

**Subject:** This Month at GiveIndia: Newsletter for November 2021  
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*This month at GiveIndia*



Dear Partner,

Greetings of the season!

We hope that recent festivities bring all the happiness and prosperity to you.

In this month's newsletter, we shall share some interesting insights from our flagship event- 100 Heroes. Also learn how Battle of the Buffet 2021 is helping partner charities across Tamil Nadu raise funds towards their programs. We also bring to you some useful fundraising insights from one of your peers, Adhyayan Quality Education Foundation and we hope that their ideas could help you plan better for your fundraising stints to come.

Read on for another interesting announcement from GiveIndia Fundraiser.

Regards,  
Team GiveIndia

On GiveIndia's Bulletin Board 



As we step into the last week of 100 Heroes, we feel exhilarated to witness and share with you that this biggest and grandest fundraising carnival has enabled over 500 charities to raise ₹12 crores in cumulative towards their projects, so far. Additionally, many participating charities have made themselves eligible for matching rewards in the multiple opportunities presented by the event.

As we are in the finale week, we're sure that the excitement levels shall be at an all time high for all the participating charities who would like to take the top spot in 100 Heroes to secure the highest rewards. That is not it, the beauty of the event is that the charities who still wish to participate and aspire to win matching rewards also have a chance to shift gear and give it their best in the last week to ensure that they reserve their spot in the top 100. We urge all organisations to follow their standing on the leaderboard of 100 Heroes and cover any necessary gaps that could bring you to the top spot.

100 Heroes culminates on November 21st, 2021 and we hope that you end it on a high!

[View Leaderboard](#)

## Battle of the Buffet 2021



With over 40 participating charities, Battle of the Buffet has enabled its partner NGOs to raise over ₹78 lakhs through online fundraising alone, so far. As an event that is aimed at encouraging charities to reach out to new supporters and eventually expand their donor base, close to 800 individuals have come in support of projects in education, healthcare, livelihood, differently-abled, COVID relief and rehabilitation and more of these participating organisations.

With multiple fundraising avenues made available to the partnering charities of BOB 2021, the online fundraising for the event shall culminate on December 31st, 2021.

This shall be followed by an entertainment event to express gratitude to the supporters and to regard the efforts made by the participating charities during these tough times.

Know more

## Updates and Upgrades

### A New Look and Feel for GiveIndia Fundraisers

► To encourage more people to fundraise for the cause they believe in, GiveIndia has launched a new homepage for its crowdfunding product- GiveIndia Fundraisers. To view the new design, [click here](#).

## Partner Spotlight

Learn how Adhyayan Quality Education Foundation's Peer Learning Project (PLP) is helping them reach their fundraising milestones



For many primary-age government-school going children in Goa, the read-aloud programme by **Adhyayan Quality Education Foundation (AQEF)** has ensured that they continue to learn and grow even as schools remain shut for over 18 months due to the pandemic. These children have few ways to socialise in community space as their parents serve as migrant workers, farmers or daily wage earners, and cannot afford the luxury of leisure time.

Local community volunteers are onboarded to verbally read-aloud to children in groups of 5-6 (while adhering to COVID safety norms) as storytelling is known to create a sense of community wellbeing. It helps children make meaning of life, engage their senses, discover

and have fun. Reading aloud enhances understanding of sounds, enhancement of vocabulary and improves listening skills thus promoting independent learning. Through this programme, AQEF aims to impact **200 children** for a period of 7 months.

During 100 Heroes, the NGO's focus was their **Peer Learning Project (PLP)**. Through PLP, AQEF wishes to revamp the way private school students raise funds for a cause by making them understand who they are raising money for and why, in an experiential manner. Before fundraising, students participate in a collaborative, student-led engagement with the beneficiary schools to develop perspective and understand the impact of their work. Students are given a clear roadmap on how to fundraise and are motivated by the learnings of their peers.

Some pointed strategies that Adhyayan Quality Education Foundation follows are as under.

- Setting well defined targets that are reachable yet aspirational
- Making sure that the fundraisers believe in the cause first and then sharing with them collateral that helps them with the language of campaigning
- Posting about the fundraiser on social media when half of their fundraising target is achieved to drive motivation
- Giving the students/fundraisers agency over fundraising while supporting them with ideas
- Celebrating small wins and milestones regularly and encouraging fundraisers to share best practices with each other

AQEF believes that messaging with donors should be about **equal exchange, contribution and empathy**, and not about deficit. They **engage their entire team in fundraising from the time of goal setting**. Everyone should know what they are working towards and why, and how they can uniquely contribute to reaching the goal. The NGO recommends to its peers to build a space where people can openly share their discomfort. Acknowledge that fundraising is an immensely uncomfortable process and **work towards capacity building**. Lastly, **communicate impact and thank everyone** for their involvement.

*"This year has been hard for everyone in the fundraising space and the fact that you are still wanting to try new things is a big win and needs to be celebrated. At AQEF, we started retail fundraising from scratch midway last year and did nothing but experiment. Some of it worked out and some failed, but we learned from it all. We relied on ourselves, our team, our mentors to find solid ground for our own unique fundraising strategy",* says Jayati Gupta, Fundraising Associate, Adhyayan Quality Education Foundation.



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