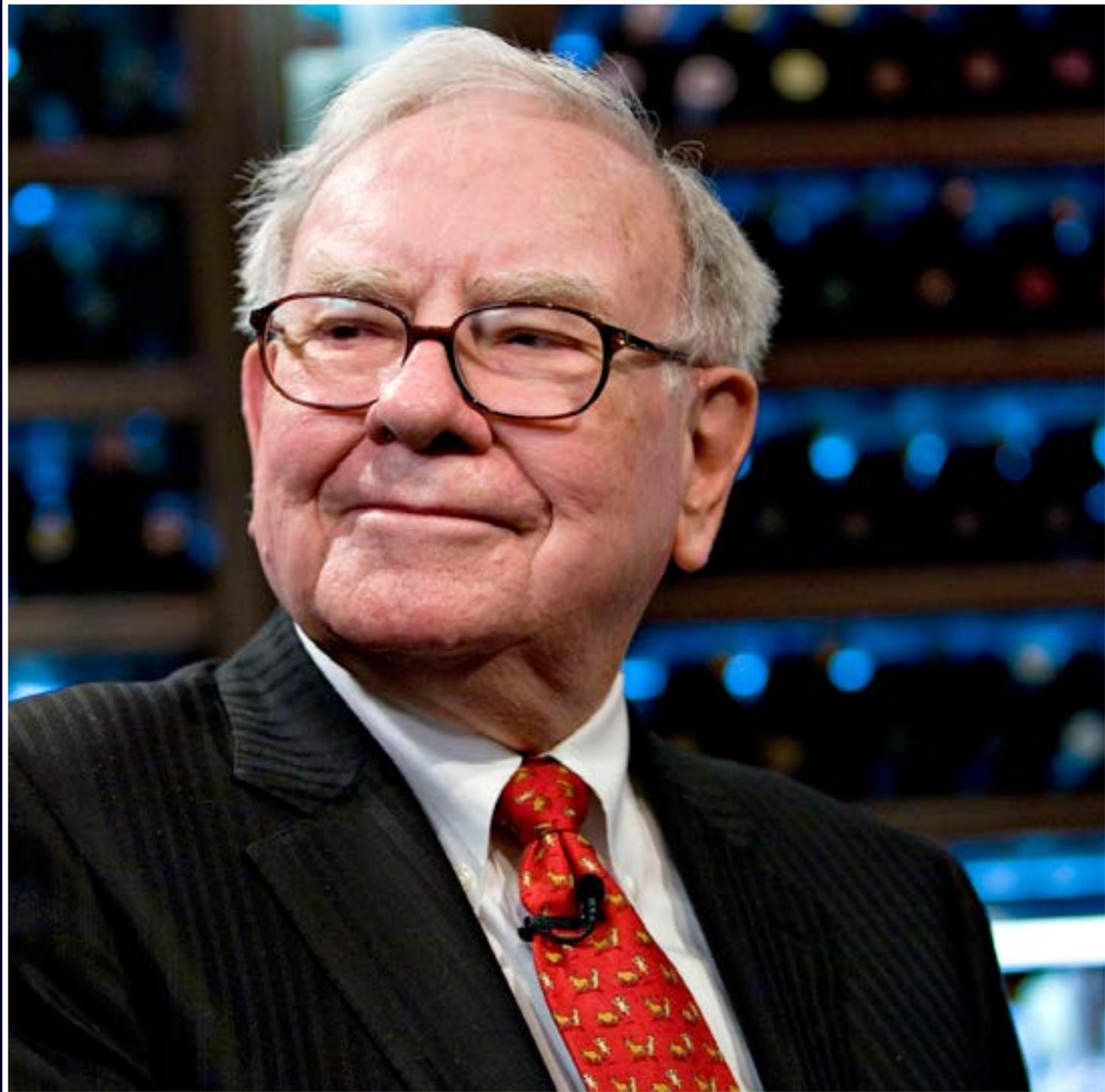


Annual Report

2015 - 2016





“Someone is sitting in the shade today
because someone else planted a tree long
ago.”

Warren Buffett



- Imagine a world that fosters hope and opportunity for everyone...
- Where all children receive quality education that offers a pathway to a brighter tomorrow
- Where the cycle of poverty and financial dependence ends, and productive livelihoods begin for even the most disadvantaged
- Where everyone receives effective health care that improves their quality of life.
- Where communities not only set significant and measurable goals to advance these fundamental elements of human development, but achieve them.

Vision

Mission

- Ignite a worldwide social movement, and thereby mobilize millions to action-to give, advocate and volunteer to improve the conditions in which they live.
- Galvanize and connect all sections of society - individuals, businesses, non-profit organizations and governments - to create long-term social change that produces healthy, well-educated and financially-stable individuals and families.
- Raise, invest and leverage billions of funds annually in philanthropic contributions to create and support innovative programs and approaches to generate sustained impact in local communities.
- Hold ourselves accountable to this cause through our steadfast commitment to continually measure - in real terms - improvement in education, income and health.

Message from the Chairman

Mr. M.A. Alagappan

It gives me great pleasure in presenting to you the 2015 -16 Annual report and the Accounts of United way of Chennai. UWC is engaged in three areas of work namely quality education, better health and income (through livelihood). It has made great strides in achieving these primary objectives by raising nearly Rs.2.3 crores through events such as Marathon, Battle of the Buffet to earmark the 'Joy of giving' week in the month of October and the Budget meeting. The money so raised has helped in providing a better quality of life to the under privileged and making them self-reliant.

United Way Chennai was one of the first initiators in the flood relief and rehabilitation work. We have also utilised Rs.2.65 crores for the flood relief work that was implemented in Chennai and the suburbs. Apart from our own fund-raising efforts, we have been able to partner with a few major companies to work on the ground with us, as a part of their corporate social responsibility.

The past year has seen an active board who helped in resource mobilisation and also strengthening the team in keeping the focus on our core objective of improving the lives of the underprivileged segment. The board was strengthened further by the addition of two new members, Satya Prabhakar and Aruna Krishnan.

A special word of appreciation to the resource mobilisation committee and the Grants committee for their active work through the year. I also take the opportunity to thank Shyamala Ashok and her colleagues who were able to put together the events and project activities together for the year.

I am looking forward to a truly promising year which will see us expanding our reach and extending support to the needy and underprivileged.



United Way Chennai has on its Board a number of distinguished members who help steer us in the right direction.

Mr. MA Alagappan – **Chairman**, United Way Chennai
Former Executive Chairman Murugappa Group

Mr. Amarnath Reddy – **Vice Chairman**, United Way Chennai
Chairman and Managing Director A.R Group of Companies

Mr. Raghuraman Chandrasekaran – **Treasurer**, United Way Chennai
Managing Director, E-Hands Energy India Pvt. Ltd.

Mr. Lakshmi Narayanan – **Founder Member**, United Way Chennai
Vice Chairman, Cognizant Technology Solutions Pvt. Ltd.

Mr. D. Chandrasekhar – **Board Member**
Director, Thejus

Mr. Prakash Bhasker Katama – **Board Member**
CEO - TVS Electronics Ltd

Mr. Madhavan Nambiar – **Board Member**
Advisor- Tata Consultancy Services

Mr. M. Mahadevan – **Board Member**
Director – B&M Hot Breads Pvt. Ltd.

Mr. Mahalingam Seturaman – **Board Member**
Director- Tata Realty and Infrastructure Ltd.

Mr. Satya Prabhakar – **Board Member**
Founder, CEO – Sulekha.com

Ms. Aruna R Krishnan – **Board Member**
Editor and Publisher – RITZ Magazine, Executive Director – IBEX products

Dear Friends and Colleagues,

Greetings from United Way of Chennai.

I am indeed very proud to present the Annual Report for the year 2015 - 16. It has been a pivotal year for us in partnering with credible NGO partners on varied causes, to improve communities and remain a sustainable organization. We realized that when we partner with specific programs and with a wide range of NGOs, we not only learn from each other but the effort is also shared. UWC shoulders the load of generating funds and rendering value added services to the implementing NGOs.

We have identified and implemented several ways in which we can help/assist NGO communities. We help in ideating and rendering effective strategies to their action plans with the binding factor being a common vision. At times they lacked human resources and UWC was happy to support and ensure the program reached sustainable proportions. The way forward will be to add to their existing infrastructure, so as to provide a solid base to help them achieve their targets. United Way Chennai acts as a platform for the NGO partners to share their experiences and their good work with the community at large.

Our efforts have expanded to include healthcare as a major parameter to improve communities. Some of our flagship programs have been to decrease infant mortality rate in Tamilnadu (through nurse training and setting up incubation centers), Cancer awareness and prevention among women in particular, Stem cell research and testing to make stem cell banks affordable and accessible to the underprivileged to identify a match for bone marrow transplant and infrastructural facilities for palliative care for children afflicted with cancer. United Way Chennai's core vision of helping the otherwise challenged in terms of work related training and placement opportunities with leading corporates have reaped rich dividends. As a part of our focus on education we have supported children in self-learning using technology, developing easy learning materials for the underprivileged and help with remedial classes for weaker students. All of these helped in the reduction of drop outs from schools and enhanced quality of learning.

The past year has seen us anchoring various events that gave us visibility and helped raise funds. The Dream Madras and Car rally associated with the Madras Week Celebrations, The Wipro Chennai Marathon

with United Way Chennai as the charity partner and the highly awaited Post-Union Budget Discussion for the year are some of the highlights. United Way Chennai was able to double the returns from the previous years, by partnering with nearly forty two NGOs and with close to 4 crores INR being invested in projects that have created a positive impact on the society around us.

Although the year ended with the floods which devastated Chennai, the spirit of the volunteers from every section of society in supporting their brethren during the dire situation proved to the world the mettle that we are made of. UWC was one of the early birds to plunge into relief and rehabilitation. Large corporate houses helped with their good gesture. United Way Chennai focussed on the areas that were neglected by other NGO groups and volunteers. Other than distributing relief material, we have been involved in refurbishing nearly 600 houses for the poor, rebuilding badly hit schools and institutions in the city of Chennai and its suburbs.

All of these would be next to impossible without the continued efforts of our board members who have given us their maximum time and resources. The constant support and magnanimity of various corporates form the backbone of our achievements. Most of all we thank our NGO partners who have enormous faith in our joint partnerships and who will continue to be the pivot of our achievements.

Thank you one and all for helping us succeed and we hope to better our work in the coming years.....

Shyamala Ashok
Executive Director - UWC





UNITED WAY CHENNAI

78 NGO partners
3.47 Crores utilized
4,80,000 Lives impacted



OUR ACTION

EDUCATION



- Skill Development (Vocational & Life)
- Quality of Education
- Community Education

LIVELIHOOD



- Inclusion of PWD in Corporate Workforce

HEALTH



- Cancer Care (Prevention & Stem Cell Research)
- Reducing Infant Mortality Rate
- Palliative Care

FLOOD RELIEF



- Flood Relief (5+ Districts in Tamilnadu)
- Restored 6 institutions
- Built 600 houses in Chennai
- Built 13 houses in Cuddalore

Operational Highlights

In line with our Vision, our focus areas in 2015 continued to be Education, Healthcare, Income and Livelihood. With the unprecedented floods in Chennai in Dec 2015, United Way of Chennai was also involved in Flood Relief and Rehabilitation.

The success of our programs is ensured by careful selection of the NGOs that we partner with. Each NGO has to fill a Project Grant report which is assessed by a Grants Committee that evaluates it on a set of parameters that include – sustainability, Clarity etc; Only projects that meet the highest standards are supported by United Way of Chennai. Once the decision has been taken to support a project, we work with the NGO to ensure that the stated objectives of the program are met and the impact/ project execution are monitored on a regular basis. We have also replicated a few of our successful programs with other NGOs thereby ensuring maximum outreach and implementation of best practices across the board.



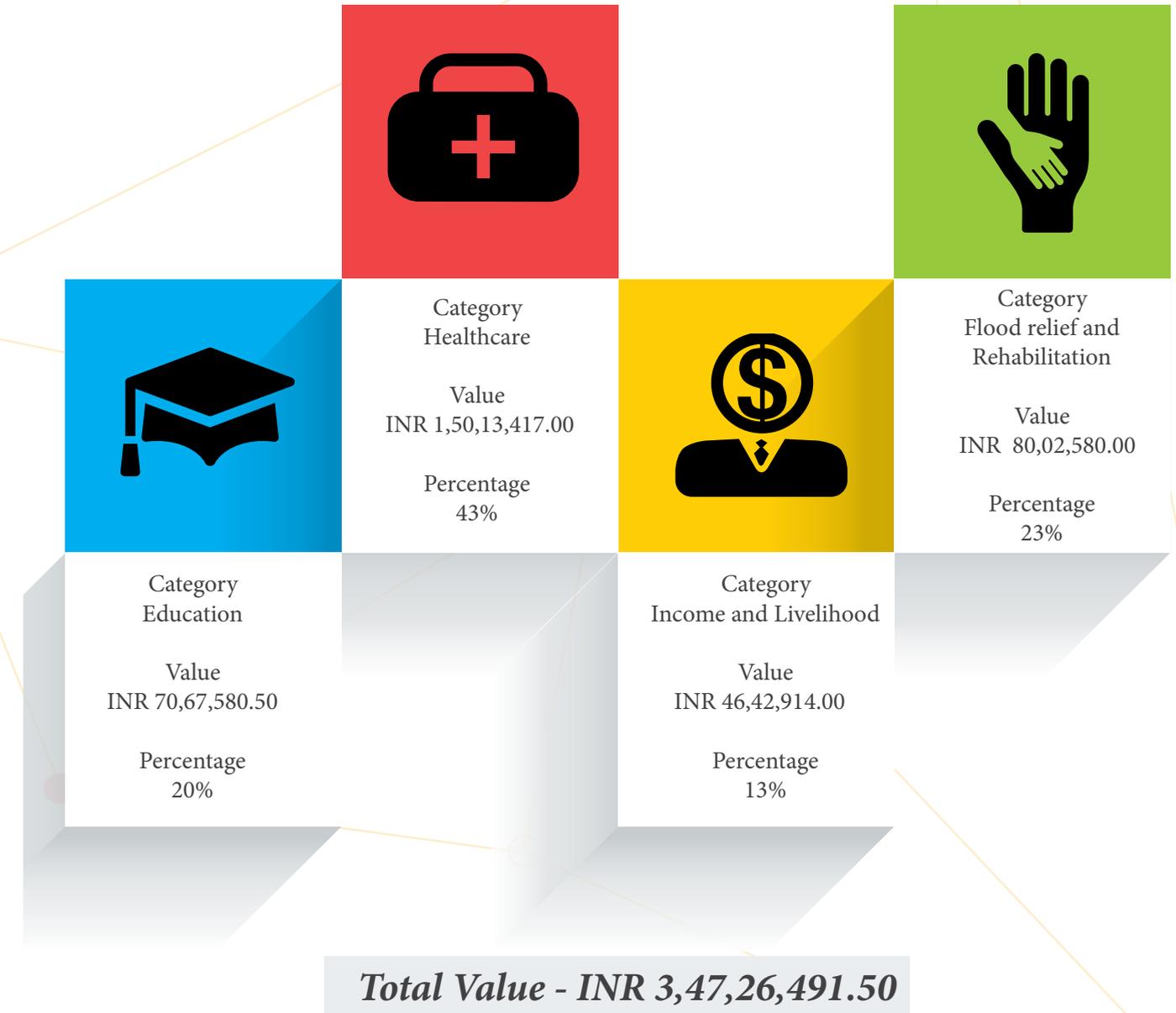
Income and Expenditure

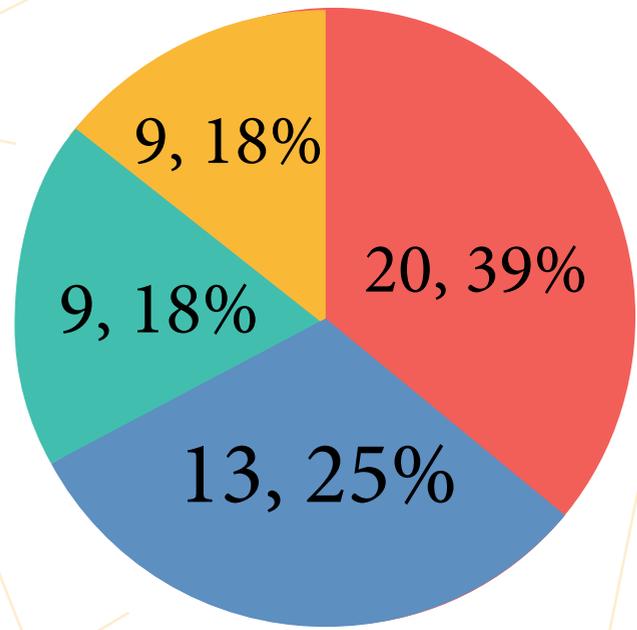
Income:

* contributions received	4,65,92,428.88
* Interest Income	8,76,097.65
Total Income:	4,74,68,526.53
Surplus carried forward from previous year (2014-15):	65,16,739.00
Total Funds Available:	5,39,85,265.53

Expenditure:

Education:	70,67,580.50
Health:	1,50,13,417.00
Livelihood:	21,22,859.00
Sanitation:	25,20,055.00
Flood Relief:	80,02,580.00
Total Project Expenditure:	3,47,26,491.50
Administration:	23,12,868.69
Events:	30,37,708.71
Total Expenditure during the year 2015-16:	4,00,77,068.90
Surplus carried forward to the next financial year (2016-17):	1,39,08,196.63





Number of Projects

- Education
- Healthcare
- Income & Livelihood
- Flood Relief & Rehabilitation

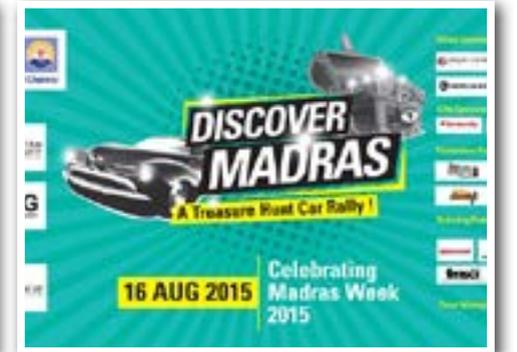


Events

Aug 2015 - Dream Madras and Discover Madras

Every year on August 22nd, the residents of Chennai celebrate Madras Day commemorating the birth of the city. While the city goes into celebratory mode, every year United Way of Chennai plans some events surrounding Madras week. These events are aimed at bringing the residents of the city together to share a common dream for the growth of Chennai. In 2015, United Way of Chennai conducted two events called Dream Madras (inter-school contest where students can showcase their dreams/ vision for the City) and Discover Madras (A treasure hunt car rally for those passionate about the city).

Dream Madras was held on Aug 25th 2015 in Valluvar Kottam and saw students from over 135 schools (private and government run) competing with each other for the top prize. The theme was “Madras – 2030” and “Clean Chennai initiative – related to Swachh Bharat mission for 2019” and the event saw students expressing their creativity through posters, banners, models, presentations, singing, dancing and drama. The exhibits were judged by veterans from the Education, journalism and Science fields.



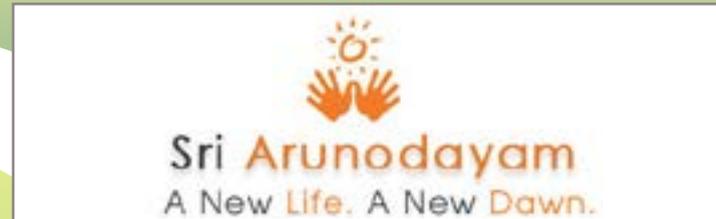
Discover Madras was held on Aug 16th was sponsored by Hindustan University, KCG College of Technology and Trans Car India Pvt Ltd, the event had a grand opening with the association of NASSCOM, Madras Race Club, Madras Motor Sports Club and Amuse Events. This rally was organized for the first time to celebrate Madras week and it had a huge reception from a lot of passionate car riders in the city. Around 70 cars and over 200 people participated in the event. The first car was flagged off by the chief guest Dr. Madhan Karky, who is a prominent lyricist and dialogue writer in the Tamil Cinema industry. Mr. Purushothaman, NASSCOM, Dr. Pon Ramalingam, Registrar, Hindustan University and Mr. K. Ganesh, Head, Placement, KCG College of Technology were present at the flag off ceremony. The board members of UWC Mr. M. A. Alagappan, Advisor - Murugappa group of companies, Mr. Lakshmi Narayanan, Chairman - Cognizant Technology Solutions and Mr. D. Chandrasekhar, Thejus gifts were also present at the flag-off.

Oct 2015 - Battle of Buffet

The seventh edition of Battle of Buffet was held on Oct 1st 2015 at Chennai Trade Center, Nandambakkam. The event was organized by Chennai Mission and CIOISA as a curtain raiser to Chennai's Daan Utsav (Joy of Giving Week). United Way Chennai partnered with the following NGOs as a part of the event to execute various projects in the Education and Healthcare sectors.



NGOs sell passes for the event, the proceeds of which go towards charity. Chefs of leading star hotels (The Taj Group, The Park, Le Royal Meridien, Courtyard by Marriott, GRT Grand, Radisson GRT and Savera) and restaurants (Copper Chimney, Chinatown) along with their teams put together a delightful buffet (India, Thai, Mediterranean) and threw it open to the people of Chennai, to raise funds for over 60 NGOs across Tamil Nadu. The restaurants, the chefs and their teams cooked up and served a feast as their "act of giving". Nearly 3000 people attended and Rs. 4.3 crores was collected for charity. The evening also saw a light music performance by playback singer Hariharan.



Dec 2015 - Flood relief program

In the first week of December 2015, Chennai received torrential rains and the city was inundated with water for over a week. United Way of Chennai was already involved in flood relief right from the earlier spell of rains received in November. However, post Dec 1st, UWC went into full throttle mode and was on the ground co-ordinating and executing rescue, relief and rehabilitation.

We partnered with 8 corporates and 18 NGOs for the Flood relief program. The strategy was to reach out to the Local NGOs working on the ground who were aware of ground level needs and realities. This ensured that the relief material was distributed in the most effective manner.

We received donations from Caterpillar, KPMG, Dover Foundation and Citibank. The United Way network was not to be left behind with United Way chapters in Delhi, Bengaluru, Hyderabad and Mumbai pitching in with their contributions. The Tamil Mandrams in San Francisco and Los Angeles also came forward with financial support during the troubled times.

Contributions did not stop at the monetary level. Companies like Pepsi contributed water bottles and Oats packets, Nestle provided Maggi packers, Kit Kat bars etc; Corporate volunteers from Caterpillar were involved in packing and distributing relief kits. United Way Chennai volunteers and volunteers from the NGOs we had partnered with helped distribute the relief material. With such stellar support, UWC's flood relief program was able to reach out to 4,00,000 people from flood affected areas in Chennai (40 regions in Chennai), Cuddalore, Kanchipuram, Thiruvallur, and Chengalpet districts. We distributed over:

- 24,000 packets of food
- 25,000 litres of water (Bottles, packets)
- 3 lakh Soya Milk packs
- 1000 packets of Oats
- 3000 mats and blankets
- 4000 kgs of rice
- Essentials like bread, buns, biscuit packets, medicines, candles, Odomos mosquito repellent cream, sanitary napkins
- Items for rehabilitation – clothes, provisions, utensils, buckets and stationery items

With the support of UWC, volunteers from Chennai Trekking Club and Chennai Runners were involved in Clean-up of Kotturpuram and Besant Nagar areas. Back hoes and loaders were provided by Caterpillar for this purpose. These machines were particularly useful in clearing vast amounts of garbage which had been washed up the banks of the Adyar river.



The following picture gives the details of the organizations we partnered with.





With life in the Flood affected areas of Chennai showing signs of returning back to normalcy in the last week of Dec, UWC launched its Flood rehabilitation program. The aim of this program is to support the people whose lives were thrown completely off-track by the floods. Our core effort has been towards rebuilding 600 houses for the people in the Chembarambakkam flood plains (at an average cost of Rs.12,000/- per house) with the support of Mr. Elango Rangasamy (he also won the UWC Champion Award for 2016 for the same). He is also working with us to rebuild 13 houses for BPL (Below Poverty Line) people in the Cuddalore district. Each house is being built at a cost of Rs.50,000/-. They are made using pre-fabricated concrete blocks which are assembled onsite using nuts and bolts. The life span of each house measuring 152 sq.ft is at least 25 years and can house 5 persons with ease.

5 houses for the disabled people are being built in partnership with IRDRP. Citibank has partnered with us in restoring/ refurbishing 6 institutions that were badly affected during the floods. The refurbishment included civil work, purchase of furniture, stationery, electrical and electronic equipment.

Refurbishment Work Furniture, Stationery, Electrical and Electronic Equipment		
	Devi Karumariamman Trust	
	Home for Poor Boys	



Jan 2016 – The Wipro Chennai Marathon

TWCM is a four year old road race normally held in December of every year, in Chennai. This year the event was rescheduled to Jan 31, 2016 owing to the floods in Chennai in Dec 2015. Since its inception, the event has been organised by Chennai Runners with the title sponsor being Wipro and the Charity Partner - United Way Chennai. For TWCM – 2015, UWC had partnered with 33 NGOs and the charity runners had the option of choosing which NGO they wanted to contribute to (during the registration process).



TWCM 2015 had 16000 registrations with 10,000 runners in the 10k category. This year close to Rs.52 lakhs was raised through the corporate challenge category and individuals. At the TWCM, an individual could choose from two options while running for Charity:

- **Charity Donor** – Choose an NGO and the amount that they would like to contribute towards charity (Rs.100, Rs. 250, Rs. 500, Rs.1000) and pay for it along with the Race Registration Charges
- **Premium Charity Donor** - Pay an all-inclusive fee of Rs 2500 at the time of race registration - which covers the race fee as well as charity contribution to one of the listed NGOs
- **Fund raiser** – Pay a fee of RS.1500/- (inclusive of race Registration Charges), choose an NGO that they would like to contribute to and help raise funds (through an online portal) from family members and friends for the same. UWC anchored performances by various NGOs during the Practice runs so as to encourage them to raise more funds. Some tips on fund raising were also shared with the runners. UWC recognized the successful Fund raisers by having the NGOs chosen to felicitate the Fund raisers. This year a medal was handed over to the Champion Fund Raisers as a token of gratitude.



The Corporates had various options to contribute in the Marathon. They could pay upfront for a certain number of cards and in turn encourage their employees to register using Scratch cards that are given to the corporate co-ordinator. The most preferred options were 30 cards on payment of Rs. 1.5 lakhs, 60 for 2.5 lakhs, and 100 for 3.5 lakhs. UWC in turn worked with the corporates and Chennai Runners to facilitate the registration process, BIB collection process etc;



Over 550 runners from various corporate groups participated in the Marathon on 31st Jan 2016. The following corporates have partnered with UWC as a part of TWCM 2015.



March 2016 – Post-Union Budget Discussion

Powered by



Title Sponsors

Every year United Way Chennai organizes a post-budget analysis and discussion of the Indian Union Budget, which also serves as a fund raiser for United Way's philanthropic activities. This is a "by invitation only" event and sees attendance from business leaders, members of business families, cultural leaders, financial specialists and high net worth individuals. The event is sponsored by several financial Institutions and corporate partners.

This year, the event theme was "Investing in Volatile Times" and it was conducted on March 4th 2016 at ITC Grand Chola, Chennai. The key note address was delivered by Dr. Parthasarathi Shome, former Chairman, Tax Administrative Reforms Commission. The Panelists in the Panel Discussion were – Mr. Sankaran Naren, CIO, ICICI Prudential Mutual Fund, Mr. Anil Shah, Senior Fund Manager, Birla Sun Life AMC and Mr. Navneet Munot, CIO, SBI Funds Management. The event was covered by CNBC-TV18 and was broadcast nationally on 24th and 25th March 2016.

We also had a session on Corporate Social Responsibility titled "Accelerating sustainable partnerships". The Panelists were – Ms. Meera Shenoy (Founder Youth4Jobs), Ms. Srimathi Shivashankar (AVP – Diversity and Sustainability, HCL), Mr. MDV Kumaraswamy (SVP and Head Flavors – Symrise), Mr. Jayendra Panchapakesan (Trustee, Altius Foundation), Dr. Srinivasan (Co-founder Jeevan Blood Bank) and Dr. Suresh (Honorary Trustee, VHS, Chennai). Towards the end of the program, the UWC Championship Award for 2016 was given to Mr. Elango Rangasamy (Managing Trustee, Trust for Village Self Governance, Kuthambakkam) to recognize his effort towards supporting united Way Chennai in building / repairing 600 houses as a part of UWC's Flood Rehabilitation program.

Knowledge Partner



Event Partner



Media Partner

Hospitality partner





Partner Speak

On behalf of Symrise Private Limited it is a pleasure to be associated with United Way Chennai. United Way of Chennai's professional way of approaching CSR activity in particular deserves a special mention - from integrating a corporate house to the ways of working on a CSR project to their commitment in identifying and facilitating full support to the project on hand indeed is commendable.

Mr. MDV Kumaraswamy
Senior Vice President and Head Flavors
Symrise India Pvt. Ltd.



Ms. Radha Ganesan
Founder Director and Managing Trustee
Swabodhini School for Special Children

Swabodhini endeavours to Engage, Enable, Educate and Empower (E4), students with Autism and associated challenges, in vocational skills, for a meaningful life. United Way's support to set up a Computer Lab has helped our students understand the nuances of working in an office environment and thus impart computer skills multifold. With this fast changing digital world, in my opinion, it is critical for our students to adapt and learn essential computer skills to succeed and be a part of mainstream society. United Way's vision of bringing people and organizations together with innovative solutions will create a lasting impact in the empowerment of students with disability to lead a life of dignity.

On behalf of the Endrum Punnagai project in 5 Chennai corporation schools, please accept our deep felt gratitude for your support. The children in these schools need all the support that we can give. They are impoverished, often neglected at home, and have limited resources to learn and socially connect. UWC volunteers, through their time and companionship, have made a meaningful difference to these kids, an impact beyond measure. Your support has helped us renovate the libraries, add reading materials, and partner with other corporates to bring more services to these schools. Our collaboration has been a great, rewarding journey. We look forward to a continuing and growing association with UWC.

Ms. Sethulakshmi
Manager - YRG Care a Unit of
Gaitonde Foundation

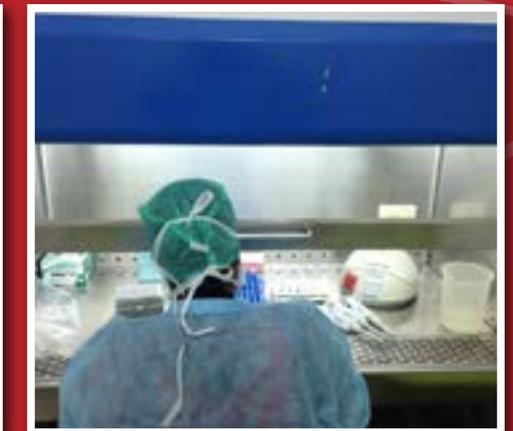


Corporate Social Responsibility

United Way Chennai has partnered with various corporates to implement projects as a part of their Corporate Social responsibility initiatives. A number of their employees have also volunteered for field work for specific events and as a part of long running initiatives.



Jeevan Blood Bank and Research Centre started in 1995 with a vision of providing, on demand, safe blood components from non-remunerated voluntary blood donors using appropriate technologies in accordance to standards set by international bodies and WHO. It is the largest public cord blood bank in the SAARC region and enables quick and affordable access to matching stem cells for those in need of transplants, high-resolution Human Leukocyte Antigen (HLA) Laboratory typing in India and is creating a Bone Marrow Registry of 30,000 stem cells.



CSR Partner: Caterpillar India

Goal: To create an affordable and easily accessible Public Stem Cell Registry in India

Project Description: In partnership with Caterpillar India, we supported Jeevan Blood Bank in their research effort to create an affordable public registry for Cord Stem Cells in India. Currently ethnicity and prohibitive cost of importing matching stem cells are major bottlenecks in ensuring that this course of treatment is available to patients afflicted by Thalassemia and Blood Cancer.

Impact: 5000 children suffering from Blood Cancer now have access to matching stem cells for treatment



CSR Partner: HCL Foundation

Goal: Ensure children living under the juvenile justice system complete secondary education and are equipped with employable skills.

Project Description: In partnership with HCL Foundation, United Way Chennai works with two government run homes for children living under the juvenile justice system to ensure they pursue their education and are provided with water and sanitation facilities

- The children are provided education and equipped with employable skills (a vocational training unit has been set up, for instance girls have been trained through a sanitary napkin making unit.)
- RO plants have been installed to provide safe drinking water.
- We have also employed a sports instructor who visits the homes every week to train the children in various sports like Cricket, football, etc. Sports kits have also been distributed.
- Psychological counselling is also provided to the students (individual and group sessions) with the support of qualified counsellors
- As a part of their field work, interns from leading colleges work with the children in these juvenile homes and meet them on a regular basis to understand and alleviate their concerns

Impact: 650 children from two juvenile homes are beneficiaries of this initiative. In 2014, 93% of girls and 100% of boys benefitting from the programme successfully passed their tenth standards board examinations.



CSR Partner: Symrise India Pvt. Ltd.

NGO Partner: India NGO

Goal: Inculcate good sanitation practices in children, prevent health problems owing to poor sanitary conditions, reduce dropouts from schools (especially girls after attaining puberty) owing to lack of awareness and infrastructure

Project Description: As a pilot WINS (Wash in schools) program, we have redesigned and reconstructed the entire sanitation infrastructure in Sholinganallur Govt. Higher Sec school. The project is in accordance with UNICEF guidelines and has unique features like – Well-designed hand wash stations, Water re-usage from hand-wash/ urinal areas to watering the garden, Sanitary napkin incinerator etc;

We redesigned and reconstructed the entire sanitation infrastructure in the school.

- Sufficient number of toilets have been constructed in a school based on usage pattern. The number of toilets have been determined based on the average time spent in the toilet (1.5 mins for boys and 7 mins for girls) and the break time.
- A Girl friendly Toilet block with a long urinal of 99 seats has been constructed (If the school gives 15 minutes for the break, all the students can use the facility without any difficulty). Two user friendly Boys urinal Block have been constructed.
- One user friendly Latrine seat for each class with user friendly door (safety features like once locked inside, cannot be locked outside, student can get out/ be taken out easily in case of emergency etc;) is provided.
- Two Group Hand Washing stations with 28 Taps each has been provided. Hand washing facility is also provided in the inner side of the Toilet blocks for both boys and girls
- Water re-use - The water used in the Hand washing stations is re used for washing the Urinal drains. The food particle and other solid materials from the Hand washing stations are disposed in a leach pit separately. All the used water and Urine are collected reused for watering the trees in the school campus.
- The girls toilets are also fitted with incinerators for Sanitary napkins. Sessions on menstruation and menstrual hygiene are also conducted to ensure higher awareness thereby reducing dropouts when girls attain puberty
- New Ground level reservoirs have been constructed to provide adequate water supply.

Impact: Over 1500 children studying in this Government school are beneficiaries of this project

CSR Partner: Citibank

Goal: To refurbish and restore 6 institutions that were badly affected during the Chennai floods

Project Description: We supported the refurbishment of 6 institutions in Chennai that were badly impacted during the recent floods. The refurbishment included civil work for damaged structures, purchase of electrical and electronic equipment, stationery, furniture etc; The six institutions that we supported are:

Bala Mandir Trust

Little Drops

Little Flower Convent

Devi Karumariamman Trust

Home for Poor Boys

The Spastics Society of Tamil Nadu



Projects

We have executed over 51 projects in our focus sectors.



Education

YR Gaitonde Medical, Educational and research foundation (YRG) was established by Dr. Suniti Solomon in 1993. It is well recognized globally for the services they provide in the field of education and healthcare.

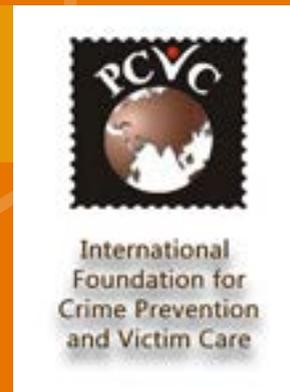
Project Description and Goal: United Way Chennai partners with YRG for the “Endrum Punnagai” program in 5 Corporation schools across Chennai. “Endrum Punnagai” is a Tamil phrase for “Ever Smiling”, a state of being that we all strive for. It is a programme for boys and girls of disadvantaged families to help build their confidence to have a positive and healthy relationship with each other. Endrum Punnagai through concept learning, goal setting, decision making and problem solving, develops confidence in children, enhances life skills and helps them build relationships with their peers, teachers and family members. It focuses on personal hygiene, gender sensitisation, nutrition, environment and reproductive health. This program is run with the support of volunteers from colleges and employees from various corporates.

Goal: The project aims to:

- Provide life skills education for the children coming from underprivileged background and increases the reading thirst among the student population.
- Improve their social skills by participating in various events, explorative games and fun activities

Impact:

- 905 students of classes VIII and IX were impacted through life skills education. On an average 25 classes are covered each week on the life skills sessions.
- 2545 students were benefitted through the Library enhancement, students of class X and XII benefitted out of the question banks for their board exam preparation
- 450 students are being reached out to through Happy Sports events, Happy Learning Center programs and spoken English courses



The international foundation for Crime prevention and Victim Care was set up in response to a need for a support agency for victims and survivors of domestic abuse. Their services include crisis management, legal advocacy, support and resource services.

Project Description: United Way Chennai partners with PCVC to provide Endrum Punnagai - Gender Sensitization programs for the youth.

Goal: The project aims to sensitize children towards gender stereotypes and instill gender equality.

Impact: 3500 children from 5 schools will benefit from this project



The Ma Foi Foundation aims to help disadvantaged communities achieve economic independence by building an integrated support system that provides education, training and entrepreneurial mentoring by partnering with community based organizations and corporate houses.

Project Description: United Way Chennai partners with Ma Foi foundation to run tuition centres for academically poor children (from 8th to 10th standards) in corporation schools and help them complete their schooling. The program will provide after school tuition, motivational residential program, teacher training and spoken English courses for these children.

Goal: Tamil Nadu sees 100% enrolment in upper primary but by the time the students reach 10th standard, 50% of them drop out owing to reasons like poverty, uninspiring curriculum, lack of support, fear of teachers etc; This program aims to support these children and help them complete their schooling and provide them with employable skills.

Impact: 600 students in 10 corporation schools in North Chennai



Child Voice comes under the umbrella of Vaigai Trust. Vaigai trust was established in the year 2002 and it focuses on welfare initiatives for women and children and efficient management of Natural resources for sustainable future of the community.

Project Description: United Way Chennai partners with Child Voice to provide holistic training to tribal children of Perungadu tribal village. The children will be given opportunity for training and development through innovative training practices using audio visual training systems. Tribal children will be trained in archery, long distance running and other appropriate sports that are suitable for the physical characteristics of the tribal child. The children will be taken for competitions and other events to showcase their talent.

Goal: Empower the tribal children of Perungadu (near Kodaikanal) through education, health and wellness enabling them to ascertain their rights.

Impact: 30 tribal students will benefit from this initiative



Madras Dyslexia Association (MDA) was established in 1992 and is a non-profit service organization established to take a pragmatic approach to helping children with “Dyslexia”. Their vision is to create a “Dyslexia Sensitive” society that identifies and nurtures children with Dyslexia to reach their potential.

Project Description and Goal: United Way Chennai partners with MDA to develop and implement a program called “Tamizh Vazhi Payirchi” targeted at children in Tamil Medium Schools. Till date MDA has offered remedial support to children with Specific Learning Disability in the English Medium and now recognizes the need for help and support to children in the Tamil medium schools. Currently 10 teachers from identified schools are undergoing intensive teacher training to help children with Dyslexia in their schools. These teachers will conduct remediation classes in the resource room which will be set up in these schools. A periodic monitoring of these rooms will be done to handhold these dedicated these teachers and the remedial kit will be provided to them. “Tamizh Vazhi Payirchi” based on multi- sensory approach is being developed with the expertise of a team of senior special educators of MDA. The kit will be put to use by the end of April. The kit contains teacher’s hand book with instructions on how to use the worksheets that are included in the kit.

Impact: Students and teachers from 4 schools in Perungudi and Taramani

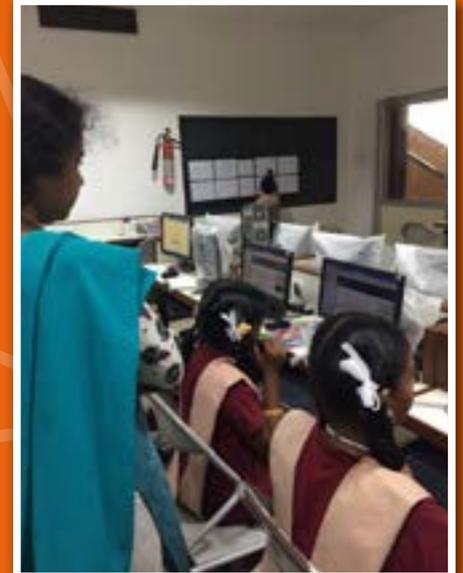


Altius Foundation explores the new age transformational ideas that are scalable and have great impact on specific areas in the field of education. Through collaborative projects, they cover a wide spectrum of school education for the underprivileged students in a focused manner.

Project Description: United Way of Chennai joins and supports Altius Foundation in setting up the Karka Math Lab in Suburban Higher Secondary School, Coimbatore and Panchayat Union Middle School, Pudukkadu. Another lab will be set-up soon in Bala Mandir Trust School, Chennai. The intervention is to install a set of low-cost internet workstations into a spare room in a school patronised by underprivileged students, and timetable monitored sessions in the computer lab within the school day, replacing regular blackboard Mathematics instruction.

Goal: Karka Math Lab’s mission is to improve mathematical and logical thinking skills of children at the bottom-of-the-pyramid (BoP) in India. The aim is to remove the fear for Math and make the learning process interactive, application oriented and user friendly.

Impact: 56 children till date, expected to reach 100.





Health Care



Dean Foundation offers free Palliative Care on an Out-patient and Home Care basis to the poor and homeless. It cares for those who are suffering from incurable, terminal, irreversible and advanced diseases like Cancer, AIDS, Neurological conditions, end stage Kidney diseases and Diabetes, etc. irrespective of age, sex, religion and economic background



Project Description: The partnership from United Way Chennai was instrumental in the renovation of the Paediatric Palliative Care Ward given to DEAN Foundation in the Institute of Child Health and Government Hospital for Children, Egmore, Chennai. The renovated ward was inaugurated in Nov 2015.

Goal: To refurbish the existing dilapidated ward into a child friendly space, providing a home-like environment where the child and family were ensured continuity of care as they journeyed through the ravages of life-limiting illnesses.

Impact: Patients treated – 91, OP Visits – 51, Ward visitors – 743, IP admissions - 19



Multiple Sclerosis Society of India was started in 1997 runs for the welfare of people with Multiple Sclerosis.

Project Description: United Way of Chennai supported MSSSI Chennai Chapter in engaging a Medical and Psychiatric Social Worker.

Goal: The objective was for the worker to visit the homes of the people afflicted with MS, understand their level of awareness about the disease, explore their impact in daily life and highlight the neurophysiological and psychosocial challenges they face. The role of the worker was also to help identify a coping strategy and throw light on possible interventions available to deal and survive with Multiple Sclerosis.

Impact: 125 MS patients have been beneficiaries of this project



Ekam Foundation works for the provision of healthcare to underprivileged children in India. The motto of the organization is 'Every child has the right to live and no child should be denied healthcare facilities due to lack of financial resources'.

Project Description: In 2015, Ekam Foundation partnered with Directorate of Public Health and United Way Chennai to execute a Mentor Nurse Training Program. Government of Tamil Nadu has designated 200 staff nurses across the state as Mentor Nurses or Master Trainers. These nurses are being trained on Maternal and Child care by Ekam foundation. These Master Nurses are expected to in-turn train other staff nurses as part of a Queen Bee Approach. The nurses are trained and mentored by experts in the field of Obstetrics, Paediatrics and Neonatology. The concept of a mentor nurse model is an important element of effective health promotion practice as it directly and indirectly increases the range of personnel and health facilities that are able to address health problems. The idea has been appreciated widely in many developed and developing countries and has proven to be effective in improving best practices in nursing care. Apart from Technical training, Ekam also involves experts who conduct Non-technical Workshops for Change Management and Communitisation to bring about attitude change among the staff nurses and also promote community involvement from the grass-root level.

Goal: The goal of the program is to reduce infant mortality rate and improve maternal and child health in Tamilnadu by strengthening the capacity of healthcare staff

Impact: The final goal is to train 200 mentor nurses who in-turn will train 4000 other nurses from 1300 government hospitals. Till date 184 mentor nurses have been trained and 1390 training sessions have been completed.



Tanker (Tamilnadu Kidney Research) Foundation was founded in 1993 and it aims to provide healthcare and financial assistance to those who have kidney problems and do not have the wherewithal to seek medical attention.



Project Description: United Way Chennai partnered with Tanker Foundation to replace 2 new Fresenius Haemodialysis Machines for their Madurai unit.

Goal:

- To provide free and subsidized dialysis to underprivileged people suffering from chronic kidney disease patients
- No patient should be denied treatment due to financial constraints and everyone has the right to good healthcare.

Impact: Through the project 2400 Dialysis can be done in a year with 50% being new beneficiaries



Sri Arunodayam is the only Government certified Reception Unit in Chennai for abandoned mentally challenged children below the age of 10. Government agencies such as Child Helpline, the Police, and Social Welfare Departments refer such children to them, and currently more than a 100 children reside in their home

Project Description: Life expectancy of children with mental retardation is much shorter than that of the general population. And those who are immobile tend to have an even shorter life expectancy than those who are mobile. With the support of United Way Chennai lifesaving medical equipments like Multipara monitor, ECG cardiac care machine, Autoclave and Oxygen generator have been purchased for their Medical Unit.

Goal: The goal is to regularly monitor the children's health resulting in improvement in their overall physical and mental condition, improvement in life expectancy and quality of life that they can lead (due to lesser medical incidents)

Impact: The 100+ inmates of Sri Arunodayam's home in Kolathur will benefit from this initiative

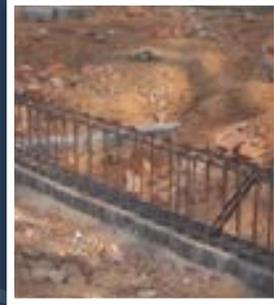
LIFE TRUST

Life Trust was established in 2005 with the intention to provide care and support to people who are in sick and dying condition especially those who are in their last breath. They also focus on providing dignified death by paying for final burial/ cremation rituals in accordance with religious beliefs. Life Trust also endeavours to provide shelter, food and medical support to inmates of the home (Hospice) who have been abandoned by their relatives.



Project Goal and Description: The project's aim is to provide a safe and hygienic shelter to the orphaned people who do not have any place to survive especially those who are dying. With the support of UWC LIFE trust is now constructing a new shelter home for the aged and destitute. Construction commenced in January, 2016 and is under progress.

Impact: Through the project LIFE Trust will be able to serve 35 aged and female inmates



Surabi Trust was founded in the year 2008 and their vision is to enhance the quality of education to the deprived children, to facilitate better medical & nutrition support to less privileged, and improve the livelihood of women.



Project Description: Surabi initiated the Healthy mother program to support poor pregnant women by supplementing nutrition with 15 pulse powder which has got all proteins, vitamins, carbohydrates that helps the child grow in a healthy manner. This powder is distributed free of cost on weekly basis from 2nd month pregnancy to the age of 2 years of baby.

Goal: To reduce possibility of mental retardation and other physical deformities in newborns that can be attributed to malnutrition at the time of pregnancy.

Impact: Yearly around 500 women are beneficiaries of this project. The positive feedback is that mothers give birth to healthy child with normal weight and development at the time of birth



Voluntary Health Services was established in the year 1958 by Dr.K.S.Sanjivi. The underlying ethos of VHS is that of prevention and cure of serious illness, fostering of the family as a unit for medical care, and facilitating active community participation in the provision of a continuum of health care, with special reference to disadvantaged groups such as women, children and elderly.



Project Goal and Description: United Way Chennai partners with VHS in the set-up of the Mother and Child Health center being constructed. The vision was to provide a sustainable neonatal, paediatric and maternal care services in VHS focusing on high risk pregnancies with provision of intensive care at affordable rates for the middle class. With the support of UWC, VHS has been able to purchase equipment like Warmers, monitors, ventilators, incubators, infusion pumps etc; to set-up a 12 bed intensive care unit.

Impact: Over 250 infants and mothers are expected to benefit through this initiative every year



Bro. Siga Social Service guild runs a Community College in partnership with United Way of Chennai in Uthiramerur with the intention of training the rural tribes (Irulas) in technical skills which will keep them in good stead when it comes to looking for employment.

Project Description: The Siga Community College is currently running three courses - Diploma in Four Wheeler Mechanism, Diploma in House Electrician and Diploma in Desk Top Publishing, with the support of United Way of Chennai.

Goal:

- To increase employment opportunities for disadvantaged rural youth
- Provide accessible technical education
- Equip them with marketable technical skills
- To assist them in placement

Impact: 61 students till date.



Income & Livelihood





KUMARAN SPECIAL SCHOOL, run by Rajammal Trust focus on integrated and inclusive special education which is an essential need for the development of special children.



Project Description: United Way of Chennai partnered with Rajammal trust to help provide integrated rehabilitation services for mentally challenged children. The special equipments for the Vocational training program and the Sensory Integration room are the highlights of the program.

Goal:

- To impart Sensory integration therapy (SIT) and MCBT (Mindfulness based cognitive behaviour therapy) to each special child
- To impart soft skills, employability and vocational skills to 20 MR adolescent children
- To facilitate independent self-activities and culmination into the normal social life.

Impact: Around 50 mentally challenged children are beneficiaries of this project



Youth4Jobs is a Not for Profit Organization which sets up placement- linked skilling centers for youth with disability. It currently has 20 training centers across 10 states and the youth enrolled are with locomotors, speech & hearing disability and with low vision. Most of the youth are from rural areas and all are from poor families. Y4J also helps companies build an inclusive workforce

Project Description: We have supported Y4J (Youth 4 jobs) with their activities in the Coimbatore training centre for persons with disabilities. Since inception Coimbatore Centre has been very active in conducting mobilization camps, corporate meetings, engagement of special guests in the training programs. Y4J also meets with corporates and conducts role mapping sessions which helps companies to identify new areas of employment for PwD candidates. Taj Vivanta, Max, Café Coffee Day, Pizza Hut, Texmo etc; have made job offers to the youth trained in the Coimbatore centre.

Goal: The goal is to enable Persons with Disability (PwD) to avail better livelihood opportunities by market linked trainings and jobs in the organized sector.

Impact: Around 100 people have been trained and 57 of them have already been placed in various companies



The Alpha to Omega School, founded in 1988, is a co-educational day and boarding school for children between the ages of 4-18 years that is accredited to the National Institute of Open Schooling [NIOS]. They are dedicated to children who find learning a challenge and work with them to close this gap..

Project Description: United Way Chennai partners with Alpha to Omega to start a Vocational Training room and an outdoor Vermiculture tank. The training room will cater to a class room set-up to conduct theory sessions on Vermiculture, Catering Management, Bakery and Confectionary. It will also provide a small space for a tuck shop which will be run by the students to incorporate functional math skills.

Goal: Help students to acquire relevant competencies to seek employment for their livelihood, help them to improve their life skills and enhance their social skills.

Impact: 35+ children from Alpha to Omega and also a few more students from outside the organisation who gain admission through NIOS



Realising the need for Social entrepreneurship practices in India, Centre for Social Initiative and Management (CSIM) was launched in 2001 in Chennai by Mr P N Devarajan and a group of socially committed individuals. CSIM is a pioneer in offering social entrepreneurship training programs in India that ensures, and enhances the quality of delivery in social change agents.

Project Description: United Way Chennai partners with CSIM (Centre for Social Initiative and Management) to set-up social enterprise skills labs in Stella Maris and MSSW. A 3 day training on - Towards Social enterprise - for about 40 students was conducted on March 21- 23. A social enterprise lab, a student led initiative for a self-sustainable and Effective Garbage Disposal mechanism within the campus will be set-up soon in the MSSW campus.

Goal: Help students to improve their life skills and social skills.

Impact: 40 students from each institute



v-shesh's purpose is to create social impact by improving access to opportunity for those who are disadvantaged due to factors beyond their control. v-shesh assists students and job seekers that face barriers in accessing high quality education and suitable job opportunities due to their disability, socio-economic status or by being from a non-metro location.

Project Description: The objective of the partnership with UWC is to impart employability training along with placement support specifically for people with disabilities. They have been trained in areas like Back office operations, BPO, Banking, Hospitality and Retail. The trainees have also been successfully placed in top corporates like Accenture, Capgemini, RBS, Barclays, SCOPE, TCS, HCL, Bank of America etc;



Goal: The goal for Financial Year 2015-2016 was to train 210 people and place at least 150 of them in leading corporates



Impact: In this year 162 people with disabilities have been trained and 118 of them have been placed in various companies



Maithree, an association of parents of exceptional children is an institution committed to the welfare of persons with mental retardation. The objective of Maithree is to provide an array of services encompassing the entire life span of the special child / person.

Project Description: United Way Chennai partners with Maithree to set-up a vocational centre for training children in the know-how of manufacturing paper-cups. UWC has supported Maithree in the purchase of machinery required to manufacture paper-cups

Goal: Economic empowerment of people with Intellectual and developmental disabilities

Impact: 100 individuals will benefit from this initiative



Swabodhini School for special children was established in the year 1989 and it now caters to over 45 children with special needs.

Project Description: United Way Chennai partners with Swabodhini to establish a vocational training center for young adults in the 14+ years age group focused on Computer and Office administration skill training. The programme is designed to run over a period of 18 months after completion of which students will be issued certificates which will enable them to be placed in employment. Every batch will consist of 8 to 10 students. A training room for 10 students on a 2 students for one workstation ratio basis has been set up. United Way Chennai supported Swabodhini wrt the infrastructure requirement for the project consisting of computers, printer, scanner, filing cabinets, storage cupboards, MS office software, telecom instruments etc; The vocational centre was inaugurated on 12th June 2015.

Goal: To set up a simulated workstation to impart:

- Computer training skills such as data entry, word processing, familiarization with world wide web, browsing, etc
- Office administration skills such as filing, photocopying, scanning of documents etc to enable efficient work in an office environment

Impact: The impact till date is given below:

- 6 students are undergoing training in the field of vocational training.
- One student has taken up an internship in a consultancy firm (NCR consultants) in his role as a librarian.
- Two students attended an interview with SAP in Bangalore



Way forward:

*The year 2015-16 has seen tremendous growth in terms of successful piloted **CSR** projects and a large amount of time spent on relief and rehabilitation of flood affected individuals, organizations and institutions. The experiences that we had gained over the period has prepared us for implementing effective **CSR** initiatives for the coming year 2016-17. We hope to coordinate with well established large corporate houses to effectively implement large **CSR** initiatives that leads us to establish enhanced quality of lives of communities.*



United Way of Chennai

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“GIVE. | ADVOCATE. | VOLUNTEER. | LIVE UNITED™