Dynamite Technology Platforms
www.guidestarindia.org  ★  www.givingtuesdayindia.org

Information infrastructure for India’s Philanthropy Ecosystem and Charity Administration

ILLUMINATING the work of India’s civil society with 10000+ NGOs
www.guidestarindia.org
Since 2010
Leadership & Key Supporters

- Founded in India as an independent charity on the shared principles of being non-judgmental and inclusive, as is with GuideStar in the US and the UK.
- Buzz Schmidt, Founder of GuideStar US, UK & International is our Advisor.
- India Board comprises **Mr B N Makhija, IAS** (Retired as Principal Advisor Planning Commission & Secretary Government of India) **Mr Mathew Cherian**, Former CEO & Advisor HelpAge India and **Mr Anshu Gupta**, Founder, Goonj and Magsaysay Award winner 2015.
- GuideStar India Founder & CEO, Pushpa Aman Singh is the global leader for GivingTuesday India, formerly COO, GiveIndia, a Synergos Fellow and MBA Gold medalist.
- Present & past strategic partners/ supporters include ATE Chandra Foundation, Fidelity Charitable, the Bill & Melinda Gates Foundation, Nilekani Philanthropies, Tata Trusts, Dasra, the Packard Foundation, the Rockefeller Foundation, Stanford PACS & TechSoup Global.
GuideStar India

Building India’s Information Infrastructure for Social Change

Empower greater giving through better decisions based on reliable NGO information

We collect data through outreach and capacity building of non-profits

- GSI educates non-profits on norms of transparency, good governance practices, compliance and public accountability. Organisations voluntarily register on https://guidestarindia.org/
- Organisations maintain their online profile on GuideStar India to be visible & accessible to stakeholders.
- A large number of NGOs opt to undergo annual due diligence to get certified and enhance their credibility.

We drive usage of data thru a reliable & robust information repository

- GuideStar India serves as the central resource for givers to get easy access to information on 10000+ non-profits and to obtain customised datasets & reports.
- Its weekly updated list of Certified NGOs gives users pre-vetted lists of credible NGOs across causes and geographies.
- Partner portals draw on its rich database, and get efficient reach to NGOs for extending resources and support.
• Use our powerful search for Discovery of NGOs in India

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- View comprehensive, reliable and comparable NGO data

- Look for our Certification/Verification Seals to give with confidence

- www.guidestarindia.org, launched in 2010, is India’s most exhaustive NGO information source

10,000+ NGOs  3300+ Certifications  810,000+ Data points  72,000+ Documents & images  525,000+ Users  4.2+ million Page views
GuideStar India for you

You are an NGO/Operating Foundation
- Discovery by givers
- Online visibility & fundraising
- Credibility thru Certification
- Access to philanthropic resources
- Corporate Partnerships
- Capacity building for -retail fundraising -compliance

You are a Grantmaking Foundation/Philanthropist
- Connect with Credible NGO Partners
  - Request for Project Proposals
  - Due diligence of NGO Partners
  - Capacity building for your NGO Partners
  - Increase your impact multiplier through Matching Grants

You are an Ecosystem Actor
- Connect with Verified NGOs
- NGO Outreach to promote your products
- Integrate your donate buttons
- Use GuideStar India Certification Seals
- Participate in global research
- Datasets to advance your mission
- Collaborate for #GivingTuesdayIndia - DaanUtsav campaigns

You are a Corporate
- NGO due diligence for CSR
- Connect with NGO partners
- Outreach for Request for Proposals
- Employee Engagement (Giving & Volunteering)
- Checkout charity for clients
- Celebration of #GivingTuesdayIndia – DaanUtsav
- Disaster Response

You are a Charity Administrator
- Advice for digitisation & reforms
- Promote awareness & compliance among NGOs
- NGO engagement
- Due diligence
- Research & global best practices
Some users of GuideStar India
Welcome to
the global generosity movement
India Generosity Run

Together we cover the distance Gandhiji walked for our Freedom!

79,000Kms

- Oct 2-6
- Anytime, Anywhere on the planet
- Anyone can run/jog/walk
- Record on any App
- Starting at Rs100 for registration, Rs 50 goes to the NGO
- E-certificate for all, t-shirt and medal at extra cost
- Bulk registration and logo on t-shirts for >200
- Race organizer NEB Sports
India Generosity Challenge

• Oct 2-Dec 1
• Anytime, Anywhere
• Your donation story
• Your online donation link
• Default Razorpay at zero sign up, zero transaction cost for first Rs50,000
• Ketto, Milaap, Donatekart, Crowdera...
• Matching by your committed donors
Volunteering Resources for You

• Let’s Teach English
  https://www.letsteachenglish.org
  – Students could be any needy person: grassroot workers, NGO staff, youth, women, elders, domestic help, factory workers, service providers like delivery people
  – 15 weeks and 5 weeks programme
  – Volunteers are youth/ seniors from India and abroad
  – All sessions are 1-1 on regular audio phone call
Volunteering Resources for You

• Free NGO Website
  – NGOs without any website currently
  – Volunteer will design and launch the website
  – NGO to provide content and pictures
  – NGO to directly purchase domain name (URL) and hosting server space (would be about Rs5000 for a year)

Write a mail to gti@guidestarindia.org
Engage & Thank all Givers!

• MyGivingStory
  – Share an incident or string of incidents that people can relate to
  – Tell the story in first person starting with I
  – Avoid sharing success story of an entire village or school or community, ask one donor/ volunteer to share what they gave and what was the change that happened and describe the journey
  – DO not just share a case study in third person- get one of the actors in the case study to share
Engage & Thank all Givers!

• MyGivingStory
  – Can be an audio/video recording you upload on YouTube and share the link
  – Choose a powerful image to display
  – Write a short story, vividly describing the situation
  – Encourage people to share their personal story to create ripples of generosity
  – Ask founder, Board Members, staff, community members to share their giving story
  – Ask all your donors and volunteers to share their personal acts of kindness
• Make your giving count, join the global generosity movement with #GivingTuesdayIndia

Donate ▼
- to certified NGOs
- to high need causes
- to high impact campaigns
- Of our collaborators
- to matching funds

Support ▼
- thru volunteering
- give in-kind
- buy NGO products
- start a fundraiser
- spread the good word

Celebrate ▼
- share/submit your giving stories
- do random acts of kindness
- organise/join events
- sign-up for #LivingMyPromise

Engage ▼
- employees
- customers
- communities
- students
- NGOs

• #GivingTuesdayIndia, celebrated since 2017 during #DaanUtsav, promotes everyday giving

- 18.4 + million People Reached
- 1.2+ million People Engaged
- 10029 NGOs
- ₹ 178.1+ million Funds Raised

Choose not to complain about anything for an entire day.

Continue giving & sharing!

#GivingTuesdayIndia
#LivingMyPromise
#DAANkhatola

See you next Tuesday, Sep 1, 2020 at 10 am

#GivingTuesdayIndia
https://www.givingtuesdayindia.org

Waiting to help you do good, better!

GuideStar India & #GivingTuesdayIndia are initiatives of
Civil Society Information Services India, public charitable trust registered in Delhi #371 | GSN 555 | PAN AABTC0541K
Darpan MH/2009/0005254 | FCRA 084020010
108, D-Definity, Jay Prakash Nagar Rod 1, Goregaon E, Mumbai 400063, India. Ph +91-9969741869, +91-83568323329