

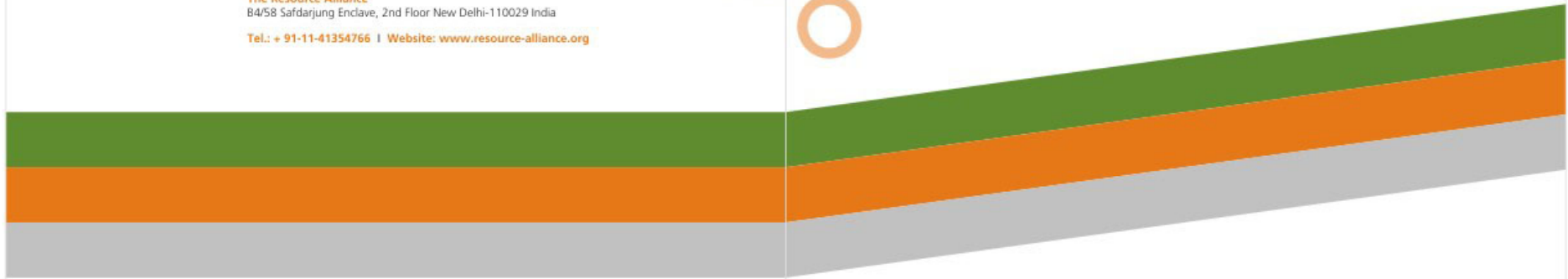


*Celebrating Success...Rewarding Excellence*



The global network for building fundraising capacity and inspiring philanthropy worldwide

The Resource Alliance  
B4/58 Safdarjung Enclave, 2nd Floor New Delhi-110029 India  
Tel.: + 91-11-41354766 | Website: [www.resource-alliance.org](http://www.resource-alliance.org)



## ORGANISER



The global network for building fundraising capacity and inspiring philanthropy worldwide

### The Resource Alliance

The Resource Alliance is an international charity headquartered in London whose mission is to be the global network for fundraising, resource mobilisation and philanthropy, building skills and knowledge and promoting excellence within civil society. To help organisations increase their fundraising capabilities, we provide a range of services and resources, including conferences, international and regional Workshops, accredited in-depth courses in Fundraising and Communications, tailor-made training and mentoring, research, publications and E-newsletters and award programmes.

The Resource Alliance is an international charity registered in England and Wales, and has 501 c3 status in the US.

[www.resource-alliance.org](http://www.resource-alliance.org)

## SUPPORTED BY



### The Rockefeller Foundation

The Rockefeller Foundation was established in 1913 and has sought to identify and attack at their source the underlying causes of human suffering. The Foundation pioneered the frontier of global philanthropy and continues to find and fund solutions to many of the world's most intractable challenges. The Foundation operates both within the United States and around the world. The Rockefeller Foundation funds a portfolio of linked initiatives. Individually, and together, they draw on the Foundation's deep-seated commitments to nurture innovation, build individual and institutional capital, pioneer new fields, expand access to and distribution of resources, and ultimately, generate sustainable impact.

[www.rockefellerfoundation.org](http://www.rockefellerfoundation.org)

## THE INDIA NGO AWARDS 2011

### ABOUT THE AWARDS

The India NGO Awards were instituted by the Resource Alliance in 2006. The 2009-2011 Awards are a joint venture of the Resource Alliance and the Rockefeller Foundation. The Awards aim to advance the country's non-profit sector by promoting financial and organisational sustainability and strengthening community support of civil society and seek to:

- Promote good standards and practices in resource mobilisation, accountability and transparency
- Recognise and celebrate excellence in the non-profit sector
- Identify and strengthen successful resource mobilisation practices
- Create examples and inspiration for other non-profit organisations and promote cross-regional learning
- Promote the overall credibility of the non-profit sector for long term sustainability.

### ELIGIBILITY CRITERIA

- All organisations registered in India as Trusts, Societies and Section 25 companies that have been working for a minimum of five years towards social and environmental transformation are eligible to enter
- Organisations that propagate political or religious doctrines are excluded from participation
- NGOs from all over India are invited to enter the competition. Based on their locations, entries received will be classified into four regions - North, South, East and West.

### CATEGORIES

NGOs can apply under one of three categories, based on their annual budget for 2010-11:

1. Small: Annual budget of under Rs 1 crore
2. Medium: Annual budget between Rs 1 and 5 crore
3. Large: Annual budget over Rs 5 crore

Three finalists per category will be selected from each region and invited to the final National Award ceremony in New Delhi, where the winners will be announced in each category.

## BENEFITS

- The three national winners in each category will receive a trophy and cash prize of Rs 4,00,000/- to be used 'to strengthen their internal systems and processes'.
- All regional finalists will be profiled in a casebook, which will be widely disseminated.
- All applicants will be invited to participate in customised Workshops on resource mobilisation and related areas. Capacity building workshops are supported by SAIL.

## SELECTION PROCESS

### Organisations will be evaluated on:

- Effective and sustainable mobilisation of resources from the local community
- Demonstration of efficient management of resources, good governance practices, transparency and accountability and effective communication
- The impact of the work in bringing about tangible benefits to its target communities
- Applicants meeting the criteria will be shortlisted for a site visit by a team of assessors in each region.

## GUIDELINES

### Deadline for submission of application is 31 January 2012.

Applicants must submit entries by email (preferred) to [indiangoaward@resource-alliance.org](mailto:indiangoaward@resource-alliance.org) or by post to:

### Learning and Development Manager

The Resource Alliance  
B-4/58, 2nd Floor, Safdarjung Enclave  
New Delhi 110 029  
Tel: 011-4135 4766

All documentation must be provided as soft and hard copy.

By submitting an entry, NGOs agree that the information and materials provided may be used in future promotions for the Awards, or any other event or publication produced by the Resource Alliance and/or the Rockefeller Foundation.

For more information and to download application forms, please visit [www.resource-alliance.org/awards](http://www.resource-alliance.org/awards)

## INDIA NGO AWARDS 2011 APPLICATION FORM

### PART A – NGO DETAILS (THIS PART TO BE SUBMITTED ON THE ORGANISATIONAL LETTERHEAD AND DULY SIGNED AND STAMPED BY THE ORGANISATIONAL HEAD)

Please provide the following details on a letterhead and submit it with your application.

1. Name of organisation
2. Official address
3. Current Chief Executive Officer / Executive Director
4. Current Chair of the board
5. Date of starting operations
6. Total annual budget for 2010-11
7. In which category does your NGO fit into based on annual income during 2010-2011 (please tick one box based on the criteria)
  - SMALL (less than Rs 1 crore)
  - MEDIUM (between Rs 1 - 5 crore)
  - LARGE (over Rs 5 crore)
8. Telephone (office)  
Telephone (mobile)  
Facsimile
9. Email
10. Website
11. Registration details
  - Trust
  - Society
  - Section 25 Company
12. Registration number
13. Registration date
14. Registration number for 12A, date and validity
15. FCRA registration number and date
16. Organisation's IT PAN number
17. Does your organisation publish an annual report Yes  No
18. How did you get to know about the Award?

### ATTESTATION

I attest that, to the best of my knowledge, all information submitted for the India NGO Awards 2011 is true and accurate and that I agree to the terms and conditions of the competition. I certify that we are not promoting or involved in promoting political activities or religious doctrine. We have no pending litigation against us. We ensure full compliance with the laws of the country and have a healthy working relationship with all stakeholders without any untoward incidents.

Signed by  
Executive Director / President of the NGO

Date

## PART B - QUESTIONNAIRE

(Please keep your answers within a limit of 200 words)

### GENESIS

1. Briefly explain the story / motivation behind the genesis of this organisation explaining the needs it sought to address.

### GOVERNANCE

1. Does the organisation have a formal Procedures and Policies manual for governance and management? List the key functional areas covered eg human, financial, travel, leave, recruitment etc.
2. What is the board strength and composition? Tabulate giving details of names, professions, gender, age, how long they have been board members etc.
3. What is the role of the board? How are your board members contributing to networking, resource mobilisation and overall strategic direction of the organisation?
4. What is the process for the appointment of board members and what is the term of each member? Please provide the terms of reference for the board members, if any.
5. How often does your board meet? Is attendance of all board members mandatory? Please attach minutes of meeting of the last three meetings along with date of meeting and members present.
6. How does the board oversee compliance with the various statutory requirements? List the key requirements.
7. Does your organisation publish an annual report? Does this include financial information? With whom do you share your annual report and how? Is your annual report on your website? If so, please provide the link.
8. Is the organisation registered with  
 Guidestar India                      Yes  No   
 If yes please give your GuideStar number  
 GiveIndia                              Yes  No   
 If yes, please state whether Tier I or Tier II and give your page URL at  
 www.giveindia.org  
 Credibility Alliance                      Yes  No   
 If yes please state whether as accredited organisation or as member, provide your membership number and validity date

### PROGRAMMES AND IMPACT

1. Does the organisation have a clearly articulated mission, vision and objective? If yes please state the same.
2. Brief description of the organisation's programme along with themes the organisation works in. What social transformation is desired from these programmes?
3. How are your programmes identified? What steps are taken by your organisation to ensure involvement of stakeholders/ communities in identification of programmes?

4. How / why are these programmes unique and what innovation has the programme introduced?
5. List your key interventions.
  - a. How are the programmes designed and implemented? Define the role of stakeholders (community, government, other NGOs) in the same
  - b. What are the key indicators for success – qualitative and quantitative
  - c. What was the impact of the programmes – qualitative and quantitative
6. What are the mechanisms for regular monitoring and evaluation (internal and external)?
7. Does your organisation leverage existing government or any other existing machinery and infrastructure for implementation of programmes, outreach and scale?
8. Given the costs, impact and programme to operating costs do you think your programmes are easily replicable? Has this been replicated in other areas by you or in partnership with other civil society organisations?
9. What are the challenges that you have faced in delivery of your programmes?  
 Based on your own critical analysis, are there anywhere areas you feel you have not been able to deliver the societal impact you set out to achieve?
10. Are there any particular insights / reflections you wish to share for us to understand the work you do?

### HUMAN RESOURCE

1. Does the organisation have a personnel policy? If yes, please attach a copy.
2. What is your organisational structure? Please provide an organogram.
3. What is the staff strength of your organisation? Provide break-up of full time staff, part-time staff and volunteers, as well as the male : female ratio.
4. Is there a plan for professional development of staff members? What percentage of your annual budget is spent on this? Give any two key initiatives undertaken in the last year for professional development of your staff.
5. How do you keep your staff motivated and inspired?
6. Does the organisation have performance reviews, upward feedback and reward systems in place? If yes, please describe.
7. How does the organisation leverage volunteers? Give two examples of partnership with volunteers.

### RESOURCE MOBILISATION

1. Does your organisation have a documented and defined resource mobilisation strategy supported by an action plan? Who has been involved in its development?
2. What are the different ways in which you raise resources for your organisation eg face-to-face, direct mail, events, corporate partnerships etc?
3. Do you have a dedicated staff/s for fundraising, donor management etc?
4. How many donors supported your organisation in 2010-2011? Provide the following information given below in a tabular form (giving the break down and name of donor under each source of support):

5. Please provide the following information given below in a tabular form (giving the break up and name of donor under each source of support):

Sr. No.	Source of support	Year of engagement	Duration of support	2010-11 (amount in Rs.)		2010-11 (amount in Rs.)		2010-11 (amount in Rs.)	
				Target	Actual	Target	Actual	Target	Actual
A	<b>Institutional funding</b> • Donor 1 • Donor 2 • Donor 3								
B	<b>Statutory/ Government</b> • Donor 1 • Donor 2 • Donor 3								
C	<b>Corporate</b>								
D	<b>Individuals</b>								
E	<b>Income generation</b>								
<b>Total</b>									

6. Does your organisation receive in-kind support from donors? Give three key instances of such support received in the past year. Is this recorded in your annual report?
7. Explain how the organisation manages donor relationships
8. What is your overall cost of fundraising? Please share the calculation.
9. Has the organisation organised any fundraising campaigns in the last two years? What were the objectives, processes, costs and achievements? What were the challenges faced? Please provide reports if any, along with the lessons learnt.

#### FINANCIAL MANAGEMENT

- Describe your key financial systems and procedures. Attach your finance policy.
- What are the internal control systems to ensure proper utilisation of financial resources?
- Is the organisation audited by an external auditor every year? What is the process of selecting your auditor?
- Does the organisation have an annual budgeting process – short and long term? Who are the key decision makers in preparing the budget? Explain how your budgeting process allows for proper forward planning and best use of resources.
- How does the organisation manage risk through early identification and monitoring? Have you had any instances of risk management in the past year?
- What is the ratio of programme to operating costs in your organisation?
- How are the financial reports prepared and reviewed?
- Has there been any financial irregularity in your organisation in the past five years? If so describe these and the corrective measures adopted.

#### ANNEXURES TO BE SUBMITTED

Please provide both 1 soft and 1 hard copy of all documentation

- Trust deed / MoA and AoA constitution
- Proof of address
- Copy of ITR files for AY 2011-12 (PY 2010-11)
- Copy of FC returns filed for 2010-11 (if organisation has FCRA)
- Copy of 12A
- Audited accounts for 2010-11: Balance sheet and income and expenditure statement with all schedules including Notes to accounts / significant accounting policies.
- Receipts and payments account for 2010-2011
- Audit report for 2010-2011
- Personnel Policy
- Financial Policy
- Fundraising strategy
- 5 copies of Annual Report
- Organisational brochure

#### INTRODUCING THE RISING STAR AWARD

This year the Resource Alliance is proud to launch the Rising Star Award. This special Award has been introduced to acknowledge the huge potential demonstrated by entrants in developing their internal capacity, sustaining growth and increasing their impact. Nominated by the Resource Alliance panel of assessors and/or the jury, this Award will recognise the organisation that has demonstrated, above all other entrants, the greatest potential to achieve good governance, effective programme impact, exemplary human resource practices, sustainable resource mobilisation and transparent financial management.

#### PREVIOUS WINNERS

The winners of the India NGO Awards 2010 were:

NGO of the Year (Small) – Joint Awardees: Development Association for Human Action (DEHAT) and Madhuram Narayanan Center for Exceptional Children.  
 NGO of the Year (Medium) – The Pardada Pardadi Educational Society  
 NGO of the Year (Large) – The Akanksha Foundation  
 Special Mention – Durbar Mahila Samanvaya Committee

The winners of the India NGO Awards 2009 were:

NGO of the Year (Small) – Salaam Balak Trust, Mumbai  
 NGO of the Year (Medium) – Calcutta Rescue & India Foundation for the Arts  
 NGO of the Year (Large) – DHAN Foundation

The winners of the India NGO Awards 2008 were:

NGO of the Year (Small) - Pragati, Koraput  
 NGO of the Year (Medium) - Action for Social Advancement  
 NGO of the Year (Large) - joint winners: BAIF Development Research Foundation and Sankara Eye Care Institutions



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### Making an impact for over 30 years

- 1980** The International Fund Raising Group (IFRG) is formed.
- 1981** The first workshop was held in the Netherlands and becomes known as the International Fundraising Workshop.
- 1989** The first regional Workshop took place in India and the IFRG helped to form the South Asian Fundraising Group. The First Central Asian Fundraising Workshop was organised in partnership with the Education Network (EdNet), Kazakhstan.
- 1999** The first IWRM (International Workshop on Resource Mobilisation) was launched in Holland and since then has been held in Thailand, South Africa, India and Malaysia.
- 2000** The IFRG changes its name to The Resource Alliance.
- 2004** The Asia Pacific NGO Awards launched in partnership with the Citigroup in 8 countries in Asia Pacific.
- 2005** Accredited courses in Fundraising and Communication launched in Malaysia, India and Kenya. The Resource Alliance India registered.
- 2006** Unique consultancy service for NGOs launched, focusing on organisations in the developing world. Accredited courses expanded to 10 locations. India NGO Awards launched.
- 2009** First IFC Online with over 400 delegates registered IWRM held in India in Bangaluru.
- 2010** The Resource Alliance Global Awards for Fundraising launched and IFC celebrated its 30th anniversary. IWRM held in Uganda for the first time.
- 2011** NGO Awards programmes launched in Thailand and Uganda.
- 2012** 15-16 May: Fundraising Online  
3-6 July: IWRM Asia, Malaysia  
16-19 October: IFC, Netherlands  
27-30 November: IWRM Africa, Uganda



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