

A Study on Fundraising for an NGO (Open Wings Foundation)

Submitted By :

Chetana C (1277)

MBA-HM-26

Under the Guidance of:

Ms. Deepti Sharma

CONTENTS

INTRODUCTION

STUDY AIM & OBJECTIVE

RESEACH METHODOLOGY

RESULTS

CONCLUSION

RECOMMENDATIONS

REFERENCES

INTRODUCTION

- The Open Wings Foundation is a non-profit organization that was founded in response to the suffering in community. It is located in Noida, Uttar Pradesh. This organization mainly focuses on millions of people who are at risk of dropping out of school, rapid climate changes and other events which destroy the environment and feeding the needy who sleep on an empty stomach every night. According to Food and Agriculture Organization 2019 report, about 14.5 percent of India's population remain undernourished.
- The three key areas that the organization focuses on:
 1. Underprivileged children's education.
 2. Environment Preservation.
 3. Feeding the needy.



OPEN WINGS
FOUNDATION

STUDY AIM & OBJECTIVES



Study Aim: To reach out to large number of donors in raising funds for the cause of the organization and to understand people's perceptions of donation to humanity and their preferences.



Study Objective:

1. To aid the organization in doing charitable endeavors.
2. To acquire more donors to initiate funds for the NGO.
3. To increase awareness about the NGO through social media platforms, to reach out to a greater number of people which would help in raising of funds.

RESEARCH METHODOLOGY

1. Research question:

- What are the most effective ways to approach a donor to raise funds for a good cause?
- What is the purpose of online fundraising and how does the NGO benefit and meet its needs through online funds?

2. Study Setting:

- Open Wings Foundation, Noida, Uttar Pradesh, India.

3. Study type:

- Qualitative type of study (which includes collecting funds from the donors)

4. Sample size:

- A total of 50 donors were approached for fund raising and 28 people donated



5. Data type:

- Primary data was collected which includes the donor's name, age, gender, Date of the donation, and the amount donated by the donors.

6. Tools used:

- URL link for the donating purpose, Employee URL link which was used to collect the donor's data and MS Excel for the collection of information of the donors.

7. Study duration:

- 20th Feb 2023 – 20th May 2023

8. Inclusion criteria:

- Donors who were interested in donating for the cause and donor's behavior towards donating was observed.

9. Exclusion criteria:

- Approached individuals who were not interested in donating.



RESULTS



Data Collection :

- The data collected from the Fund raising was further analyzed using MS Excel.
- URL link was shared to the donors to fill their required information and to help them donate through UPI system for the organization.

(<https://www.openwingsfoundation.org/Panel/register.php?ref=OWF-63ff3c1cd13c7>)

- The data which was received through the Employee link.
(<https://www.openwingsfoundation.org/Panel/employee/login>)

TABLE

SL NO	FIRST NAME	LAST NAME	AGE	GENDER	DONATION AMOUNT	REGISTERED DATE
1	Sanjay	R	25	Male	1000/-	02/03/23
2	Pruthvik	Ghorpade	25	Male	1000/-	03/03/23
3	Puneeth	Gowda	27	Male	500/-	03/03/23
4	Navitha	H R	25	Female	1000/-	05/03/23
5	Deepak	Gowda	25	Male	500/-	07/03/23
6	Vilas	Reddy	25	Male	500/-	10/03/23
7	Chandrappa	K	51	Male	1000/-	12/03/23
8	Chaitra	N	38	Female	500/-	15/03/23
9	Gowri	Reddy	60	Female	1000/-	17/03/23
10	Raghuveer	Prajapat	25	Male	500/-	19/03/23
11	Manjula	Satish	40	Female	300/-	01/04/23
12	Prakash	J R	35	Male	500/-	03/04/23
13	Sindhu	J V	30	Female	500/-	05/04/23
14	Ambreesh		34	Male	500/-	07/04/23
15	Kadeeja	Jumana	25	Female	200/-	10/04/23

SL NO	FIRST NAME	LAST NAME	AGE	GENDER	DONATION AMOUNT	REGISTERED DATE
16	Rakesh	K N	30	Male	500/-	15/04/23
17	Mahesh	Shetty	30	Male	1000/-	17/04/23
18	Rahul	Pandey	27	Male	500/-	22/04/23
19	Naveen	Athreya	30	Male	500/-	23/04/23
20	Ranjith	Rathna	45	Male	500/-	26/04/23
21	Kishore		30	Male	300/-	28/04/23
22	Ranjith	V	24	Male	200/-	29/04/23
23	Chirag	Hemanth	25	Male	500/-	01/05/23
24	Kiran	Shanthakumar	38	Male	1000/-	03/05/23
25	Sahana	C	22	Female	500/-	06/05/23
26	Srinivas	Rami	50	Male	1000/-	08/05/23
27	Ananda	Sadenahalli	50	Male	500/-	08/05/23
28	Saahil	Khandelwal	26	Male	251/-	08/05/23

Results

From the table we can observe that the minimum donation collected was **251/-** and maximum amount collected was **1000/-**. A total number of 50 people were approached during fund raising and 28 people were interested in donating for the organization's cause. Remaining 22 people excluded from the analysis since there were not interested in initiating the funds for various reasons. The target which was given to achieve during fund raising was 15,000. A total amount of fund collected was **16751/-**. Hence, the target was successfully achieved.

CONCLUSION

- NGOs face difficulties while raising charities online. They need to come up with better digital tools which will help them overcome challenges. NGOs create long-term relationships which will help in building a better network among people which will in turn help in fund raising for the organization.
- NGOs also help in promoting community autonomy and empowerment by community groups and facilitating participatory process. Therefore, NGOs have to mobilize various communities to become self-sufficient which will in turn help in better community development.
- According to the Ministry of Home a total of 188 FCRA registered NGOs have been constantly audited by the government from January 2021 till date. The audit is conducted to fulfil the responsibility upon the Government under The Foreign Contribution Regulation Act, 2010. NGOs in India fall under three segments specifically which are:





1. **Societies**: If the NGO in India falls under the society, they need to be registered under The Societies Registration Act, 1860.
 2. **Trusts**: The private trusts are registered under the central governments Indian Trusts Act, 1882. The public NGOs are registered under the concerned state legislation.
 3. **Charitable Companies**: Which is set up under Section 8 of the Companies Act, 2013. Loans are made easily available to such organizations. They have to even pay Income tax under IT act 1961.
- Governments are also trying to check the misuse of foreign funds to the NGOs which might hamper the country's sovereignty and the money can be used to discourse India. The government has banned 14,500 NGOs registered under FCRA from receiving foreign funds. Hence, there should be essential measures taken to ensure smooth operation of NGOs. Indian NGOs are also been targeted for money laundering activities which handle vast collection of misinterpretation of funds.



- NGOs need to have proper rating systems which can rank them on the basis of their work and scrutiny. Having a board for governing of NGOs in India is one of the essential ways to achieve better development and which will also help to terminate fraud NGOs. There should also be regular monitoring between Ministries of Home Affairs and Finance for better performance of NGOs.
- NGOs can be a boon to any developing country especially India if they are supervised properly. If government takes essential steps the NGOs can help the needs of the people in the society which will also help in the development of India.
- There is a lack of transparency seen in most NGOs in India who fail to submit their annual financial record on timely basis. Due to disproportionate of such NGOs and lack of accountability seen the other NGOs which are working for a genuine cause are not recognized and sufficient funds are not reaching them.

RECOMMENDATIONS



- The website must first and foremost be updated as soon as possible. Nowadays, a company's website is its new online persona. The present website needs to be improved because, it is unattractive and has numerous flaws. If the appeal is empathetic, the website may attract more visitors and encourage donations.
- Instead of calling people on the phone, it is the best to pay them a visit in person. It has been found that in-person meetings are more effective at convincing corporations to sponsor projects than phone calls are.
- Advertisement of an NGO and its services should be must. Because, to increase the catchment area of an NGO and its services there is a need to press for the advertisement of an NGO through different mediums.
- Partnerships with NGO's that have been already established a while ago and have experiences with grants. This way, we can benefit from the track record these NGOs built but still implement our own ideas and projects.
- Fundraising can also be done through Charity events, Utilize Digital Marketing and NON-profit Website Development.



- It should be good to see some of the testimonials like the activities which are conducted by OWF on the social media profiles.
- Everyone should be aware of frauded NGO's.
- There are many ways that we could raise fund. Like, applying for a fund (Foundations, AID), Do matching Fund (Bank), Do Crowd Funding and CSR Fundraising.
- Create a Social Business or Enterprise: Like working together with the communities and can solve the social issue in a social business model.

REFERENCES



- Scribd.com. [cited 2023 Jun 1]. Available from: <https://www.scribd.com/doc/285146564/Ngo-project-Report-docx>
- NGO synopsis [Internet]. Scribd. [cited 2023 Jun 1]. Available from: <https://www.scribd.com/document/442260117/NGO-synopsis>
- Researchgate.net. [cited 2023 Jun 1]. Available from: <https://www.researchgate.net/topic/NGOs>
- What are the advantages and disadvantages of fundraising? [Internet]. Quora. [cited 2023 Jun 1]. Available from: <https://www.quora.com/What-are-the-advantages-and-disadvantages-of-fundraising>
- Thornock M. Key to Success for Fundraiser of an NGO Cambodia Fundraising Network2014. - ppt download [Internet]. Slideplayer.com. SlidePlayer; 2015 [cited 2023 Jun 1]. Available from: <https://slideplayer.com/amp/4061807/>
- Role of NGOs in India [Internet]. Group Discussion Ideas. 2012 [cited 2023 Jun 1]. Available from: <https://www.groupdiscussionideas.com/role-of-ngos-in-india/>



- m0dsAdmn. NGO rules and regulations in India [Internet]. MUDS. Muds Management Private Limited; 2022 [cited 2023 Jun 1]. Available from: <https://muds.co.in/ngo-rules-and-regulations-in-india/>
- What are the rules of NGO [Internet]. Vakilsearch | Blog. 2023 [cited 2023 Jun 1]. Available from: <https://vakilsearch.com/blog/rules-of-ngo/>
- Regulation of NGOs in India [Internet]. Ilearnkana.com. [cited 2023 Jun 1]. Available from: <https://ilearnkana.com/details/Regulation-of-NGOs-in-India/2779>
- NGO Registration [Internet]. <https://www.estartindia.com/>. [cited 2023 Jun 1]. Available from: <https://www.estartindia.com/ngo-registration>
- Morais C. Marketing for NGOs: 5 strategies for a good cause [Internet]. Weni. 2022 [cited 2023 Jun 1]. Available from: <https://weni.ai/en/blog/marketing-for-ngo/>
- Wallstreetmojo.com. [cited 2023 Jun 1]. Available from: <https://www.wallstreetmojo.com/ngo/2Dgovernmental%20organization%20or,and%2C%20thus%2C%20function%20function%20independently>
- Kang P. Share an online entry "nanocarrier-assisted therapeutics deliv [Internet]. Encyclopedia.pub. Peter Kang; 2020 [cited 2023 Jun 1]. Available from: <https://encyclopedia.pub/entry/2166>

Fundraising builds
possibilities out of
generosity.

