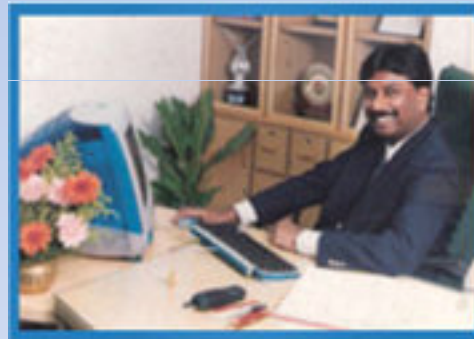




NGO
Fundraisers

Nutritious Meal Programme

Presented by



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Founder & Promoter
NGO Fundraisers



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The Concept

- Due to malnutrition millions of children are dying every year. Manav Charities is in its endeavour to provide Nutritious Meal to children who are living in Slums.
- Vision is to ensure that no child in India should be left hungry and die due to hunger and mal nutrition.
- Manav Charities will partner with NGOs of India and together will achieve the vision in the years to come by.
- Children in the age group of 3 – 12 years must be identified from the slums and they should be given Nutritious Food all 365 days in a year without a day's break.



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How to identify children?

- 100 Children should be identified from slums and not from schools. These children can belong to one slum or more than one slum.
- A survey form will be provided by NGO Fundraisers to NGOs of India who will use this form to identify the children.
- In a slum you will get both the category of people who are living there.
- One category of people would be very poor and are unable to get good food.
- Another category of people who are reasonably sound. You can differentiate the two by observing whether they have a two wheeler / TV / Fridge in their houses.
- You should select those families who are really needy and deserve our support.



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ID Cards / meal coupons

- On receipt of the 100 survey forms duly filled in by the NGO along with the children's photographs, we will prepare the ID Cards and send the same to you by courier.
- ID Cards / meal coupons have to be issued to each and every child who are going to be given food to avoid other children coming and having food. This is also to bring some discipline and credibility in the program.



First Phase

- The first phase is for a period of 3 months during which time, the NGOs are asked to provide only one meal and that only on Sundays. It will be called as Sunday Meal.
- During Sunday Meals, coupons will not be issued but ID Cards will be issued to the children.
- After the successful completion of the first phase, then in the second phase, Meal can be given every day through out the year.



Fund allocation

- During the first phase a sum of Rs. 6000 will be given to the NGOs from NGO Fundraisers.
- The assumptions are as under :
- Rs. 10/= per meal per child x 100 = 1000 per day
- For 4 Sundays it is $1000 \times 4 = \text{Rs. } 4000$.
- NGO Mgmt Expenses = Rs. 2000.
- Total Fund Allocatin = Rs. 6000



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Fund allocation

- Rs. 6000 will be given to the NGO by NGO Fundraisers as grant.
- The duration would be 3 months.
- After 3 months, the NGO must ensure that the project is made self sustainable.



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Telecallers

- During the first phase, the NGO is expected to appoint 2 telecallers to take up the fundraising project.
- The telecallers will be shortlisted by the NGO finalized by NGO Fundraisers.
- The telecallers will be given online training by NGO Fundraisers.
- Depending upon the location, we may even invite the telecallers to come to Bangalore for 'on the job training' for a period of 2/3 days.



Role of NGO

- In order to become self sustainable, NGO Fundraisers will train the NGOs to understand the power of tele-fundraising. For the initial 3 months time, enough hand-holding exercise will be given by NGO Fundraisers to NGOs.
- The model of telecalling is introduced in Bangalore and other parts of this country like Hyderabad, Chennai, Kolkata, Mumbai, Delhi and few smaller towns like Shimoga, Hubli, Coimbatore, etc and it has proved to be the most sought after fundraising models by any NGO in this country today.



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Role of NGO Fundraisers

- The NGOs can also opt for the following option :
- NGO Fundraisers will take up the entire responsibility of fundraising and provide funds to NGOs.
- In this case, the NGOs have to deposit a sum of Rs. 1.25 lacs to avail the services from NGO Fundraisers.
- On depositing this amount towards working capital, NGOs will start getting Rs. 37,500 for a period of 12 months from the fourth month after implementation of NMP.



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Coupon System

- Introduce Rs. 2/5/10/20/50 Coupon systems in Shops & Establishments.
- Shop Keepers have to be approached to promote Nutritious Meal Programme and solicit donations of just Rs. 2/5/10/20/50 to those who visit their shops for purchase of products.
- We will do inshop promotions of putting up Posters / Leaflets and promote the programme.



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Coupon System

- Everyday if 100 people visit a shop and donate Rs. 2/- it comes to Rs. 200 per day.
- For 30 days it comes to Rs. 6000 from 1 shop.
- From 10 shops it comes to Rs. 60,000
- From 100 shops it comes to Rs. 6,00,000
- Even if shops take 1 year to give you Rs. 6 lacs, it is still worth making an attempt.



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Second Phase

- If NGOs are successful in implementing either the Telecalling model of fundraising or the Coupon Systems or both, then we will move on to the second phase of NMP.
- During Second Phase, the NGOs have to provide Nutritious Meal one time to 100 children every day through out the year.
- The fund allocation is Rs. 37,500 per month.



How to apply

- Visit www.ngofundraisers.com, click apply and download the application form available in word or pdf formats.
- Fill up the application, attachment basic documents like NGO Registration Certificate and a Demand Draft for Rs. 10,000 favouring NPO Financial Services P Ltd, payable at Bangalore.
- 80-G / 12A / FCRA certificates are not mandatory. However, if it is available, please attach the documents.



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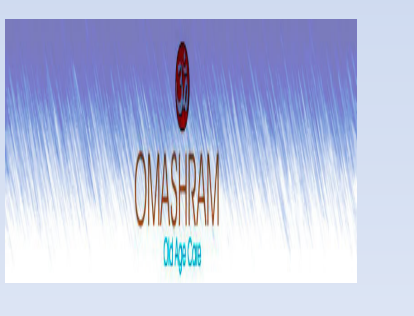
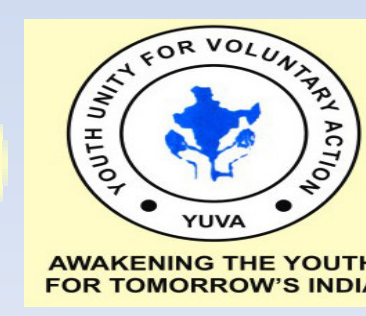
How to apply

- Once the application form is accepted then, the NGO must pay a visit to Bangalore to see the project execution of the programme as well as fundraising.
- Even without remitting Rs. 10,000 the NGOs can just pay Rs. 1000 towards orientation programme and understand the project better first and then apply.



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NGOs who have got our support





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220 Plus NGOs have associated
with us. You can view their names
in our website
www.ngofundriasers.com



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