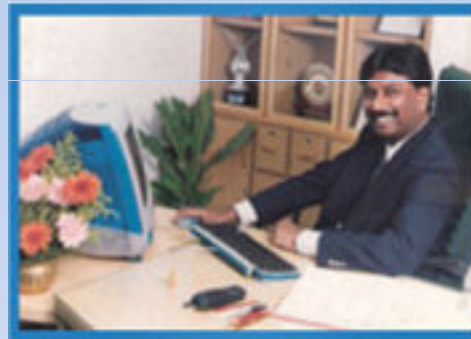




NGO
Fundraisers

Prog for Sr Citizens

Presented by



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NGO Fundraisers



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The Concept

- NGOs have to identify 25 Sr. Citizens who are above 65 years and provide 3 times meal every day.
- The Sr. Citizens will have to come to NGOs premises and have food every day and go back to their respective places after that.



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How to identify Sr.Citizens?

- 25 Sr Citizens 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 Sr. Citizens.
- NGOs to select those families who are really needy and deserve our support.



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ID Cards / meal coupons

- On receipt of the 25 survey forms duly filled in by the NGO along with the Sr.Citizen's photographs, we will prepare the ID Cards and send the same to NGOs by courier.
- ID Cards / meal coupons have to be issued to each and every Sr. Citizen who are going to be given food to avoid other people 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 to 25 Sr. Citizens every day.
- After the successful completion of the first phase, then in the second phase, Meal can be given 3 times every day through out the year.



Fund allocation

- During the first phase a sum of Rs. 10,000 will be given to the NGOs from NGO Fundraisers.
- The assumptions are as under :
- Rs. 10/= per meal per person x 25 = 250 per day
- For 30 days it is 250×30 = Rs. 7500.
- NGO Mgmt Expenses = Rs. 2500.
- Total Fund Allocation = Rs. 10000



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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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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 providing meal 3 times a day to 25 Sr. Citizens.
- During Second Phase, the NGOs have to provide Nutritious Meal three times to 25 Sr. Citizens 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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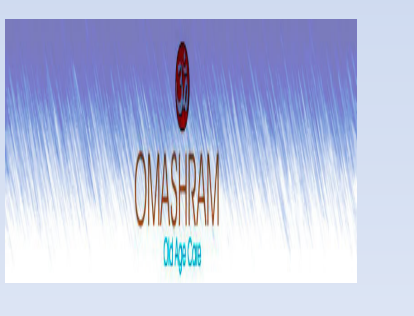
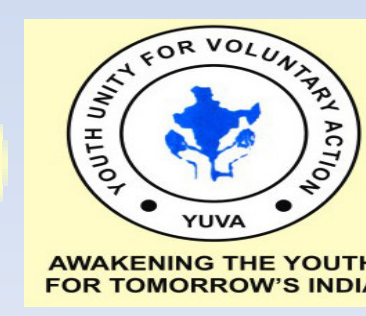
How to apply

- 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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