



United Way of Chennai



A YEAR OF NEW BEGINNINGS

ANNUAL REPORT 2022 - 23 | Better Together



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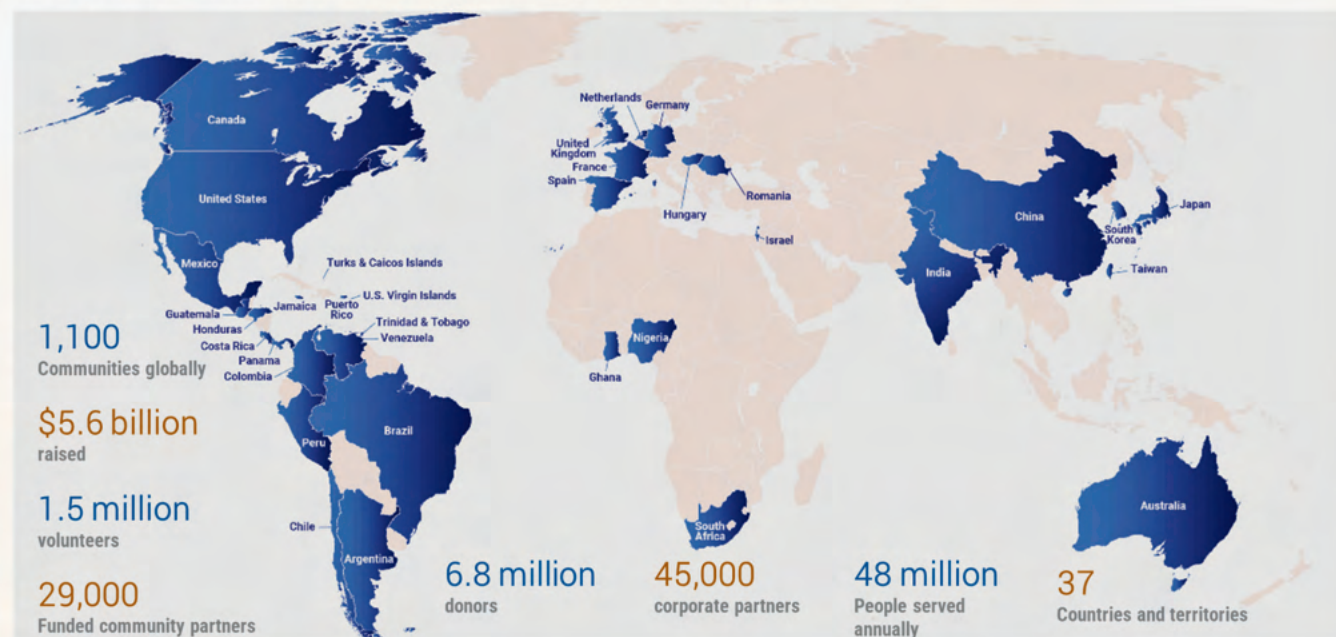
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ABOUT UNITED WAY

United Way is the leadership and support organization for a network of nearly 1,100+ community-based United Ways in 37 countries and territories. United Way works for health, education, and financial stability of every community in the world.



OUR MISSION

United Way seeks to improve lives by mobilizing the caring power of communities around the world to advance the common good.

United Way brings people together to build strong, equitable communities where everyone can thrive. As one of the world's largest privately funded charities, we serve 95% of U.S. communities and 37 countries and territories -- making life better for 48 million people every year. Through United Way, communities tackle tough challenges and work with private, public, and nonprofit partners to boost education, economic mobility, and health resources.

United Way is the mission of choice for 1.5 million volunteers, 6.8 million donors, and 45,000 corporate partners in more than 1,100 communities worldwide. In our second century of service, we're building resilient, equitable communities across the globe.

ABOUT UNITED WAY OF CHENNAI

United Way of Chennai (UWC) is a secular, not-for-profit, non-governmental organization established in 2010 as part of the global social movement called United Way Worldwide whose footprints are across 37 countries around the world and across 7 states in India. We at United Way of Chennai are known for our holistic and systematic interventions in Tamil Nadu, Kerala and Puducherry.

We envision a world where all individuals and families achieve their human potential through education, income stability, and healthy lives. We commit to mobilizing the caring power of communities through sustainable and impactful interventions. We work with compassion and integrity towards inclusive and equitable solutions in education, health, livelihood, and environment.

Our multi-faceted, value driven, 360-degree partnerships are the bedrock of our successful, systematic and sustainable social interventions. We act as an extended CSR arm for companies to create socially responsible programs with innovative solutions thereby helping them achieve their CSR goals.

We specialize in need identification, effective program designing and implementation, monitoring and evaluation, impact assessment, reporting, and employee engagement programs.

AREAS OF WORK



EDUCATION



HEALTH



LIVELIHOODS



ENVIRONMENT



DISASTER RELIEF & RESPONSE



VOLUNTEERING



24 DISTRICTS



41 PROJECTS



Health

8



Education

16



Livelihoods

13



Environment

4

IMPACT CREATED



Children
22338



Families
6120



Transgenders
26



Individuals
84178



Students
18035



Differently-abled
254



Tree plantation
4020



Hospitals
4



Schools
88



Women
7924



Waterbody
1



Anganwadis
34

CHAIRMAN'S NOTE

2022-23 was an important year – it saw the world emerge from the shadow of the Covid 19 pandemic. At United Way of Chennai, regular programs resumed cautiously, but as was the case with the entire non-profit sector, overall donations received were much lower than the previous year. Most corporates and donors had stretched themselves to do the maximum during Covid, and this year saw the shrinking of CSR and charity budgets.

Yet, I am proud to share that the team undertook and successfully executed several important projects, working closely with government officials in various districts. The Covid Express program saw the rehabilitation of livelihoods for over 125 Covid affected families in over 7 districts. The Banana Fibre Basket weaving program, implemented in collaboration with district officials and women SHGs in Tirunelveli, provided employment to and helped empower over 150 women, who were earlier forced to work in beedi rolling. We provided scholarships to over 300 deserving students, several of whom came from families that lost their primary breadwinners to Covid 19. We have brought many new marquee donors on board, while continuing to work with most of our donors from previous years.

The CSR implementation space is growing, and our team is poised to grow too. The pandemic taught us many valuable lessons, which we must now use in all our programs, so we can achieve to the fullest our mission of mobilising the caring power of communities for the greater common good.



M A ALAGAPPAN
Chairman



NOTES FROM THE TEAM

In my experience as a development professional; I have observed that social work is not a profession, but a mission that impacts vulnerable and marginalized populations. Looking back at our journey, it's impressive to see the varied initiatives taken by United Way of Chennai to meet the needs of rural communities impacting through health initiatives with Government Institutions; livelihood initiatives supporting differently abled women while accelerating to achieve the SDGs. Stakeholders' participation has been a vital factor in the success of these initiatives. We have supported 500 students with scholarships. Together, our approach enhances the quality of life.

Dhayanithi P, Senior Manager, Programs

It has been a year marked by innovation, diversity, and inclusion. With determination, we extended our reach to touch more lives and created alternative livelihood opportunities. We fortified community structures, opening pathways to quality education, fostering conducive learning environments, and ensuring timely healthcare access for those utilizing public services. We established reliable, sustainable sources of clean water and energy. Strengthening our relationships, we engaged with a spectrum of stakeholders, including both existing and new donors, NGOs, vendors, and government entities. I extend my heartfelt gratitude to all our partners for standing together.

Rosy Sujatha, Chief Operating Officer

I am immensely proud of the new beginnings embarked during 2022 - 2023 which has been transformative for United Way of Chennai. Our branding activities yielded exceptional results, significantly boosting ours and corporate partner's visibility and credibility. We have established names for all our initiatives in Tamil. The Open Book initiative empowered our team with knowledge from development experts, while Knowledge Cafe facilitated cross-functional learning. Our podcast, Out of the Box Talks, brought esteemed leaders from the development sector, sharing insights. We initiated SWAP - an in-house program where we exchange surplus possessions within our team. Together, we have paved the way for an exciting and impactful future.

Vinoth R, Manager - Communications

UWC is actively engaged in implementing sustainable practices. My sincere thanks to UWC team for their trust and support in enabling me to work in different projects under different verticals. The journey embarked through our initiative, 'The Covid Express' helped me make a difference in the lives of people. Some of our initiatives helped us engage with children and community members through our engagement in Anganwadi. I had the opportunity to work with school children. Together, we aim to create a positive impact in the community & environment.

Abirami, Assistant Manager - Programs

In this financial year we continued to keep up the relentless pursuit of positive social impact, touching the lives of countless individuals and communities. Our unwavering commitment to transparency and accountability ensured that every donated fund was utilized efficiently and effectively. Moving forward, we hope to remain steadfast in our mission to create lasting change and uplift the most vulnerable, leaving no one behind in our pursuit for a better world by being United Together.

Sam Daniel, Senior Manager, Partnerships

BOARD OF DIRECTORS



M A Alagappan

Chairman



Amarnath Reddy

Vice Chairman



Pramod Kumar

Treasurer



Anuradha Oza

Board Member



Kavitha Dutt

Board Member



M Madhavan Nambiar

Board Member



**Mahalingam
Sethuraman**
Board Member



Prakash Katama
Board Member



Sabina Narayan
Board Member



Satya Prabhakar
Board Member



Srinivasan K Swamy
Board Member

TEAM UWC



Abirami M

Programs



Ajay Solomon Joel S

Volunteering & Programs



Angeline Devapriya J

Communications



Deensha PG

Programs



Dhayanithi P

Programs



Elangovan S

Finance





Gabriel Sundar Raj A

Partnerships



Gladys Hepzibah T

Programs



Jenisha Violet Sherlin K

Programs



Josephin Stephi S

Partnerships



Keerthana B

Government Liaison,
Advocacy & Special Programs



Krishnaraj T

Finance



Mani M

Infrastructure



Meenakshi Ramesh

Chief Executive Officer



Muralidharan K

Programs

TEAM UWC



Nandhini P
Programs



Pasupathi P
Monitoring



Ramesh N
Administration



Rosy Sujatha
Chief Operating Officer



Sam Daniel Rajakumar
Partnerships



Saranya M
Finance



Sri Lakshmi S
Finance



Sujith Thangappan
Programs



Thayumanavan T
Programs



Vidya Kumar
Human Resource



Vinoth R
Communications

CONSULTANTS



Balaji P
Programs



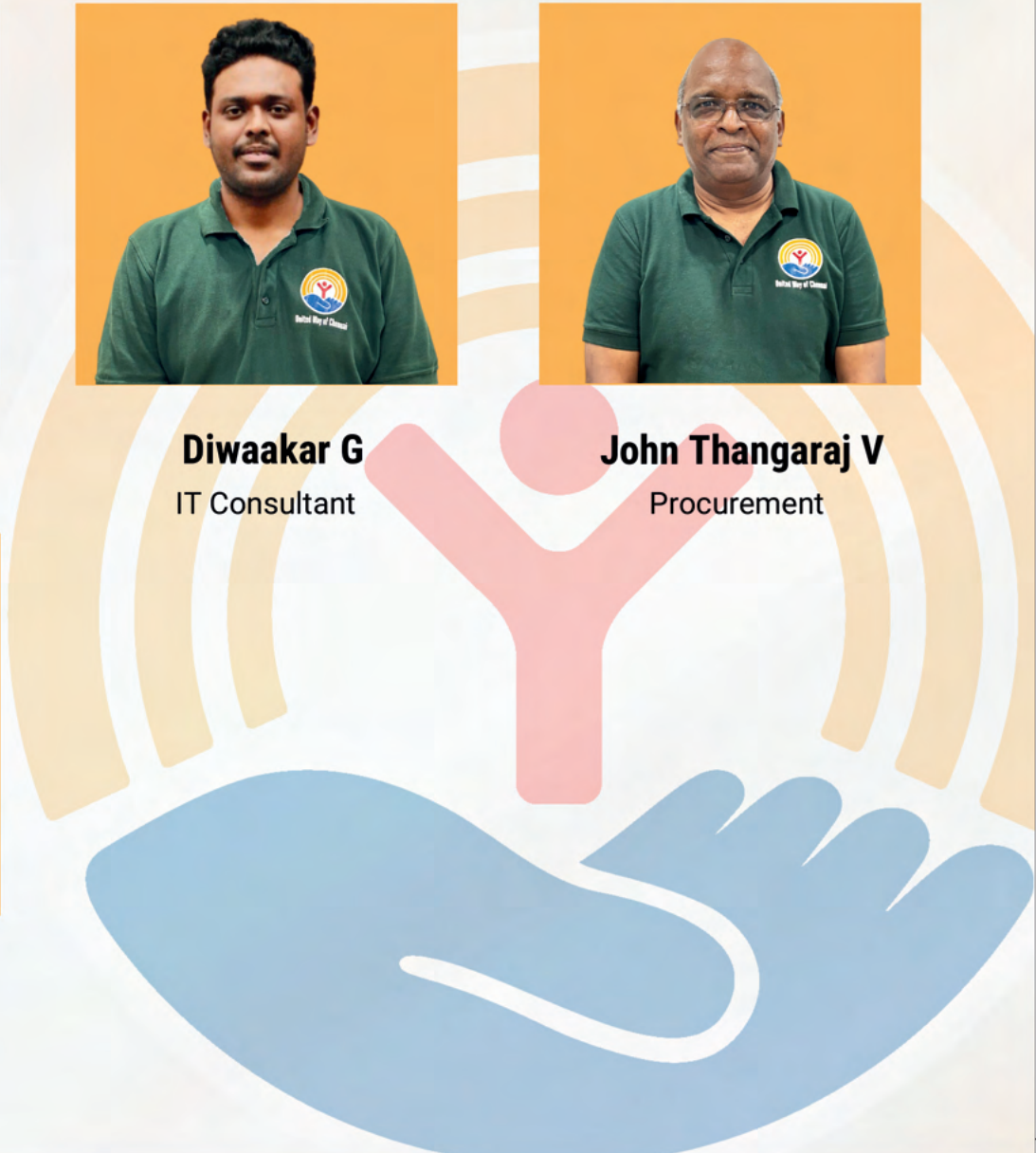
Diwaakar G
IT Consultant



John Thangaraj V
Procurement



Thejas G
Programs



OUR INITIATIVES

PROJECT AAKKAM

Project Aakkam focuses on creating and ensuring a safe and well-equipped learning environment for all children. We help construct and refurbish schools and Anganwadis to further the learning experience of all children. We have enabled smart classrooms, provided career guidance, set up STEM (Science, Technology, Engineering and Mathematics) classrooms and libraries.



PROJECT PAADHAI

Project Paadhai focuses on providing scholarships for educating students thereby empowering them to lead to a bright future. We support differently abled students, orphans, semi-orphans, and students who belong to the economically weaker sections of the community.

PROJECT THULIR

Project Thulir focuses on creating livelihood opportunities to enhance the life of all individuals. We enable skill development training for youth and women and help to set up small scale business enterprises. We capacitate in enterprise management and financial literacy. We focus on linking the enterprises with the market.



PROJECT ILLAM

Project Illam focuses on creating strong and safe housing facilities for families identified in the below poverty line category. These families never had a proper housing facility and have been displaced due to various circumstances. Through this initiative, we help construct housing facilities for the underprivileged marginalized communities.



PROJECT NALAM

Project Nalam focuses on standing with the community's health and well-being ensuring better healthcare for all. We help construct and refurbish halls, rooms, toilets and ramps in hospitals and PHCs to enhance the quality of medical care for all. We support with medical equipment, ambulance and consumables to enable advanced diagnosis and treatment. We sensitize students on WaSH practices and Menstrual Hygiene and organize medical camps to improve community health.



PROJECT VALAM

Project Valam focuses on preserving nature's harmony, one step at a time, through our collective environmental endeavors. We rejuvenate and restore water bodies like lakes, ponds, and create awareness on ocean health. We establish Miyawaki forestry within the city limits & focus on tree plantations to ensure afforestation. We set up kitchen garden in Anganwadi.



PROJECT AATRAL

Project Aatral focuses on establishing sustainable energy sources across the states of Tamil Nadu, Kerala and Puducherry. We install solar lamps in the community to electrify the rural communities.



KARAM

Karam focuses on providing timely relief during disaster and crisis situations. We provide financial aid, dry ration kits and other necessary materials during disasters and pandemics. We focus on assisting those affected by the disaster by providing educational and livelihood opportunities.



ARAM

Aram focuses on volunteering opportunities for corporates and individuals. We enhance the quality of leadership amongst our volunteers through the first-hand experience that they gain by providing service to the community.





OUR WORK

DROPS TO LITRES

The DROPS TO LITRES project enabled us to set up Rainwater Harvesting systems in 4 Government schools, to help them conserve water for the dry season. Through this facility, the stakeholders from the school will be able to use rainwater for direct use in toilets and to augment groundwater recharge. The project also ensures sustainability by focusing on improving water conservation knowledge and practices for the students, faculty of the school and community members. This is carried out through sensitization programs and formation of Eco Clubs in schools, which help in reinforcing the knowledge to other students.



TESTIMONIALS

"This is a low-lying area and we undergo many problems during monsoon season. We have lost computers during earlier rainy seasons due to water seepage. This year, for the first time, we did not have to deal with water stagnation, thanks to the efforts of United Way of Chennai and L&T for the weather coursing and constructing a rainwater harvesting system. The collected water is utilized for our daily needs."

- Teacher, Villivakkam Panchayat Union Middle School



Water is an indispensable resource for life. Harvesting and saving water will reap huge benefits in the future. As part our CSR initiative we have partnered with United Way Chennai and supported rainwater harvesting projects in government schools. Our vision is to build water security for the schools, increase access of water through ground water recharge and improve the current water table levels. This is also a great initiative to teach the students about rainwater conservation.

The harvested water is used in the toilets and hand washing facilities at the schools. We had a very fruitful partnership with UWC and pleasure working with the team.

- R.Rajasekarapandy, Larsen & Toubro



AAKKAM

RIDING THE WAVES

'Riding the Waves', an initiative by United Way of Chennai in collaboration with U.S. Consulate General Chennai enabled us to reach 50 young girls between the age group of 15 to 21 years from the coastal communities of Kovalam, Chennai and Calicut, Kerala. It has been evident that young girls drop out of schools at an early stage. Our engagement focused on reaching the underserved communities, inspiring youth, and coaches alike, with lessons on resilience, communication, teamwork, inclusion, and education in collaboration with local partners.

In our attempt to empower young girls and women, we initiated this program as a first step towards empowering girls with open water swimming and life skills to safeguard the oceans. We believe that, with empowered girls comes empowered generations. We strive to create a wave of community change with these young 'UWC Anchors' who have the power to influence to create change and become the changemakers in society.





HOLISTIC ANGANWADI DEVELOPMENT

Early growth and development of children (0 to 6 years of age) is crucial as the impact lasts a lifetime. The foundation of all learning is laid during this period. It is important to enhance the learning process amongst children during this period as it affects their growth and development in the later part of life.

To ensure adequate facilities for early growth and development amongst children, United Way of Chennai initiated the Holistic Anganwadi Development program focusing on creating and ensuring a safe and well-equipped learning environment for all children across Tamil Nadu. Through our intervention, we focus on infrastructure refurbishment of Anganwadi centers and distribute creative, child-friendly learning materials to enhance learning outcomes amongst children. We enable community engagement to increase the involvement & participation community members towards child development and other Anganwadi services.





Jaswanth is a 2-year-old boy residing in Otteri extension in the Chengalpattu district. He comes from a nuclear family consisting of his father, mother, and elder brother. His father is working with a private company and his mother is seeking an engineering job. His brother is studying LKG. He has been coming to the Anganwadi center in Otteri for the past 6 months.

He used to eat regular food until the age of 1. But after that, he refused to eat solid foods and only breastfed. So, he did not gain weight. He was attached to his mother and would not play with other children. His mother did not have a chance to search for a job and take care of her elder son.

Intervention:

The main objective of the project is to improve the foundation laid for the physical, social, language, and cognitive development of the children in through the facilitators appointed. The development was assessed based on which more attention was given to children who needed additional support thereby ensuring that no one is left behind in the development journey.

After the intervention, Jaswanth can stay without his mother and has gained weight. His mother is planning to admit him to preschool, once he turns 3. He has begun to socialize with other children in his neighborhood.

Testimonial:

"He is much more active than his elder brother and recites poems and dances at home. I also have free time and will start searching for a job soon".

- Renuka Devi (Jaswanth's Mother)



STEM & LIBRARY

The Multi-Dimensional Learning Program in Government Schools aimed in establishing smart classrooms for Social Science. United Way of Chennai selected 3 government schools across the districts of Chengalpattu and Kancheepuram and established STEM (Science, Technology, Engineering & Mathematics) classrooms to enable effective learning among students. We set up child friendly libraries to encourage reading habits among children.

The focus of the STEM initiative was to enable hands-on-learning experiences for children through experimentation. This in turn has a positive effect on children as they gain knowledge by doing rather than reading to understand. Children gained insights on the career path that they embark on through career guidance sessions in schools. Through our impact reports we understand that children understood the pros and cons of choosing career paths and the necessary qualifications to realize their dreams and passion.





AAKKAM

RESTORING THE SCHOOLS

To enhance the learning environment for children, United Way of Chennai focused on constructing and refurbishing classrooms, toilets, hostel buildings, water sump and much more across the districts of Tiruvallur, Chennai and Krishnagiri. We believe that this initiative will enable students to learn in a safe and conducive environment.

To enable students to continue education and growth in life, United Way of Chennai supported the Government Adi Dravidar Higher Secondary School in Karai, Ranipet district with materials such as chairs, tables, science lab equipment, sports equipment, monitors and fan lights. The school provides education for students from 6th standard to 12th standard. After our intervention it was evident that the dropout rates have reduced.



PAADHAI



Covid-19 pandemics hit the nation with unexpected ferocity and speed, raging across the cities and rural areas, resulting in absence of demand in the marketplace which has resulted in many individuals losing their jobs. This in turn pushed them into a vulnerable state where they were unable to make ends meet. These instances have left many children in the state of orphan and semi-orphan. It is essential for children to be supported for both their education and livelihood. United Way of Chennai strongly believes that educating underprivileged children is the right way to empower them and it will lead to a bright future for them. Through our initiative Paadhai, we have reached 337 students pursuing their degree education. These students belong to low-income groups or are differently abled.

TESTIMONIALS

“I have faced significant challenges within my family including financial constraints that prevented my father from supporting my college expenses. This situation pushed me to consider marriage as an option. Despite the many obstacles, I persevered and continued my studies after receiving this scholarship. I have planned to work and support my family while prioritizing my education. Thank you for the scholarship.”

-S.Anifa Begum (Student)
II year-BCA





AAKKAM





COMMUNITY HEALTH & WELLBEING

United Way of Chennai initiated a series of programs under the project titled 'Nalam' focusing on community health and wellbeing. As a part of this initiation, we engaged with the community at Ennore and focused on enriching the health of the community through varied interventions emphasizing behavioral change and lifestyle modifications. Through this initiative, we organized multiple medical camps focusing on all the health aspects including dental, orthopedic, cancer and multispecialty. We organized awareness programs on maternal and child health with a special focus on Government Schemes in Anganwadis and nutritious food intake. We have supported pregnant women, lactating mothers, and children with severe and moderate acute malnourishment by providing nutritious kits. To ensure continued implementation of the program and a sustained engagement, we capacitated the ICDS worker in Ennore.

In an intervention in Thiyagavalli Village, Cuddalore District, United Way of Chennai with the support of the Directorate of Public Health & Preventive Medicine, collaborated with the Primary Health Center and organized a Multispecialty Medical Camp. We provided nutritious kits to the community and medical equipment to the Primary Health Center.

TESTIMONIALS

During the awareness campaign, the organizers and doctors highlighted the importance of nutrients in the food that parents prepared for their children. The parents expressed their enthusiasm for participating in this useful program. Additionally, they pledged to provide their children with healthy millet food once a week. It is admirable that they have embraced this challenge, and it fills me with pride.

- Kuzhandhaimmal, Anganwadi Worker, Ulaganadhapuram Centre, Ennore





NALAM

MENSTRUAL HYGIENE

Young girls and women face a lot of health issues during menstruation. Poor menstrual hygiene poses serious health risks like reproductive and urinary tract infections which can result in future infertility and birth complications.

To battle poor menstrual hygiene habits of women in Tiruvallur district, United Way of Chennai organized an awareness session to empower women from the community by enhancing their capacity and knowledge on menstrual hygiene management and moving to sustainable alternatives.





HOSPITAL SUPPORT

Post Covid – 19 pandemics, it has been evident that the footfall in the government hospitals has increased. The government hospitals although well-equipped require additional medical equipment to treat patients. To address this issue, United Way of Chennai has reached out to many Government Hospitals to understand their needs and requirements.

United Way of Chennai has supported the Kanchipuram Government Hospital by providing Retrofit DR System - Carestream machine which is a mobile digital radiograph machine replacing the traditional film and computed radiography. We have also provided Biosafety Cabinet, Horizontal Autoclave - Solokraft, Centrifuge -Remi medical, Microscope – Binocular to the hospital. All these equipment enable the hospital to assist more patients.

We have supported Niloufer Hospital, Hyderabad to provide equipment like Pheonix Baby warmer, Nice Neotech fiber optic neonatal transilluminator, Fisher and Paykel T-Piece, Drager Neonatal flow sensor ISO 15, Pulse oximeter probes to support to strengthen the healthcare infrastructure of neonatology department for the benefit of newborn infants.





NALAM

AMBULANCE SUPPORT

The Nellore Cancer Care Center in Tirunelveli provides holistic cancer care in the district. They also implement a cancer control program since 2011. The primary objectives of the cancer control project is to create awareness among people that "Cancer is preventable and curable" and to conduct regular cancer screening of oral, breast and cervix for at risk people.

Early detection of cancer will enable timely medical intervention offering complete treatment and cure. Hence, United Way of Chennai supported the cause by providing an ambulance through which cancer awareness, mobile screening of cancer, and access to proper timely medical assistance and treatment can be done in the hard-to-reach pockets of the district.





BUNK SHOPS

In India, women who are differently abled are triply marginalized on account of their disability, poverty and gender. It has been seen that women who are differently abled are put through many violences, poverty and lack opportunities to move ahead in life. These women have minimal or no education and are trained with limited vocational skills. They are denied access to educational and economic opportunities and are left behind.

To change this narrative, United Way of Chennai focuses on creating opportunities for dignified work & economic growth among differently abled persons. United Way of Chennai identified and supported 38 women who are differently abled and provided bunk shops. This opportunity allows women to have financial stability in life and support in educating their children and support the family.

CASE STORY

Vasanthi, a 39-year-old female residing in Mowlivakkam, expresses her sincere appreciation to United Way of Chennai for their invaluable support through the bunk shop program. Vasanthi embarked on her first experience with a bunk shop by receiving essential items and assistance from UWC. Her aspirations include expanding the shop with a tiffin delivery service and constructing a restroom facility. As an active member of a women's self-help group, she finds this support beneficial. Vasanthi plans to utilize her income to purchase a house and invest in her daughter's education, while expressing gratitude for the program's impact on her life.





THULIR

CHENNAI TRANS KITCHEN

United Way of Chennai strongly believes in the values of social inclusion and diversity. Through our engagement, we have been able to demonstrate that the members of the Transgender community can initiate diversified livelihood activities and lead independent life through the Chennai Trans Kitchen program.

Through this initiative, we focused on improving the social-economic status of 20 Transgender persons across Chennai by setting up two food enterprises in Kolathur & Villivakkam. The vision of this initiative is to bring about greater acceptance of the Trans community by enabling mainstream job opportunities. We have trained 26 trans persons and employed 20 trans persons in the kitchen.

TESTIMONIALS

Sanjana, a member of the trans community, shares her journey thus, "We did not have any regular source of income and we would end up asking money from others. This changed when we were presented with this idea. Our community is known for its culinary skills though we may not follow a recipe or steps. Through the training on culinary arts we are able to cook well. This restaurant is a joint effort by all of us".





BANANA FIBRE BASKET WEAVING UNITS

The rural communities in Tiruvallur and Tirunelveli Districts work in the unorganized sector and are engaged in beedi rolling, selling fish, banana, palm products etc. Most of the people in the communities lack educational and economic opportunities to improve their financial status and quality of life.

We primarily engaged with 150 young women who were engaged in beedi rolling which was hazardous to their health and well-being. We supported in initiating rural entrepreneurship by establishing basket weaving units. The women use banana fiber and palm leaves as the raw material to produce baskets.

The local communities are naturally oriented towards ecological livelihood practices and an advanced training on weaving enhanced their skills to a higher level and the support to set up an enterprise helped them gain a regular employment thereby ensuring eco-friendly sustainable livelihood.





THULIR

LIFE SKILL TRAINING & MENTORSHIP PROGRAM

United Way of Chennai focuses on year-long mentorship programs through which young college graduates and community youth are trained in life skills and other employability skills. We facilitate in linking the trainees from the community youth to placement opportunities in the areas of customer support, logistics, retail, Banking, Financial Services and Insurance (BFSI), tech help desk, manufacturing and operations specialists, healthcare workers. We facilitate in linking the trainees from college in multinationals and other organizations offering career progression opportunities in sectors such as ecommerce, Technology, Manufacturing, BFSI, Retail, and Healthcare.

URBAN NANNY TRAINING

United Way of Chennai facilitated the eight-day Urban Nanny Training Program for women to become certified nannies in Chennai. The primary objective of this initiative was to offer trained caregivers to new mothers and babies after childbirth. The program offered a comprehensive training course that covered various aspects of mother and baby care, including postnatal massage, infection control, first response, care for at-risk babies, and more. The training included a variety of services such as post-partum therapeutic massage, breast-feeding and nutrition support, physical exercises, herbal fumigation, hygiene and infection control, and more.



ILLAM

PROJECT ILLAM

Birudur, is a village in Tiruvannamalai district where families belonging to the Irular community live in ramshackle. They have been displaced due to the process of widening the roads. These families are engaged as daily wage laborers or engage in menial jobs. Along with poverty, the community faces intense social discrimination.

Although the government has provided 2 cents of land for each family they still do not have any means to build a housing facility. Hence, they have been homeless for a long time.

United Way of Chennai identified 11 families from the community and supported them with household facilities. Through our intervention, we have enabled safe housing facilities for all.





POND RESTORATION

Many water bodies in Tamil Nadu are in the verge of depletion and destruction. United Way of Chennai focuses on rejuvenating the water bodies and restoring them through continued community engagement.

United Way of Chennai has collaborated with the bureaucrats and elected representatives of the Sithalapakkam Panchayat to rejuvenate and restore the Nalla Thaner Kulam situated at Sithalapakkam. This initiative has positively affected the 400 families living in the locality as they feel that the area around the pond has become a safe abode and children enjoy spending time playing in the park.





AATRAL

PROJECT AATRAL

Streetlights play a significant role in ensuring the safety of individuals living in the community. There have been many instances of people being bitten by snakes in the communities due to lack of streetlights. To create a safe and secure community for all, United Way of Chennai focuses on installing solar streetlamps to enable sustainable energy sources in the community.

We have installed 200 solar lamps in the communities of Putlur and Sithalapakkam. The solar streetlamps have been a game changer for people living in the community as they can travel back home safely.

CASE STORY

Putlur is a village in Tiruvallur block, Tiruvallur district of Tamil Nadu. In this village, darkness was a challenge in this community as people couldn't perform essential tasks like not being able to travel home from work after nightfall.

Through an initiative, United Way of Chennai supported the village by installing 100 solar lamps through 14 lanes of the community. It has greatly benefitted over 6000 individuals living in the community across the 9 wards.

Electricity power fluctuations are common in the villages of Tiruvallur district. Solar lights can provide an alternative source of power that can mitigate these issues.

- A Ruthmary, MNREGA Facilitator, Putlur



INTEGRATED VILLAGE DEVELOPMENT

The Integrated Village Development Program focuses on improving the community's well-being in social, economic, and environmental terms. United Way of Chennai, through this intervention engaged with the communities living in Perunagar Colony, Manambadhi and Easwaran Koil of Kanchipuram district and Birudur of Tiruvannamalai district. Through our engagement, a need was identified for an integrated approach to bring in a holistic development across the themes of education, health, livelihood and physical infrastructure to bring an improved quality of life for all residents.

Through our meticulous engagement, we were able to assist in raising the standards of living for 91 families through a holistic approach by building resilience in the communities. The well-curated interventions were systematically planned in the areas of environment, health & nutrition, education, good and secure infrastructure work, and livelihood by leveraging locally available resources.





THE COVID EXPRESS



The Covid – 19 pandemic has had a disastrous impact on lives and livelihoods, with people struggling to make ends meet and keep their loved ones safe. Many families have lost one or more members to Covid, including the sole breadwinner.

We took on our journey to support these vulnerable during their period of struggle, United Way of Chennai initiated 'The Covid Express' to support the families who have suffered the loss of the breadwinner of their family to Covid.

Through this initiative, United Way of Chennai assisted 118 families spread across 11 districts, who are below the poverty line, in two focus areas - Education & Livelihood. Educational support was given to 34 individuals and livelihood support was given to 84 individuals. Under livelihood support, we have provided materials based on the need and requirement of the individuals. We supported the families by providing tailoring machine, cattle, incense stick making machine, commercial flour grinding machine, embroidery machine, and sugarcane juice extractor. We provided materials to set up a pushcart shop, stationery shop, decoration shop and much more.



A STORY OF RESILIENCE

Geetha a resident of Villivakkam, Chennai lost her husband due to Covid. She has a son and was isolated by her family members. During this time, United Way of Chennai came forward and supported her with a premium embroidery machine. Although she seemed to lack confidence, this support has enabled her to lead a dignified life with an income.

This has helped her in making her stitching work easier. She finishes the work much quicker than she used to. With this equipment, she is able to stay at home taking care of her son alongside her work. Now, she earns up to Rs. 5,000 per month. She intends to open a shop within the next two years. She is looking forward to advance my stitching profession.





VOLUNTEERING

1. PAINT-A-THON

An initiative to paint the walls of Government schools and Anganwadi centers in Chennai using colors and creativity to make the walls informative, interesting, fun & attractive for children.

2. CRAFT-A-THOUGHT

An initiative to create fun learning educational resources for schools and Anganwadi centers. Through this initiative, volunteers have the opportunity to make learning aids for children from underserved schools and Anganwadi centers and to teach them using the aids.

3. LEND YOUR VOICE

An initiative to help visually impaired students' study for competitive exams by recording audiobooks. Through this initiative, volunteers are assigned a specific chapter to record, and it is reviewed before being published in the sound cloud.

4. BACK 2 SCHOOL KITS

An initiative to make stationery and hygiene kits for underprivileged children. Through this initiative, volunteers make a stationery kit for students from marginalized communities to smoothen the process of returning to schools after the pandemic.

5. DESK KITS

An initiative to facilitate the volunteers to make a desk kit for school children. These kits could be converted into a desk for students. This kit contains all the stationery required for students in school. We facilitate in linking the volunteers to the schools for kit distribution.





9

CORPORATES



42

ACTIVITIES



3485

VOLUNTEERS



20791

HOURS

MARKETS & ECONOMY, 2023

The 12th edition of 'Markets & Economy 2023', focused on discussing **'India's Techade - Harnessing Technology for Economic Growth'** with eminent speakers from the fields of investment, banking, digital education, healthcare, and technology. The keynote speakers for the event were Mr. Sanjeev Sanyal, Member of Economic Advisory Council to the Prime Minister and Mr. Ridham Desai, Managing Director, Morgan Stanley India.

Mr. Sanjeev Sanyal, Member of the Economic Advisory Council to the Prime Minister discussed on India: 'A Reformed Agenda for 2047'. Mr. Ridham Desai, Managing Director, Morgan Stanley India discussed on 'Why this is India's decade?' The evening continued with an enlightening panel discussion moderated by Mr. Rakesh Singh, Group Head - Investment Banking, Private Banking, Marketing and Products, HDFC Bank. Among the panelists were Mr. Osama Manzar, Founder - Director, Digital Empowerment Foundation, Ms. Meena Ganesh, Co-Founder and Chairperson, Portea Medical and Mr. Amit Jain, CEO and Co-Founder, Girnar Group.





NEW BEGINNINGS

During this fiscal year, United Way of Chennai had many new beginnings to intensify our work in the community. Many activities and programs were initiated to enhance the growth and learning experience of the team.

OUTBOUND TRAINING

Our team embarked on a thrilling Outbound Training program in the breathtaking Coonoor, and it was an absolute blast! This adventure served as the perfect getaway, giving us a well-deserved break from our regular routines. We took the time to reflect on our journey so far, celebrating our achievements and learning from the challenges we faced together. The best part was the fantastic camaraderie we built during the training. We brainstormed, shared ideas, and discussed our processes and procedures, ensuring that we're all on the same page when it comes to our mission, vision and values. We engaged in exciting group activities and games that not only brought out our competitive spirits but also helped us acquire new skills along the way. It was learning made enjoyable! It's incredible how a few days together in a beautiful location can strengthen the bonds between teammates!



OUT OF THE BOX TALKS

United Way of Chennai presents its series of podcasts under the title 'Out of the Box Talks'. This initiative is an interesting thought-provoking conversation with an eminent personality who is looked up in the field of social work. Our first guest of the initiative was Ms. Revathi from Vanavil Trust who through her conversation enabled us to delve deeper into understanding nomadic communities in Tamil Nadu.



THE OPEN BOOK

To enhance the knowledge and capacity of the team, United Way of Chennai established a learning program titled 'The Open Book'. In this initiative, an external resource person is invited to the office to impart knowledge to the team regarding their subject of expertise. We have had the opportunity to learn through a variety of sessions on diverse topics like the Art of Communication, First Aid, Child Rights Awareness, Significance of the Coromandel Landscape, Organization Culture & Team Bonding, Health & Yoga, Project Implementation 101 - The Infrastructure, and Gender Sensitization. These sessions gave the team an opportunity to learn and explore new waters and to gain knowledge which can be practiced in the field.



KNOWLEDGE CAFÉ

To capacitate the team on topics of importance, United Way of Chennai established a learning program titled 'Knowledge Café'. Through this initiative, team members of United Way of Chennai take initiatives to educate other team members on diverse topics such as Financial Literacy, POSH Awareness, Photography Guidelines, and Management of Database using Basics of Power Bi.



SWAP

United Way of Chennai through all initiatives focuses on protecting the planet. We believe that the best way to take care of our planet is by watching our consumption. United Way of Chennai takes sincere efforts to learn, unlearn, sensitize, and collaborate to bring solutions about various issues. As we say change starts from home, UWC organized two editions of SWAP. The idea is to swap our valuable clothes and accessories with our team members thereby giving them a second life and preventing them from ending up in landfills. We believe that every small action counts.



SUSTAINABLE GIFTING

United Way of Chennai in the last fiscal year focused on designing IEC materials with appropriate branding. We have designed paper bags, water bottles, note pads, paper pencils, and keychains for various programs. We have also designed t-shirts, caps, diaries, clocks, lapel pins, and cloth bags for the team.

We have worked on a publication titled 'Nalla Pazhakangal' which highlights good habits for children. It can be used by teachers, Anganwadi staff and parents to educate children on good habits.

United Way of Chennai, in a conscious effort to sustain the environment have moved ahead with sustainable gifting. The gift contains a steel water bottle, an ecofriendly pen stand, an ecofriendly pen, an ecofriendly pencil, diary, notepad, and cloth bag. This initiative is to reduce the use of plastic and other products that are majorly considered to be used one time.




FINANCIALS

UNITED WAY OF CHENNAI
S-15, Economist house, 2nd Floor, First cross street, Thiru Vi Ka Industrial Estate, Guindy, Chennai, Tamil Nadu- 600032
BALANCE SHEET AS ON 31.03.2023

Liabilities	Sch	2022-23	2021-22	Assets	Sch	2022-23	2021-22
		Rs.	Rs.			Rs.	Rs.
Capital fund	1	2,30,93,011.12	3,07,06,832.42	Fixed assets	3	12,33,582.00	7,96,363.00
Current Liabilities	2	11,46,924.00	35,66,469.82	Other Current Assets	4	47,73,793.53	1,15,19,908.17
				Cash & Bank Balance			
				SBI - FCRA		20,75,689.41	93,55,597.52
				HDFC Bank - FCRA		21,63,934.17	33,21,096.17
				HDFC Bank - Local		1,39,92,936.01	92,80,337.38
Total		2,42,39,935.12	3,42,73,302.24	Total		2,42,39,935.12	3,42,73,302.24

As per our report of even date attached

For United Way of Chennai

M.A. Alagappan
 Chairman

 Chennai
 29.09.2023

For N.Raja & Associates

Meenakshi Ramesh
 Chief Executive Officer

 Chennai
 29.09.2023

For N.Raja & Associates

N.Raja
 Partner
 M.No:022890
 UDIN: 23022890BGWECAB318

UNITED WAY OF CHENNAI
S-15, Economist house, 2nd Floor, First cross street, Thiru Vi Ka Industrial Estate, Guindy, Chennai, Tamil Nadu- 600032
INCOME & EXPENDITURE ACCOUNT FOR THE PERIOD ENDED 31.03.2023

	EXPENDITURE	2022-23	2021-22	INCOME	2022-23	2021-22
		Rs.	Rs.		Rs.	Rs.
To	Project & Grants Expenditure	11,76,38,089.10	25,66,30,967.69	By	Sponsorship Receipts	1,34,50,000.00
"	Events & Projects Expenses	48,48,121.00	55,02,790.96	"	Donations-General & CSR Contribution	11,43,62,130.53
"	Fund Raising Expenses	71,04,963.00	61,41,005.00	"	Donations-FCRA	30,71,935.89
	ADMINISTRATIVE EXPENSES			By	OTHER RECEIPTS	
To	Audit Fees	1,18,000.00	1,18,000.00	"	FD interest	2,28,674.40
"	Consultancy Fees	6,42,000.00	-	"	Membership fees	50,000.00
"	Conveyance	2,82,770.24	1,58,830.00	"	S.B. Account interest-General	6,26,852.00
"	Membership fees-UWI	4,33,323.00	-	"	S.B. Account interest-FCRA	2,26,687.00
"	Other Administrative Expenses	18,33,608.78	11,56,665.55	"	Payables written back (net)	4,49,335.82
"	Postage & Printing	87,196.50	45,884.00	"	Excess of Expenditure over Income	76,13,821.30
"	Professional fees	6,46,720.00	3,98,620.00			2,65,91,806.49
"	Rent	16,30,760.00	11,04,480.00			
"	Repairs & Maintenance	1,04,556.00	49,638.00			
"	Administration Salary	38,97,005.00	27,58,117.00			
"	Telephone Expenses	60,547.92	26,687.66			
"	Depreciation	4,95,102.00	3,59,492.00			
TOTAL		13,98,22,762.54	27,44,51,177.86	TOTAL		13,98,22,762.54

As per our report of even date attached

For United Way of Chennai

M.A. Alagappan
 Chairman

 Chennai
 29.09.2023

For N.Raja & Associates

Meenakshi Ramesh
 Chief Executive Officer

 Chennai
 29.09.2023

For N.Raja & Associates

N.Raja
 Partner
 M.No:022890
 UDIN: 23022890BGWECAB318

OUR PARTNERS



BELIEVE IN THE POWER OF US

The Power to Empower



OUR PARTNERS



OUR PARTNERS



OUR PARTNERS





We win when we LIVE UNITED

United Way of Chennai (UWC),
S - 15, Economist House, 2nd Floor,
1st Cross Street, Industrial Estate,
Guindy, Chennai - 600 032.

Office: 044 - 4526 9593

Email: partnerships@unitedwaychennai.org

www.unitedwaychennai.org



United Way of Chennai



OUT OF THE BOX TALKS

A podcast from UWC

