

SECURE SOCIAL FOUNDATION PROJECT REPORT

SECURE SOCIAL FOUNDATION

(Fund Raising for NGO to Help Other)



By

(MRS. SNEHLATA SINGH -FOUNDER)

2018

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Preface

This was the first time I was associated with a NGO for the full time, living away from home and helping out people with the best of my knowledge and skills. I was delighted to be in the largest city of India capital of Maharashtra Mumbai. The SECURE SOCIAL FOUNDATION Is a Nonprofit social work organization (Charitable Trust) envisions inclusive and empowered communities and individuals. I have had some volunteering stints before and was always interested in doing more. Volunteering experiences have always been enjoyable and thought-provoking. Of late, I had a bit of time and wanted to contribute and learn from the experience of interacting with a NGO at a strategic level. The opportunity that came up provided all this and much more. The fact that I have healthcare experience was also a driving factor in engaging with this particular NGO (SECURE SOCIAL FOUNDATION).

The trust work towards empowering lives and serving to the needs of needy people and works towards upbringing of the societies. Raising funds for NGO is the most crucial task for social organizations and I took up the task of helping the trust in doing so. My mission at the NGO was to look into details of various activities and help the organization to excel 3G into those. The time was a constraint though, two weeks was too less a time to accomplish herculean tasks of raising funds for the organization. I learnt to overcome them and work towards achieving the goals. Working at the NGO was totally a new experience in itself, I Organized the un skilled people training centers. I came to know about the challenges faced by the instructors, interacted with the students at the centers and realized the people have innate desire to learn even over the age of above A to Z. We observe and learn that people had so much potential in city and ruler's area only thing that's missing is the channel to reach out to the world, and we need to be the step to their success. The organization SECURE SOCIAL FOUNDATION Is helping them in channelizing their art and reaching out to the World on their behalf. This in itself gave a sense of accomplishment for the trust and pride for myself to be working with the organization, which was working for such a great cause.

Acknowledgement

I would like to express My Directors Ms. Snehlata singh & Mr. Sanjay singh and all of my volunteers in Mumbai Maharashtra and all over India who are supported for the Development of SECURE SOCIAL FOUNDATION for help to needy people in Maharashtra and some other states of India.

Arranging awareness programs all over India to motivate people of each state for providing help to others. I would like to extend my thanks to my Directors and volunteer's, and the coordinators for coordinating activities and giving me an opportunity to work with reputed non-profit organization – SECURE SOCIAL FOUNDATION Working with SECURE Charitable Trust provided me the opportunity to learn about different initiatives taken by the organization in the upbringing of the societies. It also gave me insights about various challenges faced by people living in slums and also taught me how to approach the problem & solve it.

I express my gratitude to the members of the NGO for helping me out as and when needed during my project. The various opportunities at the NGO have immensely helped me in shaping up my research project and also helped me in understanding the values that the NGO contributes.

I would like to extend a vote of thanks to the founder and Director of the SECURE SOCIAL FOUNDATION Ms.SNEHLATA SINGH, for her guidance and assistance in facilitating the activities at NGO and interaction among the NGO members and volunteers and motivating them to help-out others.

I would also like to extend my thanks to the all fundraising Members and team who gave me an opportunity to take on lead and devise to go to market strategy. Our Directors helped in sharing various leads and documents to support the activities. They gave us the freedom to make plans for the fund raising by using online presence as a platform and using digital marketing as the stepping stone to attract corporates to the NGO. The field visits for the fund raising of NGO were a cake walk under her supervision, guidance has immensely helped in interacting with the corporates and establish a first level connect with them.

The hard work put in me by my mentor I would cherish his help for being a great mentor and a friend.

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SECURE SOCIAL FOUNDATION

Introduction

The project was to raise funds for SECURE SOCIAL FOUNDATION (Charitable trust) and to create awareness for the NGO in Mumbai, Maharashtra and across India. The use of digital marketing was essential to boost the presence of NGO across geographies. SECURE SOCIAL FOUNDATION is a non-governmental organization registered as a public social foundation charitable trust in Mumbai, Maharashtra, India. SECURE SOCIAL FOUNDATION's one-stop, integrated services reached out to over 50,000 individuals in states of Madhya Pradesh, Rajasthan, Chhattisgarh, Uttar Pradesh, and Uttarakhand. Since 2015, SECURE SOCIAL FOUNDATION has facilitated participatory processes that improve the quality of life for the urban and rural poor.

SECURE SOCIAL FOUNDATION has carried out various programs for slum like Integrated Slum Development Program's envisions inclusive and empowered communities and individuals. The program aims at making human settlements equitable living environments where all residents and vulnerable people have access to health, education, essential infrastructure services and livelihood options, irrespective of their economic and social status.

The organization has various program running for children, youth & women. The funds for the projects are raised from various channels as mentioned below:

- PUBLIC funding platforms
- Website (Donation Platform) www.securefoundation.in
- Corporate association
- Individual or Corporate Donations

The various campaigns run on the crowd funding platforms like Give India and Global Giving are used to raise funds. The main concern of the NGO was its awareness, it was hardly noticeable. My part of the project was to create awareness of NGO not only in Maharashtra but across India. Spreading awareness across different locations was something that could be addressed using the Google Grant. The Google Grant allows the NGOs to run their advertisement for free and highlight the organization across different Geographies. In addition to this I was responsible to reach out to corporates and pitch in as a representative from SECURE SOCIAL FOUNDATION and would encourage corporates to enter to tie up with us for being a part to the social work process.

Methodology Used

Scope – The scope of the project was to create awareness of the NGO and reach as much people as possible. It was essential to have global presence that is to have online presence, make field visits to villages where the ancient arts are still existing and create awareness of the arts and the artisans. It was also essential to reach out to corporates to involve them for PSR activities which can help NGOs fund their projects.

Strategy used:



The methodology can be split into 3 steps:

- 1. Creating NGO Awareness** – Building awareness for NGO was the primary goal. The various campaigns run by the NGO lacked online visibility. It was essential to boost the online presence of the NGO. Running on Google & other social media platforms would help in creating the awareness all over the world.
- 2. Approach existing donors for donations** – Reach out to existing donors, who are in touch with the NGO in the past and approach them for funding the exiting & upcoming projects of the organizations.
- 3. Look for new leads by carrying out field visits** – Look for potential leads or corporates who would be willing to tie up with the organization for various PSR activities. Making the corporates aware about our social work and the help we provide to needy people through their funding.

About the Organization

The Secure Social Foundation is a Nonprofit charitable social work organization based at Mumbai-Maharashtra It is established in year 2015 and got registration in 2018 Under the Ministry of Corporate Affairs-Government of India, We are Committed Team of likeminded people for social work of the organization whose focus and aim to promote all kind of knowledge enhancement like school, college and study center and support healthcare activities like Hospital, Blood Bank and pathological center and other institution for the betterment of the poor class of society. We do our charitable activities in both rural and urban area, our organization helps to poor girls for education, marriage also solving their health issues. So to full-fill our mission our organization needs your help. Our prime purpose in this life is to help others. The Founder and Chief of organization is **Mrs. Sneha Lata Singh**.

Volunteers / Director:

- 1- Sanjay Kumar
- 2- Dr jaimangal singh
- 3- Ashutosh Kumar
- 4 - Monica alok kumar
- 5- Modita Dheeraj
- 6- Sumaiya shakil mulla

Secure Social Foundation is a committed voluntary service organization it has rendered women service in the field of Women Empowerment, Women and Child Welfare. It continuously works hard to achieve the goals, fulfillment of its mission and vision.

Secure Social Foundation committed to work for the areas of Education, Health and Livelihood Development and are focused on long term commitment with an Integrated approach to address the underlying Social and Economic causes.

Mission - To make human settlements equitable living environments where all residents and vulnerable people have access to health, education, essential infrastructure services and livelihood options, irrespective of their economic and social status.

The various programs of SECURE SOCIAL FOUNDATION is as follows:

1- Education & Scholarship -

- Conducting Scholarship programs in rural & urban areas for children's from 7th std to 9th Std regardless their family Annual Income is below -.....
- Shiksha Program for urban and rural areas.
- Providing free education to children's
- Child Friendly Bringing Child Laborer's Back to School

2- Health care-

- Running Health campaigns to solve health issues

3- Free Food Campaign-

- Providing Free meals to needy peoples
- Children can't wait for help in the times of crisis. We work to help children move past the trauma of a disaster and rebuild their lives.
- Provide food & water at the times of crisis

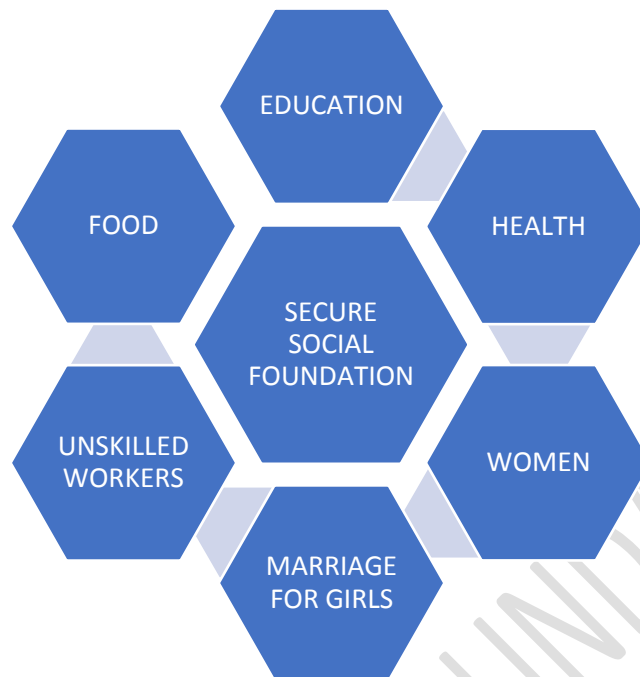
4- Marriages-

- Helping poor girls for their Marriages in urban and rural areas

5- Employment-

- To help Unskilled Employment Urban and rural for Poor
- Empowering women by providing adequate training and working towards creating better job opportunities & to alleviate poverty

SECURE SOCIAL FOUNDATION WORK WITH ALL THESE



NGO FOCUSS AND ANALYSIS



Strengths

1. **Strong Research Documentation and Communication** – The RDC team is highly efficient working closely to maintain the records. Carrying out research over different projects and following ups with leads.
2. **Serving the people from slums** – always the focus is to serve the needs of people, working towards upbringing of people from slums and creating vibrant neighborhood's.
3. Highly skilled Volunteers associated with SECURE SOCIAL FOUNDATION –which makes SECURE SOCIAL FOUNDATION as an exclusive organization that supports such cause.

Weakness

1. **No Visibility of organization** – Our website does not listed on the first page of the Google search. The people looking for NGOs on Internet are not aware of the organization SECURE SOCIAL FOUNDATION. It is essential to boost the visibility by listing the website on the first page.
2. **Running Short of funds** – The NGOs is looking out for funds to fund the existing and upcoming projects and needs to tie up with corporates for PSR activities.

Opportunities

1. **Our Website Asst- On www.securefoundation.in** The website of the NGO was in place and there was an opportunity to highlight it to the right audience. The specific pages existed for different projects.
2. **Use of Google Ad Grant** –**Google AdWords** is **Google's** advertising system which allows users to advertise and bid on certain keywords so that the clickable ads appear in Google's search results.

3. **Existing leads for corporates** – There exist certain leads of corporates who can be approached over call to support the projects at SECURE SOCIAL FOUNDATION. There are also areas like all over India, which has high chance of some potential donors, are still uncovered via SECURE SOCIAL FOUNDATION representatives.

Threats

1. **Limited resources to carry out the tasks** – The NGO faces stiff challenges in carrying out multiple tasks due to lack of resources. The resources are handling multiple projects and have to entertain multiple requests catering to different sectors.
2. **Corporates already involved with other NGOs** – While following up leads for corporates, many of the corporates have already tie ups with other NGOs and some of those have their own non- profit institutions to which they channelize their Corporate social responsibility activities. The other companies are willing to fund specific projects such as funds related to children or women etc.

Analysis of Findings

Visibility - The NGO lacks visibility and thus the visibility on the Google search needs to be enhanced. The Google Ad Grant provided by Google would help to boost up the same. Until now the NGO has never used Google Ad Words and thus the website was never listed on the first page of the Google search result.

Google provides Google Ad Grants Account to NGOs with following services:

- have a daily budget set to INR 335.08 / day total for ALL campaigns, which is equivalent to about INR 10,186.49 per month
- only run keyword-targeted campaigns
- only run text ads
- only run ads on Google search result pages and not on the Google Network
- run ads for as long as your organization remains actively engaged with your AdWords account.

With the use of Google Ad Words following organizations benefitted

1. Working to end avoidable blindness and improving indigenous health in India.
2. Providing education and career opportunities to children living in orphanages and shelters in India.
3. Supporting children in India who are orphaned, abandoned, or whose families cannot care for them.

Google Grant helps in getting More visibility, more donations, more volunteers. This helps in shaping the messages and sharing them with the people who are most likely to engage.

Field Implementations

- NGO Awareness program all over (India)

The Look, Ask& Try methodology was used to understand the needs of the artisans. Several interviews were undertaken with the artisans and the ones supervising the same. The use of look, ask try methodology helped to get insights about the art and artisans and the same was compiled as stories and propagated on social media.

Fund Raising with Corporates –

The organization already had few leads of corporates which can be reached for Corporate social responsibility activities. Thus, it was essential to reach out to them with proper proposals so as to look up for long term relationship. There was potential in nearby areas but the corporates lacked awareness of the organization. Thus, reaching out to new corporates and spreading awareness also needs to be addressed. The best way to reach out to corporates is to do walk in to the companies. Approached the existing leads which were pending for follow ups, reached out to them. Conducted cold calling for the corporates and introduced SECURE SOCIAL FOUNDATION and find potential corporates interested in association with SECURE SOCIAL FOUNDATION. It was essential to capture the data regarding the corporate donations done by the corporates so a questionnaire was necessary to capture the data. The old questionnaire exists for the survey which needs to be redesigned so as to capture the data of the corporates which can be used for future follow ups. The existing data of the corporates needs to be analyzed so as to approach the right corporate at the right time to fund the projects. However, there were significant companies who were interested in taking this

further with the NGO. While reaching out to corporates in person they corporates expect to know the details of the programs being run, thus it was essential to have a deep understanding of the projects being undertaken. Some of the HR heads are reluctant to meet the NGO and many of the corporates already have tie up with certain NGOs so they are not interested in meeting new NGOs. While there were a few who wanted to sponsor the projects at the NGO. Some corporates even shared their details in the survey and asked to reach out at later point of time as they carry out Corporate social Responsibility activities as per schedule. I also made corporate visit to Mumbai, Bhopal and various other business parks to approach corporates for Corporate social Responsibility and fund raising for SECURE SOCIAL FOUNDATION organization.

Few corporates are listed as below:

Mumbai Companies	Bhopal Companies
1- 2- 3- 4- 5-	

After reaching out to these corporates and introducing SECURE SOCIAL FOUNDATION to these corporates. I also made proposals of sponsoring various projects at SECURE SOCIAL FOUNDATION and finally E tech was interested in partnering with SECURE SOCIAL FOUNDATION and planned a visit to the center.

Conclusions from findings

Visibility

Google Ad Words used to create awareness of the organization resulted into following results:
Google Ad Word Dashboard snapshot of Impressions, clicks.

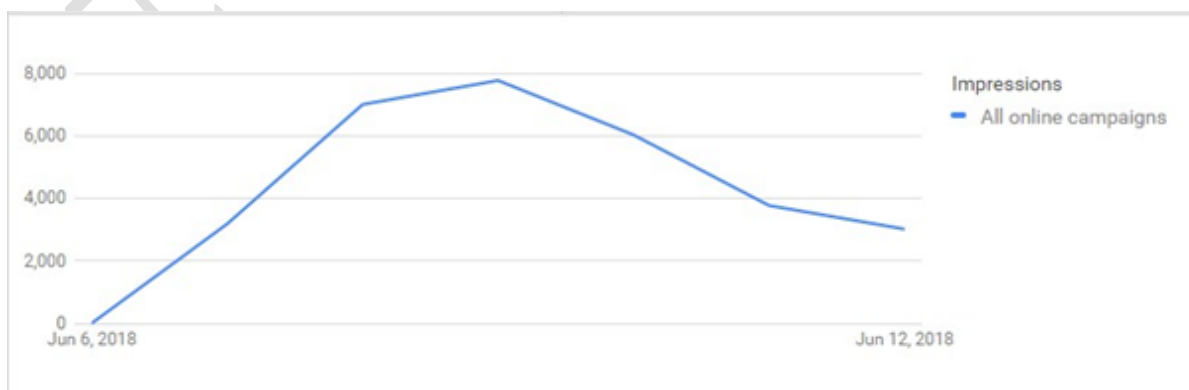
Interactions	Impr	Interaction rate	Avg Cost	Cost
390	38110	1.01%	\$0.65	\$331.5

The campaign have been running for the past 6 weeks and has encountered 38110 impressions i.e. the ad has been displayed to more than 965 people and out of which 390 people have clicked on the ad and have visited the SECURE SOCIAL FOUNDATION website for one or the other reason.

The below graph shows clicks vs day

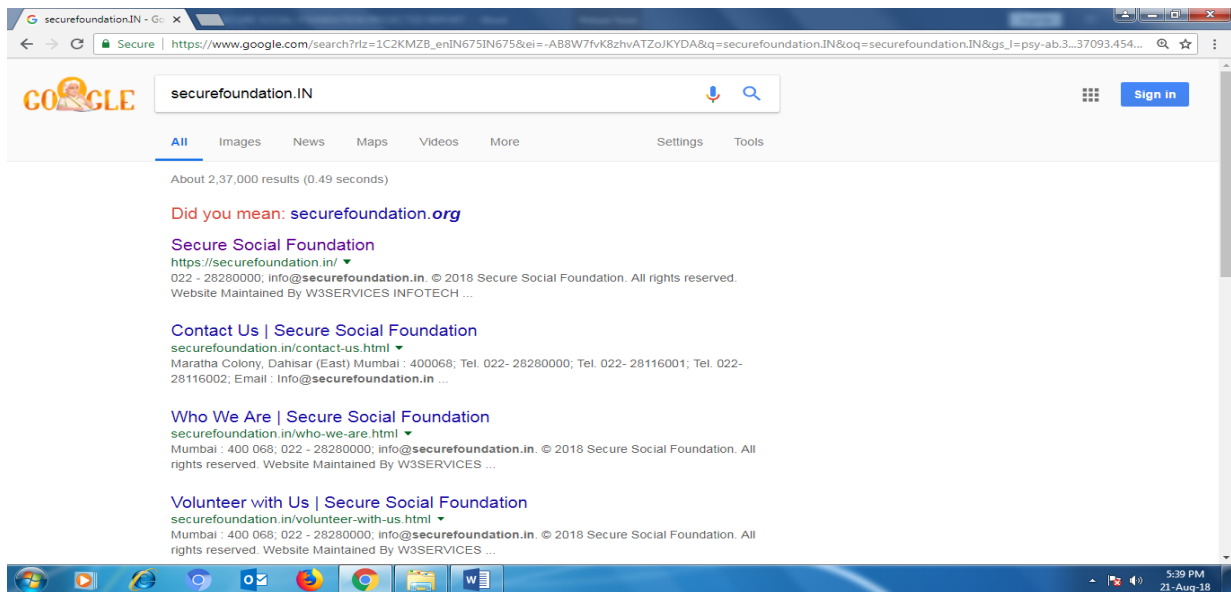


Below graph shows impressions vs day

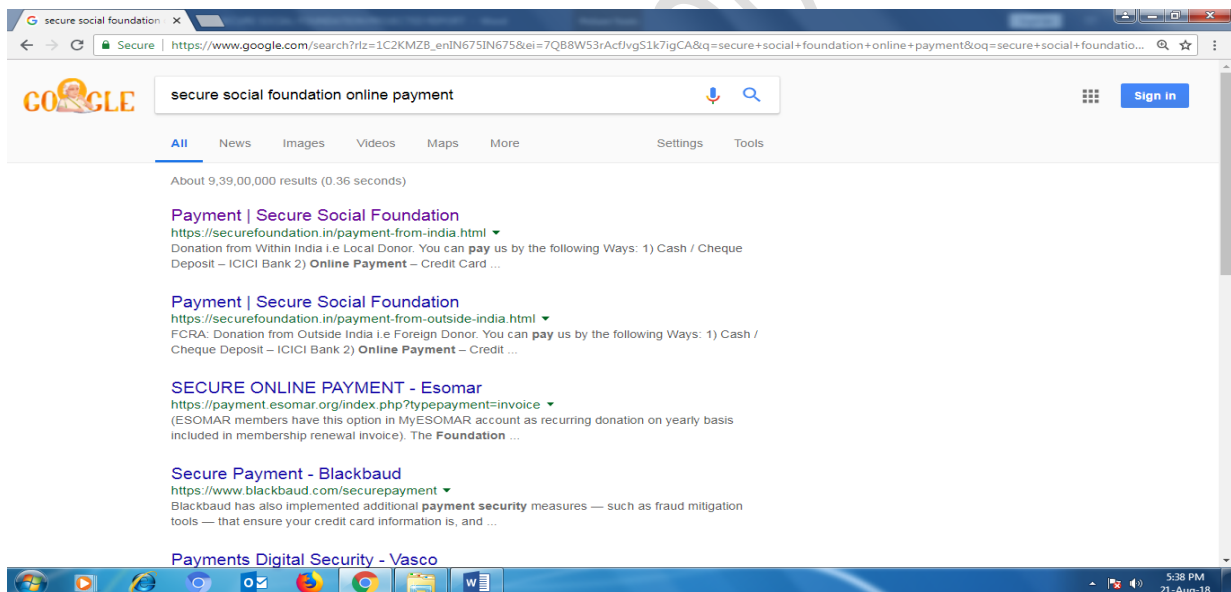


With the Google AdWords the website now lists in top 3 search results of Google.

Search results with keyword – “



Search results with keywords – “csr”



The keywords were chosen strategically to place the website on the first page of the search result. Thus, use of Google Ad Words helped to create awareness and visibility to the organization SECURE SOCIAL FOUNDATION as can be seen from the above data.

Field Visits

Visit to Aurangabad , Maharashtra and Lucknow Allam bag in Uttar Pradesh was informative and helped to get more insights about the art and the artisans. The story was made out of the

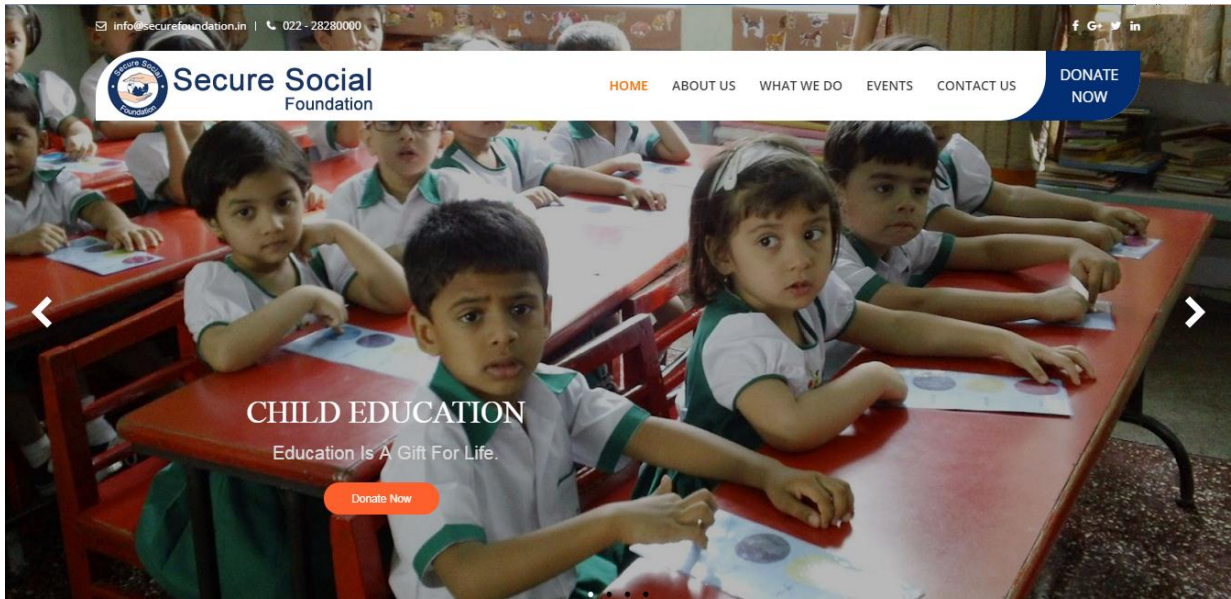
insights and shared on social media. The goal was to create awareness among people and the story is getting noticed by people over social media.

Recommendations

Working with the NGO was a delightful experience, the two weeks with the organization not only helped me to work for social cause but also helped me to gain exposure in fund raising and business development for the organization. Working for NGO was a challenge in itself, however planning the tasks made the journey pleasant and easy. Sticking to the roadmap was the strategy throughout. After working for 4 weeks I came across various challenges and tried best approaches to overcome them. There were various best practices followed and would recommend to be followed by the organization throughout to have an edge over the others. The recommendation can be summarized as below:

1. First and foremost, the website needs to be updated at the earliest. These days website is the new face of the organization over Internet. The current website is not attractive and has a lot of defects which needs to be rectified. The website can help to gather more traffic and if the appeal is sympathetic might lead to donations.
2. The Google Ad Words campaign was run during this span of two week and received an overwhelming response. The campaigns for the corporate social responsibility activities gathered the highest number of impressions and the clicks. The campaign created awareness among the corporates. The campaigns must be run throughout and there must be activity on the account within 90 days otherwise the account may lapse. The use of AdWords with the new website of the organization is highly recommended as this would help to create awareness and also helps in pitching in to the Corporates. The budget must be allocated efficiently and only the relevant campaigns should be run.
3. To sponsor projects was the main content for all the corporate visits it is essential to maintain a database of all the contact details and must mention what was the remarks. The corporate with positive feedback must be followed up regularly to engage them in different projects.

Images



info@securefoundation.in | 022-28280000

Secure Social Foundation

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WOMEN EMPOWERMENT

"You Can Tell The Condition Of A Nation By Looking At The Status Of Its Women"

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