

# ACTIVITY REPORT

toolbox INDIA Foundation

20  
24



# MESSAGE FROM OUR COO

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As toolbox INDIA Foundation is traversing its 13th year of establishment, it has been an impactful journey and the launch of the Value Circle Program in 2022, has propelled toolbox into an orbit.

toolbox INDIA's legacy created in its first decade has always centred around strengthening nonprofits with tailored capacity building solutions leveraging the skills and expertise of volunteers. The Value circle program, no doubt has carried forward the legacy, albeit with a realignment to the needs of the evolving sectoral landscape.

On the belief that capacity strengthening will bring forth a systemic change in the long run, our pursuit in the last two years has been to empower carefully chosen grassroots organisations across all geographies in India, to go through a program that aims to build enhanced capabilities and resilience that would help them serve their communities better and promote long-term positive change.

The highlight of the Value Circle program has been undoubtedly its endeavour to support the nonprofit partners with the critical knowledge and skills in creating compelling communication that encapsulate their vision, mission and stories alongside dedicated volunteers and share their organisation stories in a persuasive way to galvanise social investments.

**Manjula Ramakrishnan**  
COO, toolbox INDIA Foundation

We have strived to bring value to our NPO partners to drive social impact and we would like to believe that the opportunities provided have equipped them to build their capabilities and paved a pathway to fulfil their aspirations. The work, the stories, and the journeys all belong to the non-profit partners. What toolbox INDIA does is to stand steadfast and committed in its support to bring it to the fore in a compelling way.

The journey continues with renewed focus each year, as we give impetus to our non-profit partners to advance towards their mission.



# OUR INTRODUCTION

**toolbox INDIA Foundation, now in its 13th year, continues to strengthen and support the nonprofit community in India.**

The Value Circle is a culmination of various types of pro-bono support, alongside the flagship skilled volunteering projects, that toolbox has provided to nonprofits since being established in 2011. In the year 2023-2024, we had the pleasure of welcoming our second Value Circle cohort, and as we approach the end of this cycle, we prepare to bid them farewell.

**We are inspired by the spirit of David** - the underdog who defied the odds. We are dedicated to empowering grassroots nonprofits across the country. In a sector often overshadowed by Goliaths, **we stand firm in our commitment to nurture and support the smaller players** - the Davids - who work relentlessly to serve their communities.

The Value Circle program is a manifestation of this commitment. As we embarked on the second year of this flagship initiative, we undertook a transformative journey with a cohort of 23 small to mid-sized nonprofits. Despite their modest size, these organisations hold immense potential to effect change on the ground. **As we reflect on the second year, we celebrate the resilience of our Davids.** They may not make headlines, but their work creates ripples of change in communities, touching lives one at a time.

Organisations within our Value Circle program are often characterised by small teams and budgets, operating primarily in peri-urban areas. Our experience with grassroots, founder-led nonprofits has highlighted a common challenge - the struggle with limited visibility and financial resources, which often hinders their sustainable operation. The Value Circle is designed to bridge this gap, providing these organisations with the necessary support to overcome these obstacles and thrive.

**Our CEO, Vijaya, frequently observes, “These organisations are doing great work, but they don’t have great stories to share.”** We aim to change just that. By enhancing their communication skills and improving their monitoring and evaluation processes, we want to help these organisations articulate their work more impactfully. Ultimately, this will empower them to fundraise more efficiently, ensuring their continuity.

Thus, the Value Circle is designed with a key focus on the domains of fundraising, communications and impact, while also including the essentials of compliance, HR and effective leadership. Through a year-long journey, we hope to see progress along three axes → enhanced knowledge and skills, improved organisational effectiveness, and increased readiness to adapt to a changing & challenging philanthropic landscape.



# THE COHORT



Budget size  
**INR 15 lakhs - 6 crores**



Team size  
**3 to 25**



Gender intentionality  
**65% women-led organisations**



Geography  
**Pan India**



Thematic focus  
**Education, Health, Rural Development,  
Environment, Livelihoods, Gender, Child Welfare**

## OUR NONPROFIT PARTNERS



# PROGRAM CARDINALS



**Group learning  
through Masterclasses**



**One-on-one engagement  
with Skilled Volunteers**



**One-on-one Advisory sessions  
with Senior Professionals**



**Effective pitching through  
the Pitch Perfect event**

Throughout the year, the Value Circle program offered a series of expert-led masterclasses focusing on key program domains. These sessions were led by industry professionals with decades of experience, including **Dr. Sarika Kulkarni** of Raah Foundation, **Dhaval Udani** of danamojo, **Uthara Narayanan** of Buzz Women, and teams from **Pravah** and **ARIA CFO Services**. Additionally, our leadership team and knowledge partner, Social Lens, facilitated sessions on resilience, risk management, impact, and social media.

Since its inception, toolbox INDIA has placed skilled volunteering at the heart of its operations, and this ethos is strongly reflected in the Value Circle 2.0. The program incorporated our signature skilled volunteering projects, offering organisations two 10-week long projects: **pitch deck creation** and **social media enhancement**. In the first project, volunteers assisted nonprofits in creating and refining fundraising decks and pitches.

This engagement culminated in **Pitch Perfect**, a two-round event where our cohort showcased their newly refined decks to an esteemed jury panel of development professionals, donors, and other nonprofit founders. Through the second project, volunteers helped nonprofits identify issues and opportunities with their online presence, strategised on a way forward and started them off with a few pieces of content alongside a continuation plan.

A unique feature of this year's program was the assignment of a senior professional to each nonprofit, offering pro-bono advisory on their unique organisational challenges. While this component worked better for some organisations than others - depending on their needs, the expertise of the assigned advisor, and their rapport - we observed significant value in these one-on-one conversations. These interactions with seasoned professionals provided a platform for discussing problems, solutions, ideas, successes, and failures - acting as a valuable sounding board for our nonprofits.



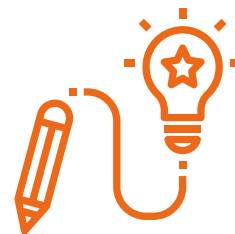
# OUR MODULES

## Communication for Fundraising



Our **Communication for Fundraising** module was designed to empower organisations to build a robust toolkit for enhanced fundraising. This toolkit includes a range of communication collaterals and a refined fundraising pitch, tailored to articulate the impact of their work more sharply. The module was structured around a series of masterclasses, each addressing a unique aspect of fundraising. The ultimate goal of this module was to strengthen the storytelling narrative of our cohort, with a special focus on founder-led fundraising. It aimed to equip them with the tools necessary for effective fundraising, and strategies for building an effective donor engagement and retention plan. This comprehensive approach was meant to ensure that organisations are well-prepared to navigate the fundraising landscape and the various kinds of giving - from retail donors to philanthropists.

## Design your Impact



Our **Design Your Impact** module was meticulously crafted to support our nonprofit partners in creating and implementing robust impact frameworks. This will enable them to represent their program outcomes and impact effectively. Spearheaded by the Impact team at Social Lens Consulting, the impact masterclasses focused on various aspects of impact communication for fundraising, maintaining donor relationships, designing holistic impact frameworks, formulating Theories of Change, LogFrames, and implementing a robust monitoring & evaluation framework.

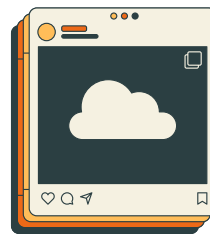
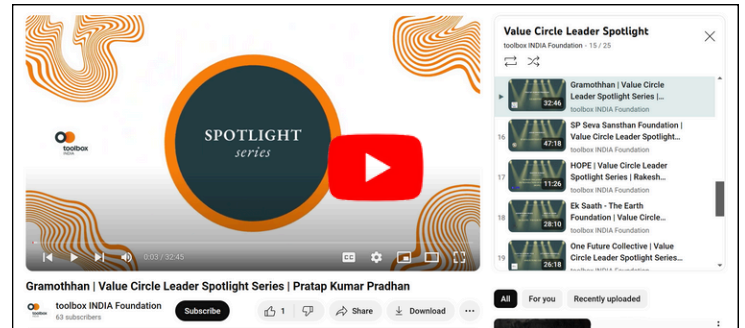
# Unified Communication



Our **Unified Communication** module was designed to amplify the visibility and broaden the audience reach of our partner organisations. We highlighted their impactful work and the inspiring stories of their founders across our online channels. In this endeavour, our skilled volunteers played a pivotal role, providing crucial support through the pitch deck creation and social media enhancement projects.

The module was enriched by a series of expert-led masterclasses, each meticulously tailored to enhance a specific aspect of communication. These masterclasses range in topic from the creation of a compelling pitch deck, mastering the use of Canva for design needs, to developing a comprehensive social media strategy. Furthermore, the masterclasses provided insights into successful nonprofit social media campaigns and the essentials of website development, equipping our partners with the knowledge and skills to effectively communicate their mission and impact. This comprehensive approach ensures our partners are well-positioned to engage with their audience and stakeholders in a meaningful and impactful way.

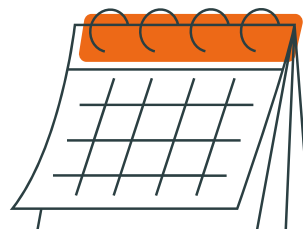
## VALUE CIRCLE SPOTLIGHT SERIES



**24 Static Posts**



**11 Interviews  
uploaded to YouTube**



**Posts on our social  
media from Feb to May**



## People's Function



The **People's Function** module was designed to address essential HR issues. It offered focused sessions on Prevention of Sexual Harassment (POSH), time management amidst competing responsibilities - especially as resource-strapped organisations - and creating safe workplaces through a strengthened organisational culture.

The **CEO Circle** served as a peer exchange forum, guided by an expert coach to provide practical leadership coaching. In this forum, our nonprofit founders and senior leaders shared their experiences navigating leadership challenges. This process facilitated mutual learning, equipping them to better handle their organisations.

## CEO Circle






## Bonus Sessions



We offered **Bonus Sessions** on topics such as inculcating resilience, risk management, compliance, and wellbeing. These sessions ensured that our nonprofits were equipped with all the essentials required for efficient and effective functioning.



# PROGRAM **OUTPUTS**

	<b>Volunteers deployed and engaged through the year</b> .....	<b>83</b>
	<b>Volunteering hours</b> .....	<b>1600+</b>
	<b>Nonprofits supported</b> .....	<b>23</b>
	<b>Projects completed</b> .....	<b>34</b>
	<b>Masterclasses conducted across domains</b> .....	<b>23</b>
	<b>Expert facilitators</b> .....	<b>22</b>
	<b>Open houses after masterclasses</b> .....	<b>2</b>
	<b>1:1 nonprofit advisory sessions conducted by 18 senior professionals acting in an advisory capacity</b> .....	<b>80</b>

## VOLUNTEER ENGAGEMENT 1

Pitch Deck Creation

Domain focus **Communication for Fundraising**



**22 Nonprofits**  
**40 Volunteers deployed**

## VOLUNTEER ENGAGEMENT 2

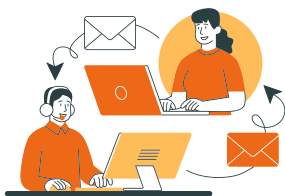
Social Media Enhancement

Domain focus **Unified Communication**



**12 Nonprofits**  
**43 Volunteers deployed**

# PROGRAM OUTCOMES



By the midpoint, the program had delivered **six masterclasses** on fundraising, supplemented by one-on-one volunteer and advisory support. As a result, **3 of our program participants** had already reached the **conversion stage in fundraising**, demonstrating practical application of their enhanced fundraising skills.



A significant **57%** of nonprofits in our cohort had embarked on their journey to improve the articulation of their program's impact. This was achieved due to their **expanded knowledge of creating a Theory of Change** and other frameworks through the impact masterclasses.

In the midst of our Value Circle program, we conducted insightful check-in conversations with 20 participating organisations. This allowed us to gauge the emerging outcomes after these nonprofits had experienced our diverse program offerings.



Furthermore, **33%** of the cohort has initiated efforts to address identified gaps and potential actions to **improve their monitoring and evaluation practices**, showing promising early progress in this area.



An overwhelming **82%** of non-profits reported that the exercise of creating, refining, rehearsing, and presenting their pitches has been immensely beneficial in **enhancing their fundraising efforts**.



Lastly, **39%** of organisations have made strides in the communication domain by making **strategic changes to their planned external communications output**, based on insights from our masterclasses or advisory sessions.



# PROGRAM OUTCOMES

The best performing nonprofits in our cohort have been proactive in applying the insights gained from the Value Circle 2.0

## Diversifying Fundraising Channels

Organisations are exploring alternative fundraising avenues, including registering on crowdfunding platforms, to broaden their sources of funding.

## Overcoming Initial Hurdles

A number of organisations are actively seeking CSR funds, with some leveraging the support of their advisors.

## Expanding Fundraising Team Capacity

We've observed a trend towards expanding fundraising teams. Additional team members are being brought on board to create compelling pitch decks and engage with potential funders.

## Reinventing Narratives

Following our storytelling masterclass and pitch deck exercises, many nonprofits have successfully reframed their organisational narratives and storytelling approaches. This has allowed them to present their work and impact in a more compelling and engaging manner.

# FURTHER SUPPORT

**Pitch Perfect**, was a two-stage event that provided our nonprofit partners with a platform to showcase their newly crafted pitches. These pitches, honed through our volunteering engagement, were presented to an internal jury in the first round and an external jury in the second. The top eight nonprofits were chosen to receive fundraising assistance from an external expert, offering them warm leads and CSR connections. This support, fully funded by Toolbox, is a significant step towards increased funding and visibility under our Value Circle 2.0 program.

During our mid-program review, we identified 13 organisations that required additional support in fundraising, communications, and impact measurement. These organisations were in the progression stage in these domains. To address their concerns and answer their questions, we hosted two **Open Houses** led by our leadership and knowledge partners at Social Lens. Our goal was to propel these organisations towards conversion.

Our engagements over the past year have provided us with valuable insights and learnings. As we continue to explore best practices in organisational development through our experiences and initiatives, we've identified key areas of focus:

- **Fundraising and communication** remain critical areas for development and strengthening within grassroots organisations.
- The **ability to articulate impact**, through data collection, analysis, and reporting, is a close second.
- While **many organisations have successfully applied the skills and knowledge gained** through our masterclasses and one-on-one advisory sessions, others require more guided attention.
- Small team sizes can pose challenges in adopting new practices promptly. **Employees in these nonprofits often juggle multiple responsibilities**, which can hinder their ability to effectively implement the knowledge they've gained.

**As we move forward, we remain committed to addressing these challenges and strengthening the capacity of our nonprofit partners.**

## LEARNING & INSIGHTS





# PROGRAM STAKEHOLDERS

The successful operation of our intensive program required the support of an entire ecosystem of partners. The program would not have been as comprehensive and effective without the involvement of the following key stakeholders.

**Volunteers** were a crucial part of the program, providing one-on-one pro-bono support to our nonprofit partners. Their contributions helped these organisations apply the knowledge and skills gained from the program, particularly in creating pitch decks and enhancing social media presence.

The program benefited greatly from the guidance of senior professionals, predominantly from the corporate sector, acting as **Advisors** to our cohort. They provided one-on-one support to our nonprofits, towards the realisation of their visions and goals.

Social Lens Consulting was our **Knowledge Partner**, supporting the development of the program and aiding in its delivery - primarily for the Design your Impact module.

NONPROFIT  
PARTNERS



VOLUNTEERS,  
ADVISORS, EXPERTS



SOCIAL LENS  
CONSULTING



toolbox INDIA  
Foundation



**Industry Experts** led masterclasses for the cohort, playing a pivotal role in transferring knowledge and strengthening capacities in fundraising, communications, HR, leadership, and impact.

**Dhaval Udani**

Danamojo

**Dr Sarika Kulkarni**

Raah Foundation

**Smita Venkataraman**

Independent Consultant

**Nayanika Das & Neeru Mulhotra**

Pravah

**Ritu Jain & Ravi Bagaria**

Aria CFO Services

**Uthara Narayanan**

Buzz Women

**Bharathi Krish**

Independent Consultant

**Bhagyashree Lodha**

Independent Consultant

**Shashwat Dhuliya**

Dot Status

**Deepa Gopalakrishnan**

Edelgive Foundation

**Siddharth Nair**

Bravas Digital

**Varsha Rohani**

Schbang

**Ashish Srivastava**

Shiksharth

**Rina Sharma**

Parwarish Cares Foundation



# THE PATH AHEAD

As we look to the future, toolbox is excited to introduce a reimagined Value Circle 3.0. This streamlined, six-month program will concentrate on the **key domains of fundraising, communications, and impact**. With fewer masterclasses, the focus will shift towards creating more avenues for financial strengthening.

In the 2024-2025 period, we are also thrilled to announce the **relaunch of our flagship skilled volunteering program**. This initiative will - once again - leverage our network of skilled volunteers to address the specific capacity-building needs of nonprofits, emphasising our commitment to bridge the skill gap between the not-for-profit and for-profit sector. **We will continue to recognise and support the Davids of the world, operating in the shadows of the Goliaths.**

## 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 13 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.

[www.tbxi.org](http://www.tbxi.org)

REACH US

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