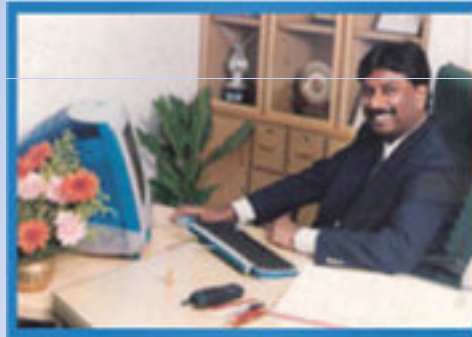




NGO
Fundraisers

Prog for Children infected by HIV Aids

Presented by



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Founder & Promoter
NGO Fundraisers



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The Concept

- NGOs have to identify 10 children who are infected by HIV Aids
- The children should not be getting any support from either Government or any other Funding Agency.
- These children should be in the age group of 3 – 12 years.



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How to identify beneficiaries?

- 10 such children to be identified. They should belong to poor and backward community to be eligible to get the support.
- A survey form will be provided by NGO Fundraisers to NGOs of India who will use this form to identify the children.
- NGOs to select those families who are really needy and deserve our support.
- Photographs of both parents and children to be provided.



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Proposal

- Along with the survey forms, the NGOs are expected to provide a project proposal on how these children will be taken care by the NGO.
- What kind of services the NGO will provide to these children.
- What will be the outcome of such services to these children by the NGO.



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Fund allocation

- Every child will be given a sum of Rs. 20,000 for one year.
- $20,000 \times 10 \text{ children} = \text{Rs. } 2,00,000$
- Rs. 10,000 p.m. will be allocated for NGOs towards NGO Management Expenses.
- The project duration would be for a period of one year, which can be extended if the NGOs are implementing the project successfully.



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Fund allocation

- Rs. 10,000 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 successful implementation of the first phase.



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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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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. 5,000 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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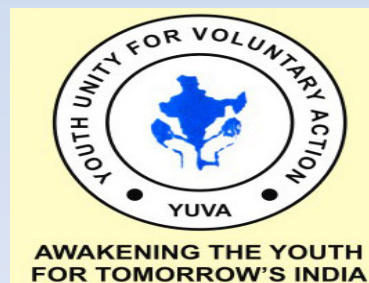
How to apply

- 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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