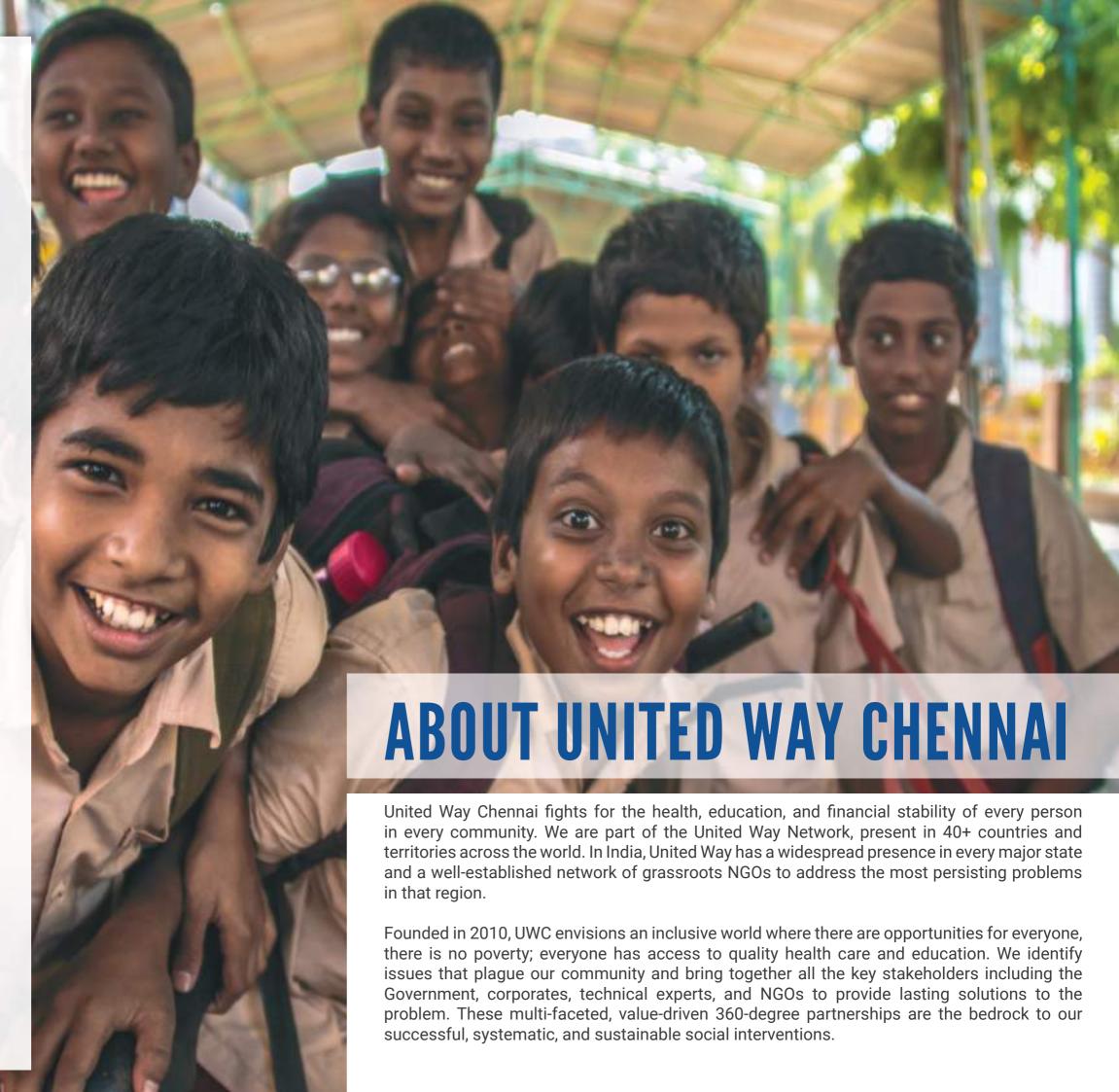


CONTEXT

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MR. M A Alagappan, Chairman, UWC

MR. Lakshmi Narayanan, Founder, UWC



The composition of our board is a reflection of our 'LIVE UNITED' philosophy comprising of leaders from diverse backgrounds and whose expertise is instrumental in driving lasting impact in the communities.

MR. D. Chandrasekar, Founder-President of Madras Dyslexia Association



MR. Mahalingam Seturaman, Ex-CF0 TCS





MR. Amarnath Reddy, MD of A.R. Foundations Pvt. Ltd

OUR BOARD OF DIRECTORS



SHRI. Madhavan Nambiar, IAS (Rtd.)



MR. Prakash Bhasker Katama, Managing Partner at Asia Plastics



MR. Satya Prabhakar, Founder & CEO of Sulekha



MR. Pramod Kumar, Managing Partner, IIFL Wealth



MS. Sabina Narayan, Social Entrepreneur



MR. Raghuraman Chandrasekaran, MD of E-Hands Energy India Pvt. Ltd



MS. Anu Oza, Leadership
Development & CSR Specialist



MR. M A Alagappan, Chairman, UWC

A DECADE OF CHANGE & IMPACT

In 2019, United Way Chennai celebrated a decade of change and service to marginalised communities. An unwavering focus on value and impact is what helped us accomplish our mission through these years. We have been growing by learning constantly from our partners and life experiences of our beneficiaries.

We have implemented some highly successful programs last year: Watershed management benefitting 8000 families with access to improved ground water levels, Disaster management which rehabilitated 800 families and an integrated village development program which enhanced the amenities in 3 villages of Nagapattinam. Our focus on accessibility and inclusivity helped us provide 3000 children with access to barrier-free and inclusive facilities in Government schools. A program which took a giant leap from its inception in 2018 is the scholarship program for promising differently abled students. Having started with a small group of 9 students, we were fortunate enough to extend the scholarship support to 84 bright students in 2019.

In the last year, our fundraising efforts were channelised to leverage the collective giving power of the society at large. In the process, we aided 100 non-profit organisations and helped them build capacity for better fundraising and project implementation. Through the Battle of the Buffet, these organisations cumulatively raised 1.13 crores which was matched by UWC upto 25% of the value raised. We were touched by the enthusiastic participation of our corporate volunteers in fundraising for these deserving organisations. We are extremely grateful to our donors and volunteers for their overwhelming support in creating this ecosystem of giving and caring.

Looking ahead we are truly excited about accelerating our impact and program strategy to ensure maximum reach in the interior parts of Tamil Nadu and Kerala.

As I pen down this note, mankind is experiencing unprecedented distress due to the COVID pandemic and United Way Chennai has been working relentlessly on relief measures for affected communities. We promise to continue our on-ground efforts to restore as many disrupted lives as possible and help them live a dignified life.

CELEBRATING 10 YEARS OF LIVING UNITED

The new year financial year coincided with a change of guard at United Way Chennai. I'm very excited to be leading this team of dynamic and committed professionals as we navigate the strange new normal. But first, a recap of the year that went by. 2019 was a monumental year for United Way Chennai as it marks the completion of a decade of affecting impact, driving change, and providing service to the community.

Though our work spans across many sectors, we're particularly proud of the waterbody rejuvenation program, which has grown from strength to strength. Last year, as Chennai grappled with the worst water crisis in 70 years, UWC responded by building in-house capacity and identifying dedicated resources to restore and maintain precious water bodies across Tamil Nadu. To date, we've restored 9 waterbodies across the state, helping thousands of families in the surrounding areas.

We conducted our flagship volunteering campaign called 'Know My Ability' in June to promote inclusivity and showcase the talents of the differently-abled. Corporate volunteers joined forces with differently-abled children to repaint walls of schools and homes. We held sign-language workshops, organized the #HandsUpChallenge, and invited people from around the world to enact a phrase in sign language. We also recorded audiobooks for visually-impaired students. The campaign was well-appreciated and we won UWW's Greatest Impact Award in the Asia-Pacific region yet again!

The Markets and Economy 2020 was a big success with several stalwarts from the financial sector addressing the question: "Is the market view in divergence with the real economy?". It is a matter of great pride for us that the event was inclusive, and our Masters of Ceremonies was a differently-abled person, who carried the day with great aplomb. We instituted the Know My Ability Award to recognize the achievements of the differently-abled and awarded Mr. Tamilalagan for his momentous contribution.

As we stepped into a new financial year, we had many plans for reinforcing old initiatives and launching new ones. But no one had bargained for the COVID-19 pandemic or imagined how it is fundamentally and irrevocably changing our lives. United Way Chennai too has had to reinvent itself to help people whose lives have been thrown asunder. And it is far from over!

Moving forward, we want to continue working with companies, and be their CSR partner of choice. On the other hand, we want to build a culture of giving by engaging individual donors and volunteers in our work. This decade of change could not have been possible if not for the unstinted support from our corporate & NGO partners as well as for confidence reposed in us by the Board of Directors. We hope you will continue to support our work in the coming decade as well.



MRS.Meenakshi Ramesh Executive Director, UWC



















HIGHER EDUCATION SCHOLARSHIP FOR THE DIFFERENTLY ABLED

Children with disabilities struggle to complete their education for a variety of reasons. One of them is the lack of financial wherewithal to pursue higher education. These children drop out of school or stop studying after class 12, even the bright ones. This severely limits their earning potential and quality of life.

In 2018, UWC set up The Know My Ability Scholarship Fund for promising differently-abled students to help them pursue higher education in a field of their choice. In the last year, we have supported 84 students

Corporate Partners: Apollo Hospitals, IIFL, Wealth Advisors Locations : Chennai, Coimbatore, Trichy, Tirunelveli, and

Pudukottai districts

Courses of study : B.Ed Special Education, BBA, BCA and B.Com.

84 students benefitted







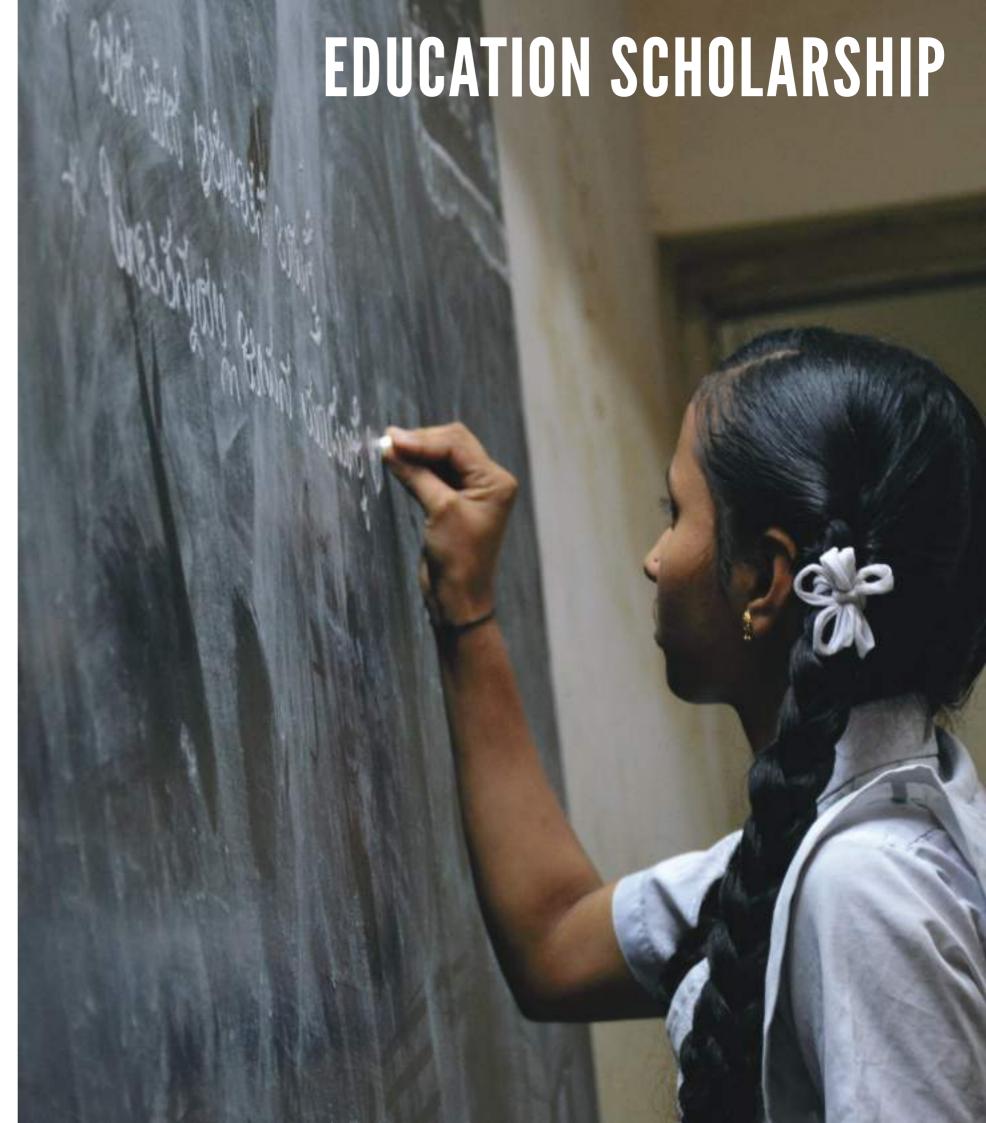




Photo:ADP India

Approximately 1 in 4 children with locomotor disabilities never attend school. This is especially true among girls born with physical disabilities simply due to a lack of accessible facilities such as toilets. Without education, these children have no hope of leading a better life. That's why we're promoting inclusive education by eliminating this issue and building barrier-free schools. This includes construction of separate accessible toilets for boys and girls, hand wash stations, and ramps for wheelchair-bound children. In 2019-20, we helped make 9 Govt. Schools across Tamil Nadu accessible, benefitting more than 3000+ children in the surrounding area.

Corporate Partners:

Symrise Private India Limited, Ingersoll Rand, Chola MS General Insurance, RMD Kwikform, Caterpillar, Dover, Flowserve

Locations:

Siruseri, Kelambakkam, Padur, Ambattur, Adakurukki, Kazhipathur, Thiruvallur, Gummidipoondi, Thirumazhisai.

BUILDING BARRIER FREE SCHOOL

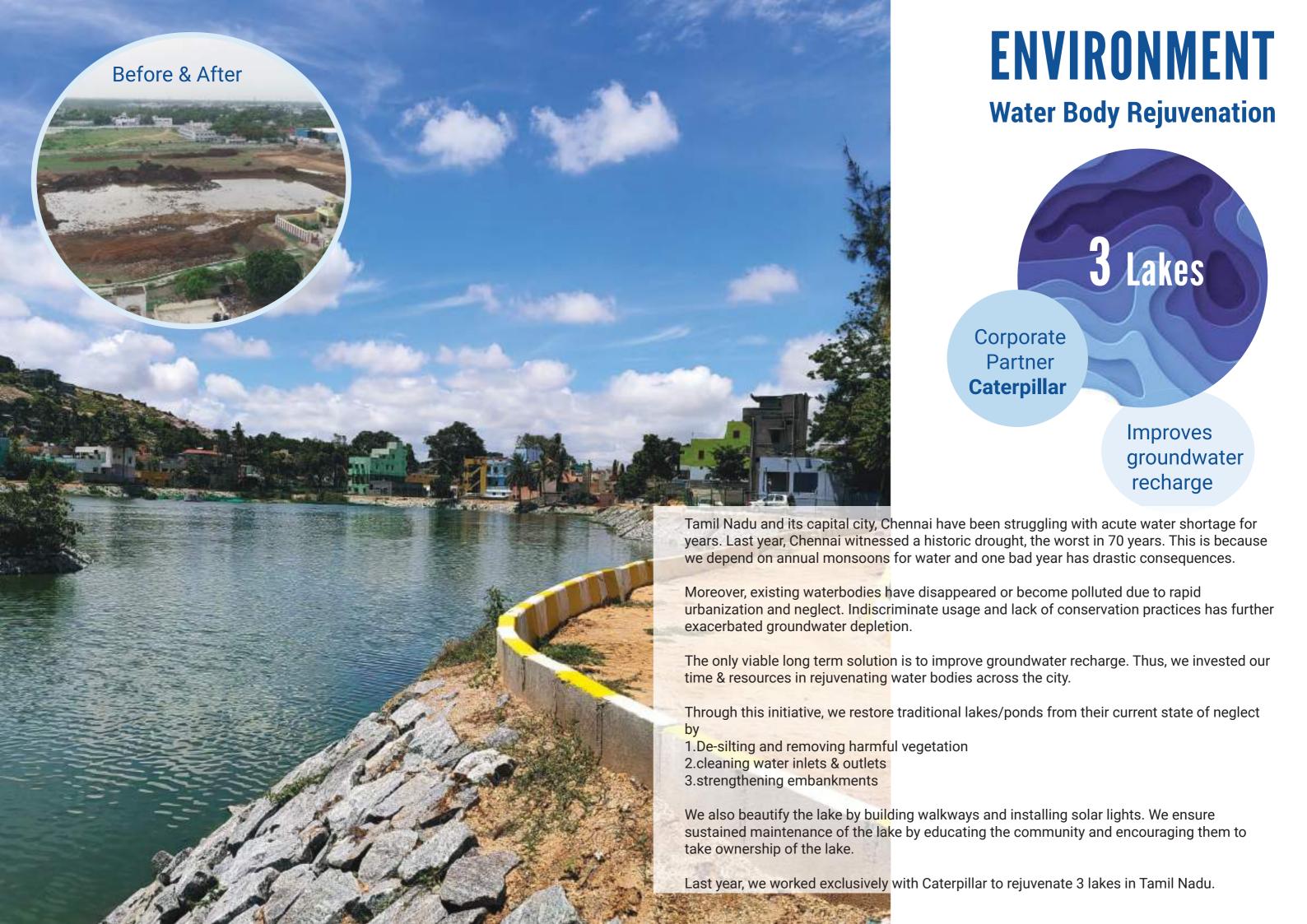














MICRO ENTREPRENEURSHIP THROUGH BUNK SHOPS

22 differently-abled individuals were provided with bunk shops

33 persons with disabilities trained to make them job-ready

The differently-abled don't have the same opportunities for education and employment as the rest of society. Many of them live in extreme poverty and face unimaginable hardships to sustain themselves. Along with improving access to education, we're also working towards empowering these individuals through micro-entrepreneurship.

We commission bunk shops close to their homes which can be used to sell grocery items, utensils, mobile recharge, etc depending on what works best at the location, The beneficiaries are trained in day-to-day business, bookkeeping, and cash flow management before setting up their own petty shops. We hand-hold them for the next 2 years and provide assistance as required.

In addition to creating entrepreneurship, we have trained 33 differently abled individuals, making them job ready and helping them access employment opportunities.

"The support we recieved to set up our own bunk shops/ petty shops through United Way Chennai and the Tamilnadu Differently-Abled Foundation Charitable Trust has helped us get on our own feet. We were able to sell groceries and other items close to our home. After years of struggling, it's been a great relief because we didn't have to commute and we were able to make a good income out of it".

> M. Murugan, Kannagi Nagar, Thoraipakkam, Chennai.









LIVELIHOOD

HEALTH & SANITATION

One of the biggest challenges in promoting a healthy, hygienic and safe environment among rural communities is the general lack of awareness. Many fall prey to avoidable diseases and accidents simply because of lack of proper exposure to relevant information. UWC regularly conducts sensitization and awareness drives to engage the communit

Corporate Partners: Symrise, Ingersoll Rand, SundaramFinance,

1983 children reached and sensitized





Wash Awareness

Instilled proper WASH Habits among primary and middle school children through volunteer driven awareness programs



Snakebite Awareness

Each year, 50,000 children die of snake-bite in rural India. As part of our awareness drives, we are seeking to educate and mitigate snake-bite deaths by improving knowledge of peri urban school children and teachers on snake bite mitigation and response



Sensitized girl children on clean menstrual management practices and helping break the taboo around menstruation such as awareness on menstrual cycle and PCOD issues, Importance of breaking the taboo, time period between a napkin change, encouraging usage of cloth napkins, etc.



Disability Sensitization Sessions

Provided sensitization on the issues faced by differently abled children.

Child Sexual Abuse Awareness

Improved the knowledge on safe touch for the children and teachers









Corporate Partners Novartis, HSBC, Qualcomm, Jacobs

KERALA FLOOD RELIEF

A few months later, in November 2018, Tamil Nadu was struck by Cyclone Gaja. More than 50 people died and 250 + people were injured. Almost 5.6 lakh persons were directly affected, losing their homes or livelihoods.

Nagapattinam was the worst affected among all the neighbouring districts. The fisherman community suffered huge losses, including their homes, boats and fishing nets.

With extensive help from our network partner, United Way Bengaluru with funding from corporate partners, we've restored schools, rebuilt many shelters, provided fishing nets and livelihood support for over 600 families

Corporate Partners: Wells Fargo, RMD Kwikform, MPhasis

600+ Families supported

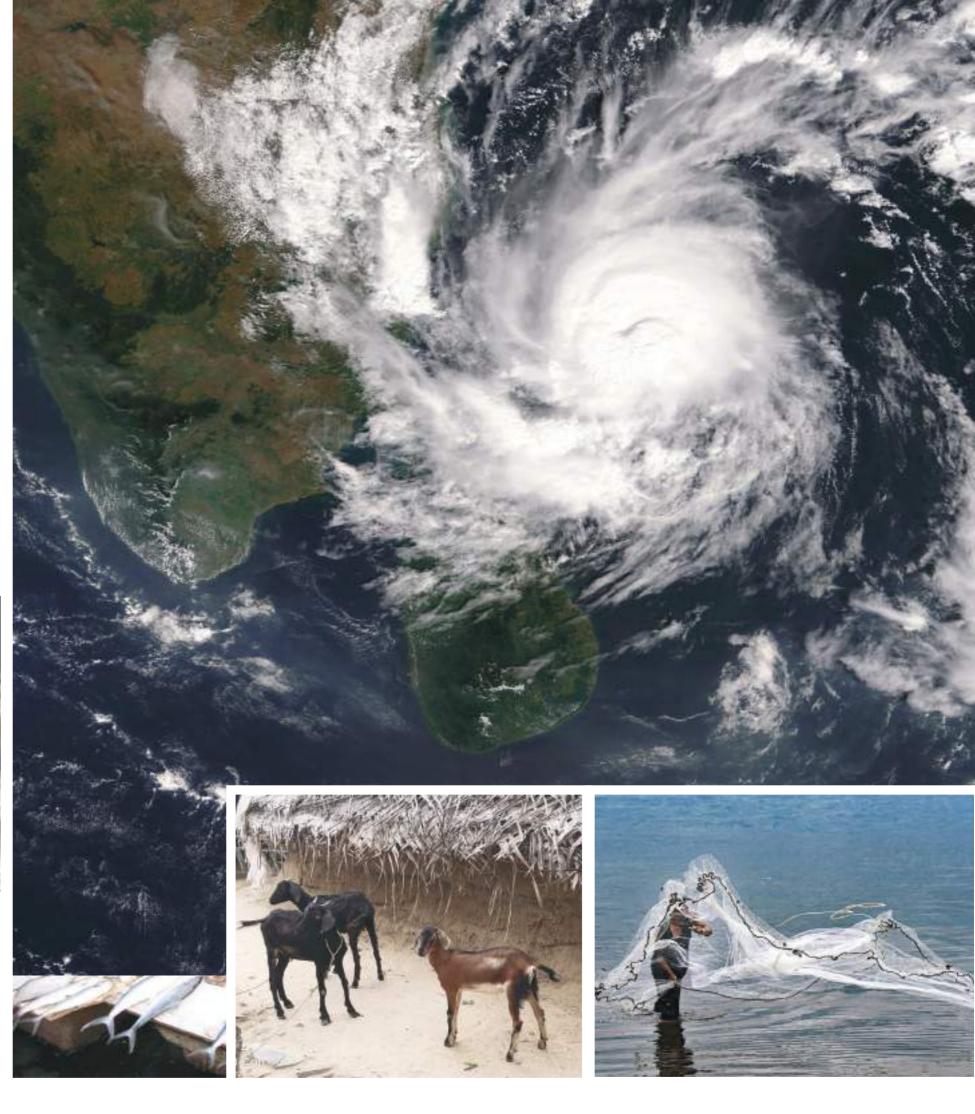
5.6 Lakh People affected



Rebuilt shelters and Restored schools



Fishing nets and Livelihood support



CYCLONE GAJA RELIEF



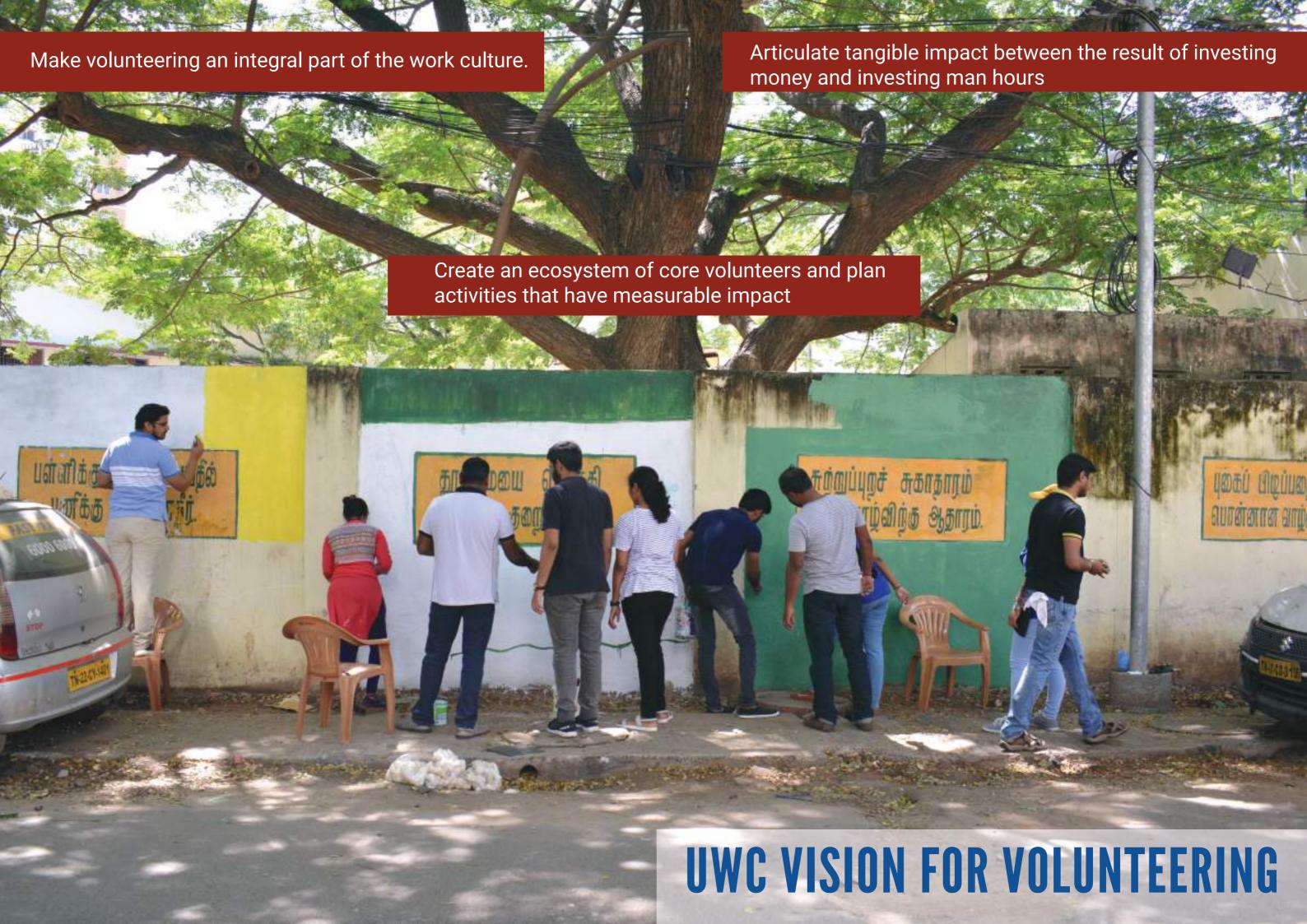
As part of the Village Development Initiative, UWC in partnership with IIT Madras and CPCL has adopted 5 villages across Tamil Nadu. We were responsible for providing sustainable energy solutions in the village by installing solar street lights and solar lighting in every home. We also undertook several community development initiatives including the refurbishment of anganwadis, schools, conducting awareness sessions on health, sanitation, environmental and government schemes etc.

CorporatePartners: ITMadras and CPCL





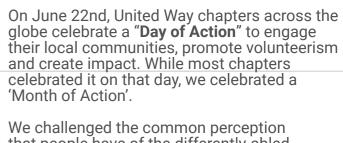




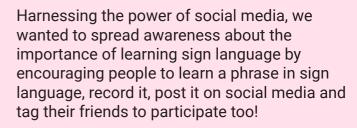


500 + VOLUNTEERS
1700 + HOURS

Scientific games, L&T, RRD, British Council, Citi Bank, Ford, CTS, Sutherland,



We challenged the common perception that people have of the differently-abled and encouraged volunteers to look beyond their disability. We wanted to showcase their various talents and abilities through our initiatives. Thus, the "Know My Ability" campaign was born.



Around 25-30 people participated with much vigor and enthusiasm including our friends from United Way chapters! In fact, it caught the attention of a few of our friends at local newspapers like DTNext.



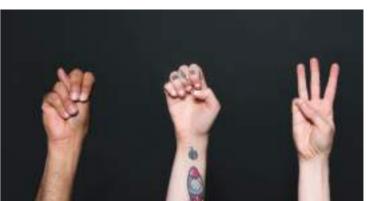
wave

Even if we can't put an end to the days when hearing & speech impaired people read lips or interpret signs, we wanted to encourage people to take the first step towards learning Indian Sign Language. That's why we organized a special open workshop, in partnership with Deaf Enabled Foundation where 60 volunteers learnt alphabets, greetings, relations and dialogues. In the end, they were able to sign their name and even greet another person!



#HandsUp

Challenge







YOUR VOICE;OUR VISION

Most people assume volunteering is an onfield activity. We challenged that notion and allowed people to volunteer from anywhere, at any time through the "Your Voice; Their Vision" initiative. We encouraged people to spare an hour and help visually challenged students prepare for their UPSC exams by recording audio books. The response we received was unprecedented!

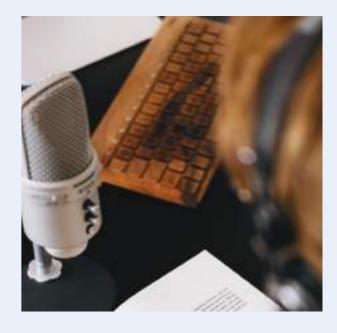
205 Volunteers from across the globe, including Dubai, USA, Mumbai etc. recorded individual chapters in 10 audio books, which will be accessed by thousands of visually challenged students online.

LEARNING ENABLED

This is an initiative that truly opened our eyes and taught us to see who really is "disabled". The Learning enABLED initiative encouraged differently-abled volunteers to teach important yoga asanas to 60 corporate volunteers to help them de-stress, rejuvenate and remain fit. Considering the long IT hours and sedentary lifestyles, this initiative was well-appreciated. More importantly, it allowed children and adults with autism and other mental difficulties to showcase their physical prowess and prove that they were beyond their disability.

This initiative was also in line with the International Yoga Day observed on 21st June 2019.

As a result of all these initiatives, our corporate partners are considering hiring PWDs for admin roles within the organization. Our long-term focus is to build a truly inclusive tomorrow where differently-abled people are able to thrive & flourish in school, in college and at work among us, along with us.























"I want to make pretty things to forget my adult

One man's trash is another man's treasure. Inspired by this saying, Craft-A-Thought is a heartwarming activity through which volunteers make learning materials for children in Anganwadis using common discarded items like popsicle sticks, sarees, newspapers, and more.

Volunteers exercise their creativity to make small, demonstrative animals, fruits and vegetables based on monthly learning themes.

Corporate Partners: ADP, PAYPAL, L&T &Nuance

451 Volunteers participated **935** Volunteering hours clocked

PAPER BAG MAKING



On average, more than 25 Lakh* copies of newspapers are printed on a single day in our country. Not even half of this volume is recycled. Similarly, India generates close to 26,000 tonnes of plastic a day, according to a CPCB estimate from 2012. Most of it ends up in a landfill or worse, dumped in the ocean.

In an effort to minimize single-use-plastic covers & promote sustainability, we tied up with corporate partners to teach their volunteers how to make paper bags from old newspapers. The paper bags were distributed to the local communities.

*According to Audit Bureau of Circulations (ABC)'s latest audited report

160 Volunteers

430 Volunteering hours



FORD GLOBAL CARING MONTH

Every year, in September, Ford celebrates "Global Caring Month", an annual carnival of giving with events dedicated to our community, environment and city. Under the humanitarian pillar, United Way Chennai partnered with Ford to host 3 events such as the Paint-A-Thon, Craft-A-Thought and Sign Wave between 25th to 30th September 2020.

We began the week with Sign Wave, a 2-hour workshop to teach participants the basics of Indian Sign Language. The objective of the initiative is to break down barriers and promote inclusive communication. Taught by a hearing-impaired instructor and an interpreter, 75 volunteers learned how to sign their name and hold a basic conversation through this fun & interactive session.

Next, UWC, along with 15 student artists and 85 volunteers from Ford brought 3 anganwadi centers to life with beautiful social paintings. Finally, we concluded the week with a Craft-A-Thought session. 50+ volunteers created learning aids such as flash cards, rattles and rope, building blocks etc from raw materials provided by UWC.

This week-long initiative was a great opportunity for volunteers to demonstrate their creativity, build their teamwork skills and make a difference to the community at large.





a platform to access corporate funding, gain exposure and promote their cause. We are particularly proud of the increased participation of NGOs working for the disabled community.

"We are based in a small town and that makes it difficult for us to reach out to potential donors, Through BoB we have been receiving a lot of financial help that has helped us continue us with our work here." says Roshni, Volunteer with Dhyan Foundation

SUPPORTERS

1500+

NGO

98

FUNDS RAISED

1.13 crore

FUNDRAISING EVENTS

Interesting views about the Union Budget were discussed at the Markets & Economy 2020, an annual post-budget analysis conducted by United Way Chennai, on Friday, 8th February 2020.

At a time when the markets are at an all-time high, while the economy has slowed down, the 9th edition of United Way Chennai's Markets & Economy 2020 was based on the theme,

"Is the market view in divergence with the real economy?"

The keynote address was delivered by Dr. T V Somanathan, followed by a comprehensive talk with himself, Industry leader & past CII President Mr Seshasayee and PM's Economic Advisory council member Dr Anantha Nageswaran. They debated the recent monetary measures, trade as well as the prudent fiscal measures of the budget. The event witnessed a conglomeration of around 400 top economists, investors, financial experts and the business community of Chennai, setting off discussions about the markets and general investment opportunities in the country.

On popular demand, a second panel discussion was also organized to touch upon the market situation and investment aspects for individuals and businesses. Mr. Rakesh Singh, Group Head, HDFC led the discussion and was joined by eminent fund managers from leading AMCs and wealth management companies. The panellists included Ms. Lakshmi Iyer, Kotak AMC, Mr. Anish Tawakley, ICICI Prudential AMC, Mr. Amit Ganatra, Invesco and Mr. Chirag Setalvad, HDFC AMC.







This event is also United Way Chennai's annual fundraising event and funds raised this year will be invested in 4 mega development initiatives in Tamil Nadu –

- · building accessible schools for children with disabilities,
- setting up rainwater harvesting in 100+ Govt. schools across Tamil Nadu,
- · early education at anganwadi centres,
- rejuvenating water bodies such as lakes and ponds and creating a minimum of 100 acres of urban forestry in Chennai.

With disability as its key focus area of impact, United Way Chennai had designed the event as an accessible and inclusive one. A sign language interpreter translated the proceedings to the differently abled segment of the audience, in sign language.





MARKETS & ECONOMY 2020

SOCIAL INITIATIVES

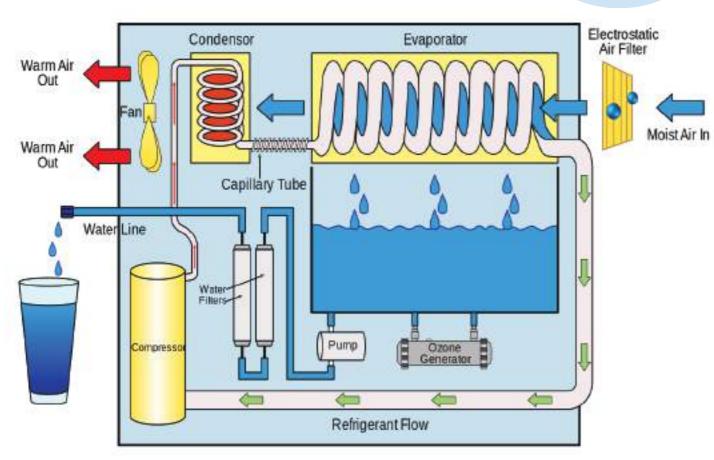
H20 MUST FLOW WITH FICCI FLO

Problem during chennai drought

"Every day, we teachers pool in and buy water cans for staff and students with our own money".

As Chennai's reservoirs and lakes ran dry, UWC partnered with FICCI FLO and students of Sishya to organize H2O Must Flow, an initiative to provide free & safe drinking water for children at Kesari School through Atmospheric Water Generators (AWGs).

wasting
Rs.10,000
per month for
drinking water for
300 students



Working of Atmospheric Water Generators (AWGs).

Location: Kesarischool, Chennai

Corporate Partners: FICCI FLO and students of Sishya

In a humid environment like Chennai, this was a viable solution. So through crowdfunding, we helped set up the AKVO Machine in Kesari School as a pilot project, and then carry it forward to more govt-aided schools.



CHILD-FRIENDLY POLICE STATIONS & HOSPITALS

Child-friendly police stations ensure a child-friendly environment for the children of the police officers who spend long hours at work. Bringing children to work might give a sense of security and relief. But, it is also important to note that the children are not at an age to witness an investigation.

Many women police officers spend long hours at work where they are put to a situation to

Similarly hospitals were made child friendly as well by providing equipments to play with such as trampoline, slides and toys for the children.

WOMEN'S DRIVING TRAINING

Nirbhaya scheme provided funds to set up mobile women-driven patrol cars. To increase security during the night. Women police help women feel more secure.























































































CORPORATE PARTNERS

NGO PARTNERS

