (THE LEARNING CORRIDOR)

The cloud-based platform, “The Learning Corridor,” centralised program content, fostering continuous self-learning and informed decision-making for participants.



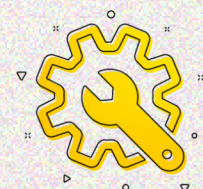
## TECHNOLOGY AS AN ENABLER

Technology played a pivotal role in knowledge transfer, transcending geographical barriers, and providing scalability, particularly during unforeseen disruptions like the COVID-19 pandemic.



## CUSTOMISED CAPACITY-BUILDING

Tailoring program components to individual nonprofit needs was essential. Customisation ensured relevant support, addressing unique challenges and goals.



Over the course of a year, the Value Circle program has led to significant improvements in fundraising capacity, strategy adoption, and diversification of funding sources within the cohort, highlighting its effectiveness and commitment.

This progress has enhanced their fundraising abilities and forward-looking mindset, positioning them for greater impact, visibility, and a sustainable future.

Looking ahead, it's imperative to build upon the achievements of the pilot program while integrating the valuable lessons learned to amplify the program's effectiveness in its second iteration. *A key approach is to maintain a strong emphasis on tailoring the program to the unique needs and challenges faced by the participating organisations, thereby fostering context-specific capacity building.*

Moreover, it is essential to explore innovative avenues for collaboration and engagement with a diverse array of experts, stakeholders, and peer organisations. This will be pivotal in delivering a comprehensive and well-rounded capacity-building experience. These efforts may involve partnering with industry experts to offer specialised training and consulting services, as well as creating opportunities for participating organisations to learn from and collaborate with their peers.

**The upcoming second edition of the Value Circle program presents an exciting prospect to further bolster the capabilities of nonprofit organisations involved.** By focusing on critical areas such as fundraising, impact measurement, online visibility, data management, and leadership development, the program holds the potential to empower these organisations to make significant strides towards realising their missions and making a meaningful impact in their respective communities. By reinvigorating our commitment to these core areas, participating nonprofits can cultivate fresh skills and strategies, reinforcing their overall capacity and driving more substantial positive change in the communities they serve.

WAY FORWARD

# NPO PROFILE

## Aashish Foundation



Disability, Education



SDG 10: Reduced inequality



Mumbai, Maharashtra

## Astha Sewa Sansthan



Education, Water, Gender



SDG 04: Quality education



Pauri Garhwal, Uttarakhand

## Centre for Community Initiative



Disability, Education



SDG 10: Reduced inequality



Churachandpur, Manipur

## Change Initiatives



Education, Livelihood, Environment



SDG 04: Quality education



Kolkata, West Bengal

## Equal Community Foundation



Gender



SDG 05: Gender equality



Pune, Maharashtra

## Faith Foundation



Education, Gender



SDG 05: Gender equality



Shillong, Meghalaya



### Gramium Trust



Health, Education



SDG 06: Clean water & Sanitation



Karur, Tamil Nadu



### GramUrja Foundation



Education, Livelihood, Governance



SDG 10: Reduced inequality



Pune, Maharashtra



### Hariraj Charitable Trust



Education, Gender



SDG 03: Good health & Well-being



Amreli, Gujarat



### Indian Sustainable Social Action Institute



Gender, Education, Livelihood



SDG 05: Gender equality



Karur, Tamil Nadu



### Mythri Sarva Seva Samiti



Water, Health, Livelihood



SDG 05: Gender equality



Bengaluru, Karnataka



### Men Against Violence & Abuse



Gender



SDG 05: Gender equality



Mumbai, Maharashtra



### Rural Women Development Trust

Health, Education

SDG 06: Clean water & Sanitation

Karur, Tamil Nadu



### Rajasthan Samgrah Kalyan Sansthan

Gender, Child rights, Environment

SDG 05: Gender equality

Ajmer, Rajasthan



### Parwarish Cares Foundation

Gender

SDG 05: Gender equality

New Delhi, Delhi



### Progressive Life Centre

Disability, Education

SDG 04: Quality education

Aurangabad, Maharashtra



### Shiksharth

Education

SDG 04: Quality education

Sukma, Chhattisgarh



### Samajik Yuva Sangathan Sansthan

Education, Gender, Livelihood

SDG 04: Quality education

Jaipur, Rajasthan

# ABOUT US



**toolbox INDIA Foundation** works as a catalyst to provide capacity-building assistance to nonprofit organisations through its portfolio of highly skilled, corporate volunteers.

Founded to serve as an intermediary platform matching volunteers' expertise to capacity building needs of non-profits, we support organisations in defining their objectives and optimising their existing resources by leveraging and honing the skills of corporate volunteers.

Over the last 10 years, **toolbox INDIA Foundation** has been constantly refining its practices to address challenges and bridge the skills gap between the social and corporate sectors.

Most significantly, we have altered the nonprofit landscape in India - allowing social purpose organisations to see the less tangible value of capacity-building and focus on developing management systems, tools and processes.

## REACH US

