



2014: A LOOK BACK

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DO YOUR BIT & SAVE TAX

Thanks to the consistent efforts of iCharity team, we are now officially certified as charity under section 12A of Indian Income-tax Act. We have also been conferred with tax exemption certification under section-80G of Indian Income-tax Act. Now all the donations to iCharity received from August, 2014 are eligible for tax deduction.

Dear Friends,

2014 has come and gone and what a year it's been. Here at iCharity, so much happened in the past year that we couldn't move on before doing a little look back and thank all our supporters in making the year 2014, a stellar year for iCharity. The newsletter summarizes our major initiatives and successes in 2014 and also gives a snapshot of what's to look forward 2015. I present the news letter February , 2014. I hope you enjoy reading our newsletter and welcome any feedback you may have.

Best,
Vaishali Nigam Sinha

NEW NGO ENLISTMENT POLICY

We started the year 2014 with a revision of our NGO enlistment policy. We have introduced a formal agreement between iCharity and the enlisted NGO. The agreement clearly defines the deliverables and responsibilities of the NGO as well as iCharity. The goal was to minimize basic quality issues and allow us to channelize our efforts towards more important things like fund-raising and donor reach out.



With the changes in the background, our NGO enlistment process laid emphasis on clear communication right from the initial point of contact. Thanks to the efforts of iCharity team, we have 24

added New NGOs during the year 2014 and we look forward to doubling the current number of enlisted NGOs by the end of this year.

REACHING OUT TO LOCAL COMMUNITY

Last year, especially during the festive season (Sep-Dec), we got a number of opportunities to spread awareness about iCharity's cause through stalls and outreach sessions in and around NCR . We took the benefit of festive mood and organized games /interactive sessions to carry a message of giving. It has been a wonderful experience interacting with individuals, especially children and helping them become part of giving culture.

(cont. in page 2)



AIRTEL DELHI HALF MARATHON, 2014

iCharity was one of the charity partners at the AIRTEL DELHI HALF MARATHON, 2014. The employees from Amarchand & Mangaldas & Suresh A Shroff & Co (AMSS) took up the corporate challenge to run for iCharity. The AMSS team and the iCharity team greatly enjoyed the run. We look forward to similar participation in marathons this year also.



MAKING NEWS

The Economic Times (ET) published an article featuring iCharity, on April 05, 2014. The article highlighted iCharity's director Vaishali's journey from investment banking to the inspiration that led her to launch iCharity and also detailed the work iCharity is doing to reach out the less privileged. We are delighted by the response to the article from various quarters appreciating our initiative. We thank ET for the recognition and a morale booster to keep us hooked to the larger goals. Click [here](#) to read the article we have ahead.

Vaishali Nigam Sinha's journey from i-Banking to iCharity

By Vaishali Nigam Sinha | Apr 5, 2014, 05:05AM IST

Tags: Yashwant Sinha | Savant | Renew | net worth | lead | Insurability | iCharity | banking | boutique investment bank

MUMBAI After more than 16 years of selling, buying and raising money for both Indian and overseas companies in various investment banks in London, New York and India, Vaishali Nigam Sinha started her own boutique investment bank, Savant, in 2010. It was set up along with her investment banker husband Sumant Sinha, who later moved out to start windmill company RuNew Power Ventures.



FUND ICHARITY

We are mobilizing funds to expand our team, enhance the website and raise awareness about iCharity's causes. We are looking forward to commitment of funds from individuals and Corporates, who believe in the potential of innovative thinking and technology to create a larger social impact. Click [here](#) know more



IN THE TIMES OF DISASTER

iCharity stepped up again during the times of disaster in Orissa (August, 2014) and in Jammu & Kashmir (September, 2014) when floods ravaged crops and destroyed thousands of livelihoods in many districts of these two states. We have reached out



with a call for support to the first level response by providing immediate relief through clothes, food items, water purifiers and medicines. The response has been heartwarming and we have directed the funds received to our NGO partners carrying out relief activities on a priority basis.

iCharity continued its tradition of reaching out homeless in NCR during winter. Last year we launched "100 Blankets" on 22nd December, 2014, where corporate partners sponsor purchase of 100 blankets at a time to be distributed to homeless people living on the streets in NCR to help them stay warm.

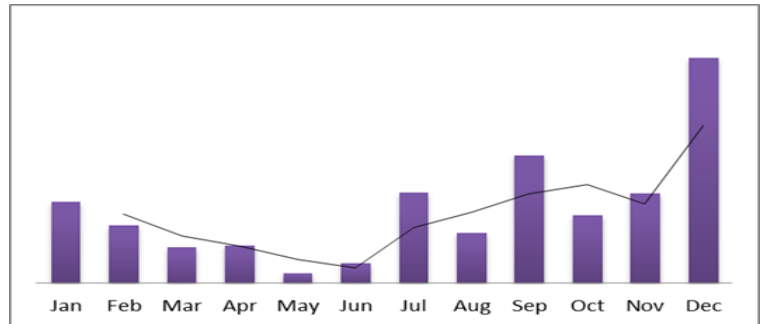
EXTENDING OUR VOLUNTEER BASE

We have added 3 new volunteers during the year 2014. The volunteers wanted to do something for the community and found iCharity to be the right place. Based on individual interests, they are helping the core team in SEO, writing articles, blogs and technical inputs. Our volunteers have been a blessing for us and we look forward to more people joining our cause.



OUR DONATIONS

We thank our supporters for their generosity. Our donations have grown significantly (at 16% per month) in the past year. With the donations received, more than 1235 Individuals have been benefitted during the year 2014.



WHAT'S TO COME IN 2015

Website: We are planning to improve the user interface of our website so that searching for a cause and donation making is much easier. We are also planning to launch a mobile version of our site to encourage 'giving on the go'.

Corporate partnerships: As envisioned, internet related business in India is exceeding expectations and promises a huge potential. This growth is bringing new possibilities for online donations also. We are innovating at every step and are hoping to take advantage of this phenomenon to help raise funds for social causes.

Payroll Giving: This is one of our major focus areas this year. We look forward to adding at least 10 companies this year in our payroll giving.

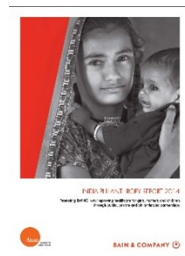
Scholarship fund: We are planning to launch a scholarship fund to support talented individuals in academics, sports and arts in pursuing their dreams regardless of their financial status.

KNOWLEDGE AND INSIGHTS



Charities Aid Foundation (CAF) releases World Giving Index every year to show how much people around the world have been able or willing to help their fellow citizens, through the donation of money, volunteering of time, and offering of help to strangers.

[Read full report](#)



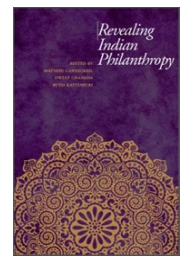
A major focus of the India Philanthropy Report 2014 by Bain & Co is on the criticality of addressing basic social and health issues especially reproductive and maternal to reduce maternal and child mortality.

[Read full report](#)



This report hopes to make "designing for impact" assesses the biggest gaps in philanthropy in India currently, and provides some ideas on how to select sectors or causes to work with, and how to decide the mode in which to intervene.

[Read full report](#)



Revealing Indian Philanthropy is a taster to arouse interest and curiosity about what is happening in one of the world's most populous countries.

[Read full report](#)

As amazing as the year 2014 was, we are really looking forward to 2015. Not only we continue building new partnerships and raising more funds, but we have new things in the works. We continue to work for providing better services to all our supporters and partners to help build a stronger, more resilient community around us.