

United Way  
Chennai



# ANNUAL REPORT

2017 - 18



Photograph that won the **'Best Photo Award'**  
in United Way Worldwide Day of Action Competition 2017

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# VISION



To create an inclusive world where there are opportunities for everyone; there is no poverty; everyone has access to quality health care and education.

We will channelize the giving power of individuals & corporates by

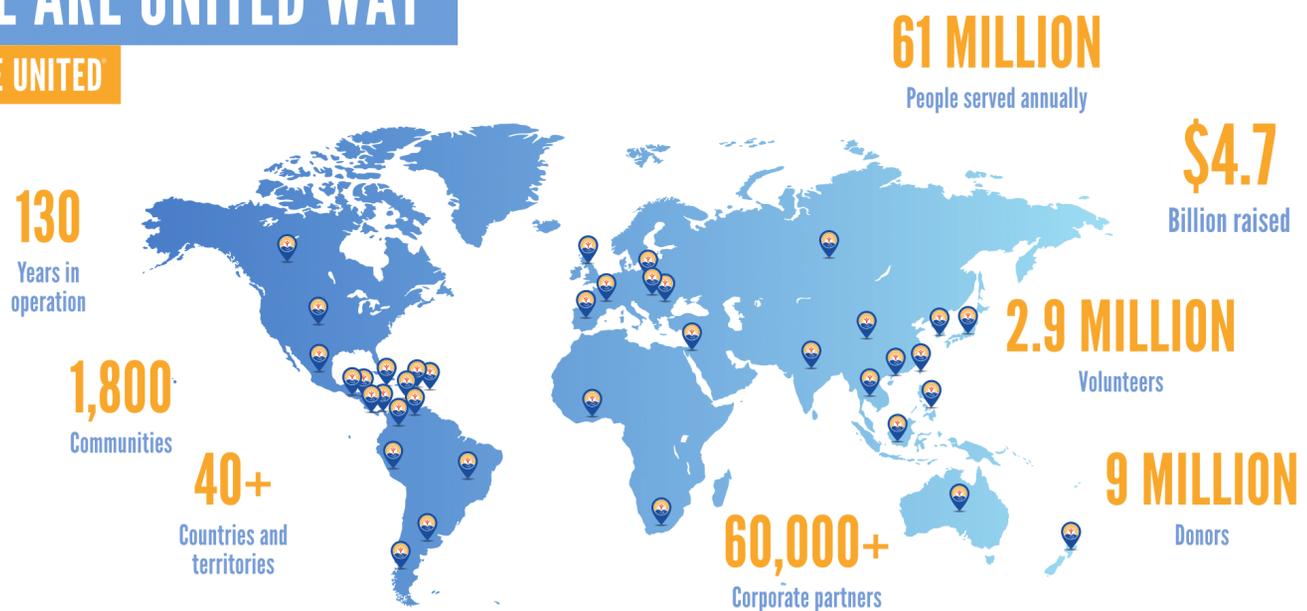
- Making people aware of the social issues in their communities and encouraging them to stay invested and connected to these causes, thus inspiring them to make a change.
- Ensuring their contributions are directed effectively towards addressing the most pressing issues.
- Setting the highest standards of integrity.



# UNITED WAY WORLDWIDE PRESENCE

## WE ARE UNITED WAY

LIVE UNITED



- Everyday people look at United Way for lasting solutions to local problems.
- We are a vehicle for volunteers, donors and advocates who seek to change lives and communities through service, collaboration and impact.
- We connect people and companies with causes that matter to them the most.

*We are more than fundraisers / We are the hand raisers / The game changers  
No matter the obstacles / No matter the odds*

We fight to resolve communities' most critical problems.

*“United Way fights for the health, education and financial stability of every person in every community”*

Change begins when we **LIVE UNITED!**  
Building a better tomorrow starts today.



Photos Courtesy - United Way Panama



# CHAIRMAN'S MESSAGE



Dear Friends,

It gives me immense pleasure in presenting the 2017-18 annual report and the accounts of United Way of Chennai (UWC).

We have been able to do some ground-breaking work in the last year, in our core focus areas of health, education, environment and income generation. With the CSR mandate requiring companies to spend at least 2 percent of their average net profits made during the three immediately preceding financial years, towards social causes, corporates are looking for steadfast and dependable partnerships in the social sector. UWC plays a major role in filling this gap through its professional approach backed by industry experience.

We have implemented some highly successful and innovative campaigns such as the Born Learning Campaign and WaSH in schools. Our annual flagship event, Budget Meet attracts the best speakers from the financial sector in India. Our keynote speaker this year was Smt. Arundhati Bhattacharya, the former chairman of State Bank of India. We raised funds to a tune of 2 crores with the support of our partnering institutions.

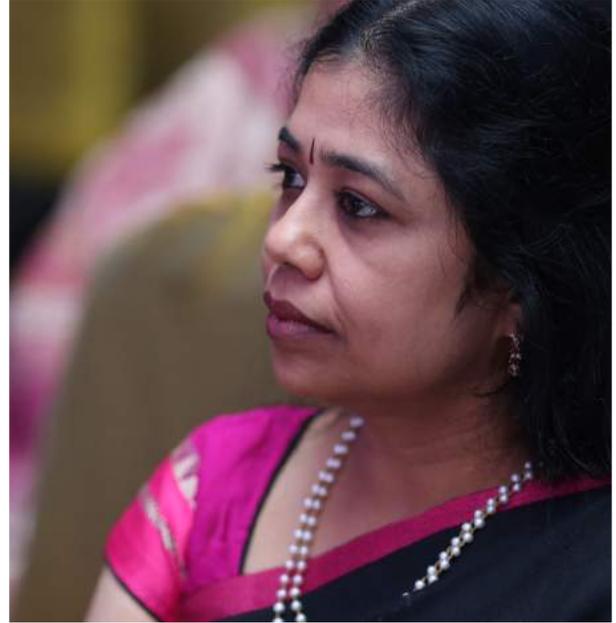
I feel glad that so many leaders and industry stalwarts are a part of our board and have been investing their time and valuable experience to guide the United Way Chennai team. This truly is a reflection of their commitment to the cause.

I am happy to announce that UWC is now looking to move into the next phase of growth and invest in a cause that the entire leadership is passionate about. We wish to make a positive difference in the lives of people with disabilities. We hope that this journey to make a difference in the lives of many will be filled with success and positivity.

I would like to thank the UWC team, volunteers and all donors who have contributed towards our causes. They helped make UWC what it is today.

M A Alagappan  
Chairman, United Way Chennai

# CEO'S MESSAGE



Dear Friends and Well-wishers,

2017-18 was a remarkable year for United Way Chennai. It is my pleasure to present our year's achievements through this annual report.

In 2017-18 we have continued to focus on education, health and sanitation, skill development and livelihood opportunities. Born Learning Campaign, focussed on making children in the age group 0-6 school ready, has ramped up with several of our corporate donors supporting it. Another area which has generated a lot interest is Water Sanitation and Hygiene (WaSH) in schools, through which we have been able to build new infrastructure as well as create child-friendly school environments. Some more distinct projects we undertook were the livelihood project for women farmers and installing community water supply plants. The good news is that corporates have recognized us as trusted partners for implementing such CSR projects. Our ability to strike 360 degree partnerships and the professional approach we bring to the table in managing projects have helped us maximize social impact.

The 'child friendly courtroom', was the most path-breaking project we did during the year. We worked together with UNICEF and Madras High Court to create a non-threatening atmosphere for kids who are part of criminal proceedings. It was the first child-friendly court in Tamilnadu and 4<sup>th</sup> in the country.

At United Way, our goal is to nurture a culture of giving in the city of Chennai. Giving is not just about money but also about time. So we provide volunteering opportunities for a wide spectrum of people. Our youngest volunteers have been 12 year old children. We have enabled 2500+ volunteers to pool in 5000+ hours of volunteering.

I would like to extend my gratitude to our donors, volunteers, board members, corporate partners and all our well-wishers because of whom we could scale great heights in 2017-18 and we look forward to much more exciting times in 2018-19!

Archana Raghuram  
CEO, United Way Chennai

# BOARD OF DIRECTORS

## **Mr. Amarnath Reddy** *Vice Chairman*

He serves as the Chairman and Managing Director of A.R. Foundations Pvt. Ltd.



## **Mr. Lakshmi Narayanan** *Founder Member*

He is the Emeritus Vice Chairman of Cognizant. He has served as Chairman of NASSCOM. He supports philanthropy and entrepreneurs.



## **Mr. Prakash Katama**

He is currently the CEO of TVS Electronics Ltd. and also is an active investor in the startup ecosystem. He was previously Sr. Director-Operations for Nokia India Pvt Ltd.



## **Mr. M A Alagappan** *Chairman*

He was the Former Executive Chairman of Murugappa Group. He is also the Honorary Consul of Hungary.



## **Mr. Raghuraman Chandrasekaran** *Treasurer*

He is the Managing Director of E-Hands Energy India Pvt.Ltd. An alumnus of IIT-Roorkee and Indian Statistical Institute, Calcutta, he was the Managing Partner and Head of North America operations of Polaris Financial Technology.



## **Mr. D Chandrasekhar**

He is a distinguished alumnus of IIT-Madras in Metallurgy. He was the supplier for machines for the iodised salt programme by UNICEF for 15 years. He is the Founder-President of Madras Dyslexia Association and Founder and Present Secretary of IIT Madras Alumni Charitable Trust.



### Mr. M. Mahadevan

He is the Director of B & M Hot Breads Pvt. Ltd. and Chairman of the Board of Oriental Cuisines Pvt. Ltd.



### Mr. Satya Prabhakar

He is the Founder & CEO of Sulekha, one of India's leading digital consumer brand and technology platform for local services. He is a distinguished Alumnus of NIT, Trichy and recognised Confederation of Indian Industry (CII) for entrepreneurship.



### Mr. Kiran Shankar

He is the Managing Director of RR Donnelley. He has 23 years of distinguished performance in strategy execution and results attainment in Knowledge Process Outsourcing and Financial Services Business.



### Mr. Madhavan Nambiar

He has a 36-year record of public service as an officer of the Indian Administrative Service. As Secretary to the Government of India at the Ministry of Civil Aviation, Mr. Nambiar directed the design and development of some of India's largest public- private partnership (PPP) projects. Currently he is the Advisor of TCS and Chairman, Kerala Digital Advisory Board

### Mr. Mahalingam Seturaman

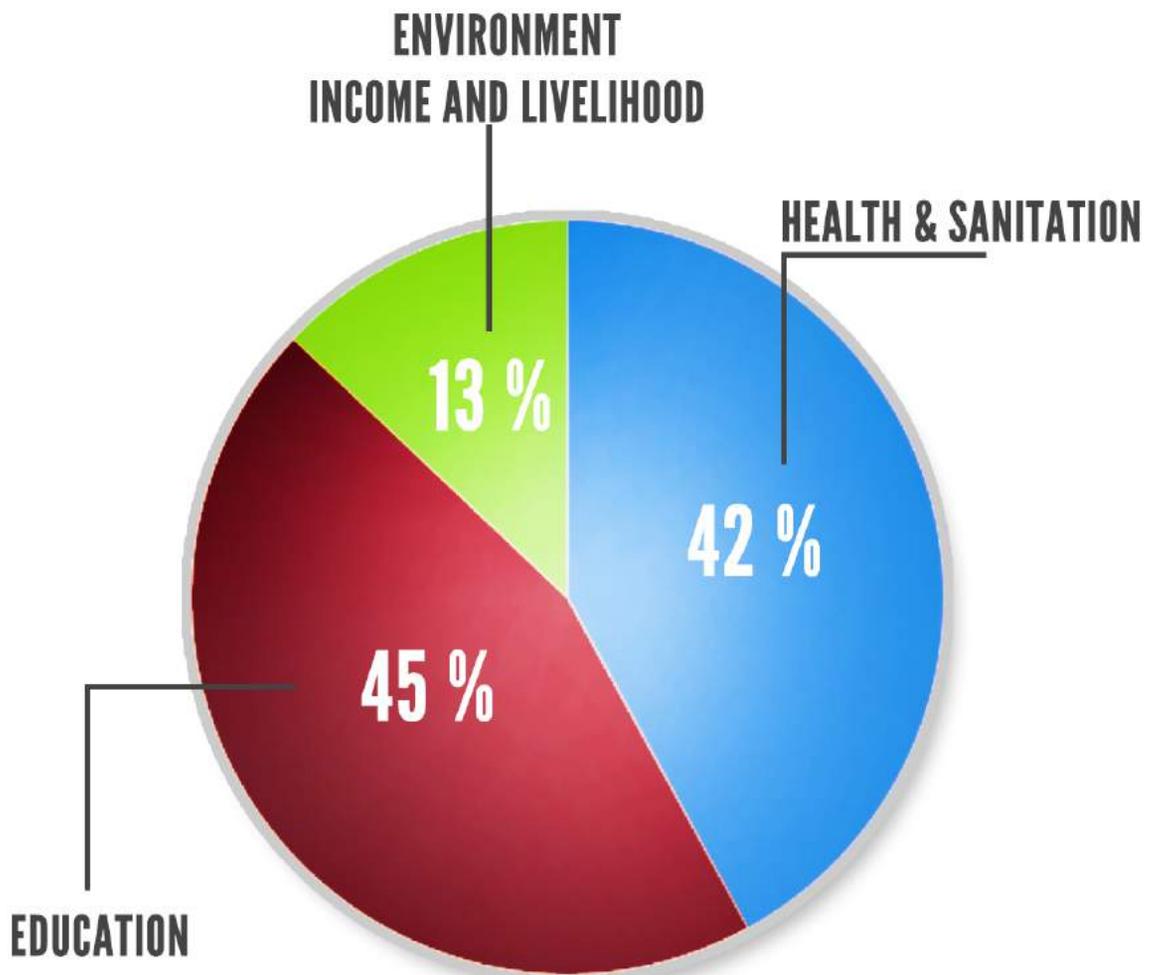
He had served TCS in a number of areas, finally serving as its CFO and Executive Director. He is currently on the Boards of a few Companies.

### Ms. Aruna R Krishnan

She is the Managing Director of RITZ Media Group and Galatta Media. RITZ is South India's largest lifestyle magazine and Galatta is Tamilnadu's leading cinema portal and magazine.

# IMPACT AT A GLANCE

**53 NGO PARTNERS OVER 4.15 CRORES INVESTED IN SOCIAL CAUSES**  
**2 Lakhs direct and indirect beneficiaries**



***HOW THE FUNDS WERE UTILIZED***



## HEALTH AND SANITATION

### WaSH IN SCHOOLS

- 14 schools
- 19,642 children
- 13 toilet blocks

### MENSTRUAL HYGIENE AWARENESS

- 7 schools
- 4800 adolescent girls
- 24,000 eco-friendly, reusable cloth sanitary pads distributed
- 33,600 less synthetic pads

### PALLIATIVE CARE

- Support to doctors treating 1000 patients in palliative care unit every month



## EDUCATION

### BORN LEARNING CAMPAIGN

- 10 anganwadis
- 250 children have become school-ready
- 1000 community beneficiaries

### EDUCATIONAL INFRASTRUCTURE

- Every year, 55 boys use the residential facilities and pursue quality education



## ENVIRONMENT

### TREE PLANTATION

- 6 locations
- 410 saplings
- 100 volunteers
- 95% sapling survival rate

### LAKE CLEAN-UP

- 1 lake
- 40 volunteers
- 1 tonne garbage cleared
- Significant increase in green cover

**LIVELIHOOD – 2500 farmers out of which 90% are women farmers**

**REHABILITATION - Child court: 1<sup>st</sup> in Tamil Nadu and 4<sup>th</sup> in India**

# 360 DEGREE PARTNERSHIPS

*Multi-faceted and value driven partnerships are key to the success of our social interventions*

United Way is known for its holistic and systematic interventions that lead to sustainable impact within communities. The reason we are able to identify the most deserving project and implement it seamlessly is because we work closely with all the key stakeholders including Government departments, international organizations, corporates, technical experts and NGOs.



Take for example our 'child friendly schools' initiative. We identify the neediest school with the help of SSA (Samagra Shiksha Abhiyan), a centrally sponsored government program responsible for implementing Right to Education. It was through them that the Government Boys Higher Secondary School, Walajabad came to our attention. The school was experiencing a decline in enrolment rates due to various reasons.

United Way Chennai with support from corporate partner Chola MS General Insurance Ltd. initiated the 'child friendly schools' programme in the school with an aim to improve the learning experience of the 500+ students. UNICEF's child-friendly schools model was adopted.

The focus was not only on improving infrastructure like toilet and sanitation facilities, hand wash stations and RO water plants but we also collaborated with non-profits and technical experts like YRG Care and Team Everest to provide soft-skills, life skills, career counselling and digital literacy exposure.

The community is also actively involved in sustaining the project through awareness sessions. This is what we mean by 360 degrees partnership. We involve every stakeholder required for the success of the project.



*Before the intervention*



*After the intervention  
installation of WaSH stations*

***We have adopted this approach for our flagship program Born Learning as well, where we work together with the Integrated Child Development Services scheme by Government of Tamilnadu, with guidance and best practices adopted from United Way Worldwide chapters.***

# CSR PROJECTS

The actual Corporate Social Responsibility (CSR) spends in Tamilnadu in the year 2016-17 has been at 294 crores, as per data revealed by NGO networking platform NGOBOX. This is 4.1 % of the total CSR funds spent in India. The top 4 areas of CSR spend continue to be in education, healthcare, rural development, environment and sustainability.

UWC is present in every aspect of the CSR value chain. We step in to identify the most suitable CSR opportunities through our network of implementing agencies and non-profit organizations. The CSR projects which we execute also provide multitude of volunteering opportunities for employees of partnering corporate companies.

## BORN LEARNING CAMPAIGN

**Supported by: HT Parekh Foundation, ICDS – Integrated Child Development Services scheme, UNICEF, United Way Worldwide**

### WHY?

School readiness is a significant and growing topic. Many of our children are not prepared for school and we need to do more to help them be successful.

Born Learning began in 2005 as United Way Worldwide(UWW)'s first national public engagement campaign. The objective of the project is to advance early childhood impact strategies. United Way Chennai has adopted effective strategies and approaches from UWW for the Born Learning Campaign (BLC).

BLC puts easy-to-understand, research-driven resources into the hands of families, caregivers, community leaders and policymakers, including:

- Educational materials and products that make it simple and easy for parents, grandparents, informal caregivers and professional child care providers to understand child development and use “everyday moments” to help children become school-ready.
- Public awareness, mobilization strategies and tools that support and accelerate a community's early learning goals.

Most early childhood initiatives target either parents or policymakers. Born Learning equips communities to do both.





**The interventions that make BLC effective.**

**LOCALIZING BLC:**

An Anganwadi in the Chetpet area of Chennai was in disuse for the past 6 years. What would have been a bustling activity centre for the kids of the nearby community was lying vacant without proper infrastructure. In the beginning of 2017, United Way Chennai identified this Anganwadi and refurbished the place and facility with support from HT Parekh Foundation.

We strongly believe that the functioning of the Anganwadi is dependent on much more than just the infrastructure. The community plays a key role. We formed an 11 member ‘child development committee’ to enable community integration and support to the Anganwadis for optimal functioning.

**WHAT WE DO:**

The main component of the Born Learning program includes engagement with the children in the age group of 0-6 years. The teachers, parents, facilitators and the larger community are also involved actively. We create awareness in the community on the factors affecting the school readiness and learning outcomes in children, from their birth to 6 years.

**WHAT NEXT?**

In the year 2018, 5 more corporate partners have lent their support to the Born Learning Campaign, namely, Chola Mandalam Investments and Finance, Ford, HDFC AMC, 3M and Wells Fargo.

ICDS has authorised United Way Chennai to implement the programme in 8 districts of Tamil Nadu. Our long term goal is to reach out to 10,000 anganwadis across Tamil Nadu.

**IMPACT:**

- Number of Anganwadis: 10
- Children impacted: 250
- Community beneficiaries: 1000 (adolescent girls, pregnant and lactating mothers, etc)
- Funds involved: 1.5 crores

# WaSH IN SCHOOLS

Supported by: Chola MS General Insurance Ltd., Symrise, ICICI Prudential, City Union Bank, Roca, Sundaram BNP Paribas

## WHY?

Lack of proper WaSH facilities and poor awareness on sanitation directly causes health problems and dropouts (especially girls reaching age of puberty).

The WaSH in schools program aims at improving infrastructure, inculcating good sanitation practices among the children, preventing health problems and reducing school dropouts.

The following are the **standards adopted for quality WaSH infrastructure in schools**

- Providing safe drinking water to students
- Sufficient water for hand washing
- Sufficient water for toilet usage
- Sufficient toilet blocks as per student strength
- Plantation of trees
- Effective teachers participation in WaSH related activities.
- Awareness on standard hygiene messages (hand washing, use of toilets etc)
- Display of appropriate IEC materials related to WaSH

## HOW WE ADD VALUE:

- Creating a clean and disease free environment. This is achieved through the support of motivated leadership and staff at the school, who promote good hygiene practices among the children.
- Sensitise the school management committee members on their role in promoting sanitation practices in the school
- Sensitise noon meal organisers to promote hand washing practice among the students before the mid-day meal.
- Promote students, as “Change Agents” who spread the knowledge they acquire on sanitation and hygiene in schools to their own community, thus creating a demand for sanitary structures in the villages including individual household latrines





**IMPACT:**

- No of schools: 14
- No of toilet blocks: 13 blocks
- No of beneficiaries: 10,000+
- Amount of Funds utilized: 1,41,31,672/-



United Way Chennai aims to help corporates make the best use of their CSR funds by identifying and executing high impact projects that create sustainable, long term social impact. We achieve this by setting the highest standards of integrity, working with experienced and competent partners, maintaining synergetic relationships with Government authorities, having an in-depth understanding of the needs of communities and a driven and motivated execution team.

# PROMOTE CULTURE OF GIVING

An important goal of United Way Chennai is to promote the culture of giving in the city. We provide unique and innovative volunteering opportunities for different sections of the community. We believe that everyone can give and anyone who wishes to give should be given an opportunity to do so. This year, thousands of volunteers gave their time and supported causes that were close to their heart.

*We engaged our community through various events in 2017-18 providing opportunities to those who wished to give their time for a social cause*



## DREAM MADRAS 2017

UWC created the Dream Madras platform to mobilize the student community for solving problems affecting the community. The student community have the best of ideas to give back to the society. As a part of Cholamandalam MS General Insurance company's Responsible Road Behaviour initiative and Madras Week celebrations, United Way Chennai conducted the 7th edition of Dream Madras 2017, an inter school competition around the theme of road safety.



*Students from around 150 Government and private schools participated to spread awareness about road safety.*

130 volunteers gave their time to manage the daylong event.

## THE WIPRO CHENNAI MARATHON 2017

United Way Chennai partnered with The Wipro Chennai Marathon to raise funds for NGOs. Running has always been a great platform to bring together socially aware individuals. We encourage runners to donate to causes that are dear to them. United Way Chennai acted as a trusted intermediary by identifying and vetting the NGOs and providing visibility to their projects. This helps deserving NGOs connect with well meaning citizens. UWC has anchored the charity aspect of the marathon by promoting the cause of charity among the running community, building capacities of NGO to raise funds, creating individual fundraising pages for charity runners and motivating them further. Our partnership with Chennai Runners started in 2012 and resulted in several runners establishing long term relationships with NGOs and helping them year on year.

In 2017, we had 39 NGOs on-board and raised 39 lakhs through the marathon. The ambience on race day was further boosted with the presence of Tamil cinema's very own philanthropist Actor Surya who felicitated the highest fundraising NGO & the top 3 fundraisers on stage.



**Suriya Sivakumar** @Suriya\_offl · Nov 21  
Thrilled to be associated with United Way (Chennai) to promote fitness + philanthropy and participate in the Chennai Marathon-Dec 3rd [goo.gl/fdEhEK](https://goo.gl/fdEhEK)

**Suriya Sivakumar** @Suriya\_offl · Dec 2  
Wow...20,000 plus runners at the Chennai Marathon. Looking forward to honouring them and many United Way NGOs at 9.30 am today. @ Ambedkar Law College, MGR Salai in Perungudi. #TWCm17



## UNICEF CEO RUN 2017

United Way Chennai and UNICEF organised the UNICEF CEO Run to encourage CEOs of leading companies to run for a social cause. The unique part of this influencers led run is that every participant commits to taking action towards a cause. The final run - The Last Mile was run by every participating CEO to show their commitment to go the last mile for their cause. US Consul General in Chennai, Robert Burgess was also among the leaders who ran the last mile. Among the other runners were Sanjeev Jain of Cognizant Technologies, Murugavel Janakiraman of Matrimony.com, Raju Venkatraman of Medall Healthcare, Aruna Krishnan of RITZ Magazine. The CEO teams were led by junior achievers who had proven their prowess in various fields.

Child centric CSR efforts in India received a boost with 30 corporates pledging their support towards **Online Child Protection, Holistic Development, and Sports for Development.**

## SUSTAINABLE CSR CONVERSATION 2017

UWC organized a conclave for CSR representatives from corporate companies across Chennai. The purpose of this was to help corporates channelize their CSR budgets to address the most pressing issues facing the community. The forum brought together the key decision makers from corporate sector and domain experts in the social sector.

The conclave discussed widely about investing in and achieving long term sustainability goals.

Representatives from companies like Cognizant, Ford, L & T, ITC Infotech who have well-established CSR track records shared their insights.

Domain experts from health, education and environment threw light on the ground realities and how corporates can make their CSR giving practices effective.



## DAY OF ACTION 2017



Every year, on June 21st, United Way celebrates 'Day of Action'. The day is an opportunity for people to come together on a large scale and invest their time in making a difference in the community. This activity is a platform for those who wish to understand about volunteering for causes as an individual or as a corporate organization. Day of Action, every year, is based on a specific theme.



United Way Chennai's Day Of Action on 21st June 2017, was a 60 minutes educational activity where 2000 volunteers from various colleges & corporates in the age group of 18-45 years taught 10,000 children of Corporation/Government & Panchayat union schools about the need & importance of handwash. The demonstration on 7 steps to hand wash was very useful for the children. Posters on handwash were put up in the schools.

As part of United Way Worldwide's Day of Action Competition 2017 (APAC) (an in-house competition within United Way chapters across the world), United Way Chennai also won both the Greatest Scale and Best Photo Award.

# One of the greatest gifts you can give is your time!

## VOLUNTEERING INITIATIVES IN 2017-18



- FY 2017-18 saw tremendous growth in volunteer led programs at United Way Chennai.
- Total of 215 volunteers helped out at UWC events like Dream Madras, CEO Run & TWCM.
- Our largest volunteering initiative was on Day of Action, titled 'Happy Hands' where 2000 volunteers taught children from 50 corporation schools across Chennai on the importance of hand wash.
- We've also had skill-based volunteers helping us all through the years. Employees from RR Donnelley designed all our collaterals for the Sustainable CSR Conversation event.
- CEO of Krea, Pravin Shekar volunteered for 2 consecutive years as an MC and hosted 2 seasons of Budget Meet and 1 season of CEO Run.
- 2 senior managers from RRD were on board as voluntary consultants and helped us streamline our processes.

*2630 volunteers of UWC clocked 5010 volunteering hours in FY 17-18*

**“While there is no concrete data for volunteering in India, this trend is soon picking up with Tamil Nadu leading among all states with the maximum volunteering hours each year.”**

## PAINT-A-THON

With support from Chennai Corporation, UWC is giving a face lift to 280 corporation schools across Chennai by painting beautiful & meaningful murals on the compound walls. Over 390 volunteers who have been a part of this initiative have completed painting 10 schools as of 31st March 2017. Various corporates and colleges have been actively partnering with us in this initiative. Nippon Paints is the official paint sponsor for this initiative.



# BUDGET MEET

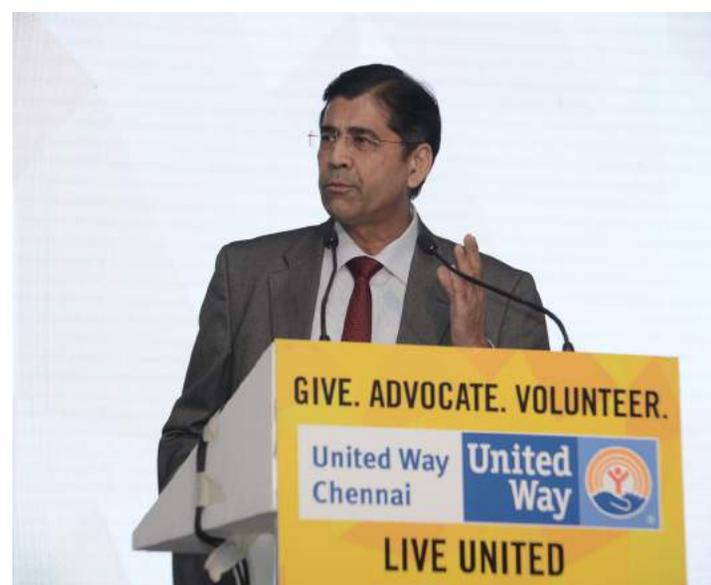
We understand the 'power of giving' that exists in the society and the necessity for it to be channelized to the right causes

This led to creating a truly spectacular and transformational event that will bring together the who's who of the giving community including high net-worth individuals, business and cultural leaders, members of business families, major financial services companies including banks, mutual funds and private wealth managers. Thus was born our first annual budget meet in 2011.

Budget Meet is a post-budget analysis conducted every year where leading fund managers and industry experts, as part of the speaker panel, analyse issues such as macroeconomic policy, investment strategy and capital markets. It attracts the best speakers from the country's financial arena. We have had expert speakers like P. Chidambaram, Arvind Datar, Swaminathan Aiyar, Subir Gokarn, Dr. C. Rangarajan, Parthasarathi Shome, P N Vijay, along with several AMC's CEOs, CIOs, and other distinguished fund managers of the country. This year our keynote speaker was Arundhati Bhattacharya, Former Chairman, SBI.



**"United Way Chennai's Budget Meet is very well recognized among financial institutions and economic experts across the country"**  
*Smt. Arundhati Bhattacharya  
Former Chairman, SBI  
Keynote Speaker at Budget Meet 2018*





United Way Chennai raises around 2 crores on an average through the budget meet which has been used to train and provide employment for over 500 differently abled individuals, besides investing in projects to reduce maternal and infant mortality, provide education to disadvantaged children, relief work during natural calamities, support women farmers and provide support to those living with HIV.

- Budget Meet was first held in 2011
- So far INR 1,50,000,000 has been raised and invested in social impact projects
- Over 6,00,000 citizens across Tamilnadu have benefitted through this unique fund-raising event



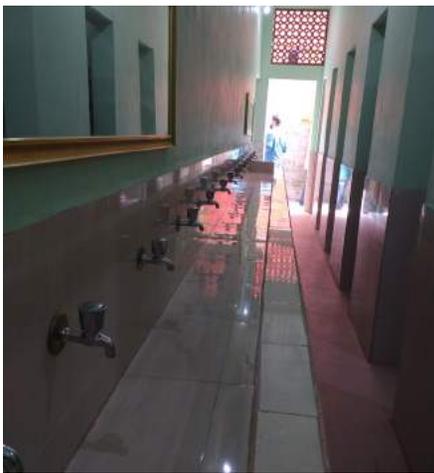
*“Fundraising is the gentle art of teaching the joy of giving.”*

*– Hank Rosso*

# SPECIAL INITIATIVES



There are certain interventions which CSR funds may not support due to the nature of the project, size of intervention, etc. So, United Way Chennai identifies and supports such projects which need attention and support but don't fall under the CSR radar. The funds raised through fundraising events are utilized for these projects.



## Residential facilities for people with HIV:

'Reaching The Unreached' caters for the education of 900 children. 25% of the children are HIV affected. They provide residential care for the children in a family set up until the age of 10 and the children move into girls and boys hostels at the age of 11. United Way Chennai has funded Rs. 20,00,000 for building hostel for boys living with HIV. Through this project, 70 older boys have safe residence to pursue their schooling. The hostel houses 50-55 students every year.



## Empowerment of women farmers:

**Vrutti** is an organization that works with small time farmers by enhancing their livelihoods through marketing and other value added services. Vrutti is part of an organisation called Catalyst, who approached UWC to establish a Multigrain Processing Mill in Aruppukottai to be owned and managed by Arumpoo Farmer Producers Company Ltd. Based on our intervention, 80% of the company's shareholder are women farmers resulting in empowerment of women and their financial stability.



## Support for Palliative care doctors - Dean Foundation

Supporting palliative care services is not seen as an option because of the nature of impact. However the cause requires consistent financial support to help children affected with final stages of chronic diseases, with better living conditions and special care. So, UWC supports palliative care doctors who take care of children undergoing radiation or chemotherapy.



- **No. of Outpatient Visits: 272**
- **No. of Inpatient Days: 342**
- **No. of Specialty Ward Visits: 3809**

## Iniya Udhayam - Menstrual hygiene awareness:

Through this initiative, UWC reached out to adolescent girls in schools to spread awareness on menstrual hygiene through interactive sessions. Girls were then able to openly discuss menstrual hygiene issues with the trainers. The teachers and headmistress of the schools also showed interest in encouraging them to break the taboo around the topic.



# GROUND BREAKING PROJECT

## THE CHILD FRIENDLY COURTROOM

At United Way, every project we do is picked, designed and executed with utmost commitment and thorough planning. Some of these projects remain specifically close to our heart due to their uniqueness and potential to change lives.

### WHY?

Courtroom trials are intimidating and traumatizing most often for the fragile mind of a child. To ensure that children have a non-threatening experience during trials, United Way Chennai in partnership with UNICEF, industry architects and designers from IIT Kanpur, conceptualised and created a child friendly courtroom in the Madras High Court.

Protection of Children from Sexual Offences (POCSO) Act 2012, stipulates child-friendly courtrooms be put in place across all States.

United Way Chennai has pioneered this mega initiative with the Madras High Court to pave the way for every district in Tamil Nadu to have a Child Friendly Courtroom within its civil court premises.

The court was inaugurated on Tuesday, 18th July 2017 in the presence of the Chief Justice of Madras High Court Hon. Indira Banerjee.



# THIS WAS THE FIRST CHILD-FRIENDLY COURTROOM IN TAMILNADU AND THE 4<sup>TH</sup> IN INDIA



## BEFORE THE INTERVENTION

Criminal Justice System was not developed with children in mind:

- Having to tell many different people what happened
- Long wait before trial goes to court
- The possibility of having to face the accused
- The use of age-inappropriate language in the court
- The use of cross-examination which is designed to “catch witnesses out”.

## AFTER THE INTERVENTION

- Securing best interests of the witness.
- Ensuring confidentiality and security of the witness
- Eliciting complete, accurate and reliable evidence.
- Minimizing harm or secondary traumatization of witness.
- Ensuring rights of the accused to fair trial.
- Immediate outcomes
- Providing a non-intimidating experience for witness helps in accurate justice dispensation

The child friendly courtroom consists of facilities like

- Remote Audio-Video conferencing facility
- One way mirrors to protect the witness's identity
- Books & Toys to keep them engaged in the waiting room (Child friendly deposition room)



# ENABLING INCLUSIVITY



'Diversity and Inclusion' has been gaining more and more attention in the society today. It is not just restricted to gender or age but the focus is shifting towards persons with disability. A snapshot of the Diversified IT BPM Employment Landscape by NASSCOM reveals that persons with disability constitute only 1%, an area which requires stronger focus.

United Way Chennai in the past has supported projects in collaboration with recognized organizations in the disability space.

In the year 2012-13, we identified, trained and placed people with disabilities in corporate sectors. We interviewed 230 people out of which 20, were selected for training by our corporate partner R.R.Donnellely. They were trained in soft skills, computer and English and placed in top companies.

During the years 2015,16 and 17, through the annual fundraiser event Battle of Buffet, we have been able to raise funding support for 25 NGOs working in the disability space.

We have also supported organizations like Youth4Jobs and V-Shesh, who focus on identification, training and employability of persons with disability, placing them in appropriate jobs in well-known companies.

## FOR PEOPLE WITH INTELLECTUAL DISABILITIES:

In 2016-17, United Way Chennai supported Madras Dyslexia Association (MDA) for 'Tamizh Vazhi Payirchi', a project on remediation for children with specific learning disabilities. A Tamil remedial kit was developed and resource rooms were set up in 5 schools. Resource persons from 36 schools in Minjur and Puzhal areas were trained. Pilot training and implementation in 20 schools was carried out by MDA. Now the kit is being used in schools where the resource rooms have been set up and continuous monitoring is being done by trained mentors.

## LIVELIHOOD FOR PEOPLE WITH MOTOR DISABILITIES:

In 2017, we supported a livelihoods project to provide vocational support for people with disabilities in collaboration with Centre for Development and Communication Trust (CENDECT). A production plant was set up in Theni, where people with physical disabilities were trained to make agarbatthis, soaps, shampoos and candles. Additionally, in order to make the initiative sustainable, a delivery van was also purchased. The van is being used by people with disability to market and sell their products effectively.

Beginning this year, United Way Chennai will focus keenly on four aspects of disability:

**Early detection of childhood disability:** Ensure that disabilities are detected and managed early

**Employability of people with disabilities:** According to the 2011 census only 36.3% of the disabled population (ie 98 lakhs) are employed. Of these, about 71 lakh are men and 27 lakh are women.

**Parasports:** For persons with disability, sports is not a luxury. It is an important health requirement.

**Accessibility and quality assistive devices:** This is an overarching need. Nothing worthwhile can be achieved in disability space without this need being addressed.

Our goal is to enable inclusivity and make a positive change to the life of every person with disability in the State.



# TESTIMONIALS

## *Runners speak*

We, Zen Runners have been working with UWC for the last 5 years raising money for NGOs through the TWCM Charity Platform. Our fund-raising efforts for Vasantham has contributed over INR 20 lakhs in the last 4 years. Last year 2017, we were able to take this outreach above by a notch in extending our support to Anganwadi project of UWC. The fund we had raised has been directed towards improvement of facilities in two of the Anganwadis. This wouldn't have been possible without the support and guidance provided by UWC towards the same.

**“The unbiased recommendations and the transparency of operations with UWC towards usage and monitoring of the funds collected makes this outreach journey truly productive and successful.”**

Wishing UWC and their partner NGOs good luck for this year too and heartfelt thanks to them for providing us the noble opportunity to support them.

*Zen Runners*

## *Corporate Partners speak*

“The Government Boys Higher Secondary School, Walajabad, has been serving the children in and around Walajabad since its inception in the year 1947 providing quality education. Chola MS general Insurance as a part of its CSR Initiatives for the year and with the able support of United Way of Chennai as its implementation partner, provided infrastructural support to the school in the form of WaSH facilities, toilet block, RO water lines, renovated library etc. In addition, exposing the children to uniquely tailored training programs were imparted, such as life skills, digital literacy, sports and fitness etc. The project has created a platform of transformation and growth. Over 45 employee volunteers from the company actively interacted with the children and teachers of the school playing sports for a full day. The company endeavours to continue with such initiatives in the coming years by reaching out to other needy Government schools in and around Chennai.”

*S. S. Gopalrathnam, Managing Director, Chola MS General Insurance Company Limited*

## *NGOs speak*

‘The relationship between United Way Chennai and Vasantham in 2017-'18 was significant with support toward improving the infrastructure and services offered to individuals with special needs, UWC consistently takes extra efforts to provide ideas and guidance for better visibility and networking (especially among corporates) to NGOs which is much required for sustenance.’

*Krupa - Speech Therapist & Public Relations - Vasantham School for Mentally Challenged*

# BALANCE SHEET

INCOME & EXPENDITURE ACCOUNT FOR THE PERIOD ENDED 31.03.2018

Income:	As on 31.03.2018	As on 31.03.2017
Contributions Received	41,102,108	57,319,722
Interest Income	713,484	752,350
Total Income	41,815,592	58,072,072
Surplus carried forward from previous year	6,000,744	7,129,741
Total Funds Available	47,816,336	65,201,813
<b>Expenditure:</b>		
<b>Projects</b>		
Education	10,076,532	13,620,036
Health	1,704,408	9,999,606
Livelihood	2,938,703	4,079,955
Sanitation	7,787,694	6,846,019
Flood Relief	1,500	10,391,080
<b>Total Project Expenditure</b>	<b>22,508,837</b>	<b>44,939,969</b>
<b>Admin</b>	<b>4,280,727</b>	<b>3,636,014</b>
<b>Events</b>	<b>14,626,700</b>	<b>3,634,618</b>
<b>Total Expenditure</b>	<b>41,416,264</b>	<b>52,207,328</b>



# THANK YOU

## THE POWER OF OUR PARTNERS

United Way Chennai impacts our community with support from all our partners. Our partners have given us an unprecedented scale of resources to address a multitude of needs. We would like to thank the following companies, partners, sponsors and NGO partners for supporting us in the last year.

### CORPORATE PARTNERS

Wells Fargo | GE | Symrise | MS Chola General Insurance | Roca | Dover  
RR Donnelley | L&T Construction | Ingersoll Rand

### NATIONAL AND INTERNATIONAL PARTNERS

UNICEF | Integrated Child Development Services Department | US Commercial Services | AMCHAM | NASSCOM | Madras High Court | Greater Chennai Corporation  
Samagra Shiksha Abhiyan

### EVENT SPONSORS

Ti cycles | Nestle - Milo | Hersheys | Tropicana | Paypal | Aquafina  
Lotte Chocopie | Rorito | Quaker Oats | Pepsico | Kauvery Hospitals | Brown Tree  
Sathyabama University | Writers Cafe | Credai | HDFC Bank | HDFC MF  
Cholamandalam Investment and Finance | Aditya Birla Insurance | ICICI Prudential  
Tata AIA insurance | Wealth Advisors | IIFLW | Waterfield Advisors | Axis MF  
DSP Black Rock | DHFL Pramerica | Value Invest | Kotak MF | Reliance MF  
Aditya Birla Sunlife

## NGO PARTNERS

Pariyavaran Mitra | Agaram | ACE Social Foundation | Amar Seva Sangam  
Arvi Trust | Arvind Foundation | CENDECT | Child Voice | Damien Foundation  
DATRI Blood Stem Cell Donors Registry | DEAN Foundation  
Gurukulam - A Trust Children School | Heart Beat Foundation | Hope Foundation  
Iniya Udhaiyam | LIFE trust | MACT India | MAD | Madras Dyslexia Association  
Maithree-An Association of Parents of Exceptional Children | MSSI  
Mukti (A Project of M.S.Dadha Foundation) | NalandaWay Foundation  
Parikshan Charitable Trust | Raindropss | RMD Pain and Palliative Care  
Schizophrenia Research Foundation (India) | Sri Arunodayam Charitable Trust  
Surabhi Trust | Swabodhini Charitable Trust  
Tamilnadu Kidney Research Foundation (TANKER Foundation) | Team Everest  
Udhavum Ullangal Public Charitable Trust | Teach for India  
Vaigai Trust | Vaishnavi welfare & Charitable Trust  
Vasantham | V-Excel | Vivekananda Kendra – Nardep | YRG | Chennai Volunteers  
Reaching The Unreached | Sristi Village | RAAIF | Vruthi | Rajgiri Outreach - Kerala  
Foundation for Initiatives in Development and Education for All (IDEA) Pune

## MEDIA COVERAGE

**Kids friendly courtroom in Chennai soon**  
– *The Hindu*

**One lap after another for children's cause**  
– The New Indian Express

**CSR: Nippon Paint to paint 200 Corporation schools across Chennai**  
– *India CSR Network*

# WAY FORWARD



United Way Chennai has done some really good work in the disability space primarily driven by the passion of our board. There is immense potential to improve the lives of people with disabilities with the right kind of support. We will focus on four specific areas in disability, which are early detection of childhood disability, employability of people with disabilities, parasports and, accessibility and providing quality assistive devices. The advantage of staying focussed on a cause is many and by doing so, we wish to build a legacy that is qualitative as well as has measurable outcomes. When you see the impact we can create together, we are sure you will be inspired to do more and be on-board with us on our journey.

## UWC LEADERSHIP TEAM

### **Archana Raghuram – Executive Director and CEO**

With around 21 years of experience in the corporate sector, Archana Raghuram was previously the Global Head of Cognizant's volunteering program. She has won the Forbes India Good Samaritan Award and was featured in the Fastcompany's list of 100 most creative people in business.

### **Advitya Thapa, Head of Projects**

With 10+ years of experience in areas such as HIV prevention and care, refugee rehabilitation, income generation for the marginalized and education among the economically vulnerable, Advitya has worked extensively with numerous grass root and international organisations. He co-founded Special Sources, a listing service for people with disabilities and special needs.

### **Anupama Narayan, Head of CSR**

Anupama Narayan comes with nearly 12 years of HR experience with organisations like Ma Foi, Infosys, HCL and HSBC. Holding a degree in MSW, she has worked closely with various Government departments and PSUs in her previous stints.

### **Haripriya Madhavan, Senior Manager – Marketing and Communications**

Haripriya comes with 7+ years' experience in media and communications panning across media houses like BBC World Service and BIG FM, and non-profit organizations including Quest Alliance and Nalandaway.

**“ALONE WE CAN DO SO  
LITTLE: TOGETHER WE  
CAN DO SO MUCH”**

**- HELEN KELLER**



# GIVE. ADVOCATE. VOLUNTEER

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**'Get in touch with us'**

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