



# ANNUAL IMPACT REPORT 2022-23



# TABLE OF CONTENT

CEO'S MESSAGE	03
IMPACT 2022-23	04
ORGANIZATIONAL HIGHLIGHTS	05
STORIES FROM THE GROUND	07
AWARDS & ACHIEVEMENTS	08
AGE TRANSITIONAL MODEL	11
COMMUNITY LEADERSHIP	16
WAY FORWARD	17
DONORS AND PARTNERS	18
JOIN US !	19



# CEO's Message



With the world adjusting to the post pandemic life, FY 2022-23 was a year filled with changes.

We, at MAD, started the year with great rigor and thrill especially after being awarded the Barry & Marie Lipman Family Prize. Having seen the ugly side effects of the pandemic and how it was affecting the children, their education and mental health, we dived straight into starting our operations on ground. We felt the urgent need for the children and youth to get support from the community to fulfill their needs.

Going on ground, we couldn't help but immediately notice the stark impact the pandemic had created. Firstly, the Child Care Institutions (CCIs) were left in a disadvantageous position. There were a lot fewer children but many new faces. Almost 64% of children living in the CCIs were sent home when the pandemic had hit without enough due diligence, of which many haven't even returned to the CCIs. The global move towards deinstitutionalization has resulted in shelter authorities sending children back to their homes which are not conducive for the children. Many of the CCIs we partner with are contemplating shutting down the institutions in the coming 3-5 years.

To top it all, the alienation in volunteering trends and habits among the young people who are in colleges was very apparent. Many, who are in college now, spent their first two years of college at home. They haven't seen their seniors volunteering and most of the volunteering they have experienced is online. Through our initial observations it has become obvious that there will be a need to reignite the spark of volunteering culture back into colleges and universities, and it will take us sometime to enhance the volunteering numbers back to where they used to be.

India is transitioning from a mature institutional care model, especially with the announcement of Mission Vatsalya by the Ministry of Women and Child Development in July 2022: a Rs. 11,000cr centrally sponsored scheme to promote alternative care in India. However, there's still an existing lack of a scalable alternative care model which hasn't been developed to support the immediate needs of the vulnerable children and youth in their homes and communities. Nonetheless, it's a welcoming idea for us to explore beyond our existing programmes and adapt accordingly to ensure that the children in need of care and protection are capable of breaking the vicious cycle of poverty and achieve middle class outcomes within a single generation.

At this point, we have gained a lot more clarity on the direction the sector is heading towards with regards to Children in Need of Care & Protection. We have been very lucky to have the opportunity of collaborating with multiple sector level players like Dasra, Omidyar Networks, Ashoka, Societal Platforms, India Welfare Trust, Rohini Nilekani Philanthropies Foundation and many more to build a community - based Social Protection System that can solve the problem in its full scale.

All of the work of FY 2022-23 was made possible by our anchor funders who continued to repose their faith in our ability to serve our children and youth. Philanthropies like Siddhartha Lal Trust, Rohini Nilekani Philanthropies Foundation, Jnana Foundation, eClerx, VMWare, not to mention the countless individuals such as Nihlas Basheer, who support us through their community fundraising efforts! An equally big shout out to our volunteers and fulltimers, who helped us get back on ground and reclaim our physical space in front of our children and youth. Last but not the least, we are grateful to our Mentors AB De Villiers and Deval Sanghavi who helped guide us and our youth and to Rohini Nilekani for mentioning our journey in Samaaj, Sarkaar, Bazaar!

All of us MADsters are now excitedly looking forward to the year ahead in FY 2023-24 with hopes of supporting the children and youth in a more conducive environment for their healthy development and growth. Our journey into our 17th year continues...

Jithin C. Nedumala

**CEO, Make A Difference**

# IMPACT 2022-23

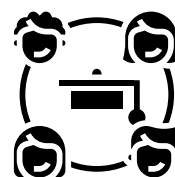
**2319**

CHILDREN  
SUPPORTED IN THE  
AGE GROUP OF 10-18

**503**

YOUTH SUPPORTED  
IN THE AGE GROUP  
OF 18-28

**16,730**

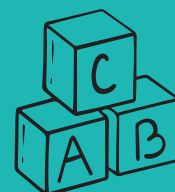


SESSIONS CONDUCTED WITH  
CHILDREN AND YOUTH.



**31,652**

HOURS OF SUPPORT PROVIDED  
TO THE CHILDREN AND YOUTH.



**83%**

OF CHILDREN PASSED 12TH  
STANDARD, 56% SECURED  
FIRST DIVISION\*.



**82%**

OF CHILDREN PASSED 10TH  
STANDARD, 43.2% SECURED  
FIRST DIVISION\*

**74** YOUTH ARE PURSUING HIGHER EDUCATION  
IN REPUTED COLLEGES/ UNIVERSITIES.



**26** YOUTH GOT PLACED IN THE FORMAL SECTOR.

**173** YOUTH HAVE BEEN SUPPORTED WITH EDUCATION  
SCHOLARSHIPS TO PURSUE HIGHER EDUCATION.



**127**

YOUTH HAVE BEEN PROVIDED  
WITH HOUSING SUPPORT.

**134**

YOUTH HAVE BEEN PROVIDED WITH  
MONTHLY STIPEND SUPPORT.



# ORGANISATIONAL HIGHLIGHTS

## AB de Villiers Becomes a MAD Volunteer :

The forging of new partnerships for this quarter began when the well renowned South African international cricketer AB de Villiers (Abraham Benjamin de Villiers) expressed his desire to support our children. Mr. 360 as he is fondly known in India had stepped forward to mentor two of our beneficiaries over the six months and help them to fulfill their dreams and aspirations.

His contribution in supporting us source volunteers has been commendable and that is reflected in his efforts on social media.



AB de Villiers has begun mentoring two of our aftercare Youth, Ayan (18) from Lucknow who is a budding cricketer and wants to play cricket for India and Anitha (21) from Bangalore who wants to pursue Journalism. The Aftercare mentor at MAD is a trusted advisor, friend, and guide who enables and empowers. As a mentor, they are the guiding force in allowing the freedom of choice for the youth.

The structure of AB's engagement with MAD is a hybrid model- It involves online mentoring over zoom calls and in-person support to the youth.

Having him onboard as a volunteer to play a role of mentor for our beneficiaries, has been a dream come true not only for the mentees but also for MAD. The partnership has energized our existing volunteer base to see one of their role models lead the way in being an active member of the "samaaj".



*AB de Villiers had a net practice session with Ayan at the Karnataka institute of cricket - Bangalore. It was a 2-hour-long session focused on developing Ayan's batting skills and helping him improvise on his game.*

# ORGANISATIONAL HIGHLIGHTS

## Program Playbooks

To ensure easy replication of our interventions and also our volunteer models, we have drafted playbooks for the age transitional prosperity model and also the community volunteerism model. These playbooks will act as a guide for our volunteers, community leaders and any other NGO to be used as a plug and play tool.

Versions of the playbooks for the 4 programs have been completed- Foundations Support, Academic support, Transition Readiness and Aftercare. They are now created as microsites, but can also be shared as printed documents and PDF versions to relevant stakeholders. These will be further pruned, edited and finalized in the upcoming months to prepare for launch for the volunteers to use.



## DEVAL'S VISIT TO MAD OFFICE

Deval Sanghavi, the co-founder of Dasra, visited our Goa office on 7th December. He shared his experiences and knowledge of the social sector in India and the learnings which we could possibly incorporate in our operations for better effectiveness. He especially highlighted the important aspects of scalability and reflected his learnings related to it being in the sector for over 25 years and these insights will be very beneficial for MAD's journey further.



## BROWN BAG LUNCH WITH BRANDEN SNYDER

To bring in fresher perspectives and enhance the understanding of the sector better for the MADsters, Branden Snyder, executive director of Detroit Action was invited to the MAD office. As MAD is actively working towards working directly at the community level and working closely in policy matters thanks to Mission Vatsalya, Branden was a great person for us to learn from and get inspired by when he shared his 15 years of experience being an organizer, activist and campaigner across the US





# STORIES FROM THE GROUND



A class for the Foundational programme being conducted in one of the Bangalore CCIs.



Community event in Gwalior.

Self Support Group meetings held at different cities.



Mumbai



Ahmedabad



Delhi



Bangalore



Hyderabad

# STORIES FROM THE GROUND



Community event in Mumbai.



All the full timers attend the Culture Circle and Planning week at MAD's new office in Goa.



MAD week celebrations on MAD turning sweet 16!



Celebration of Christmas with the children at the CCIs.



# AWARDS ACHIEVEMENTS & RECOGNITION

## Lipman Family Award - April 2022

Make A Difference has been named as one of the three winners for the prestigious 2022 Barry & Marie Lipman Family Prize, selected from almost 100 organizations globally. The Barry & Marie Lipman Family Prize at the University of Pennsylvania acknowledges efforts from individuals and organizations towards initiating far-reaching transformation in the social sector. The evaluation criteria of the award are leadership, impact, innovation and transferability. [Read More.](#)



## Samaaj Sarkaar Bazaar:

The recently published book “Samaaj Sarkaar Bazaar - A Citizen-First Approach” by the philanthropist Rohini Nilekani mentions about the work of Make A Difference and it's the co-founder CEO Jithin Nedumala amongst other such organizations that to bring young people together to take ownership of their communities. Since MAD's inception our focus area has been seeding social change in the minds of the youth of India, creating young leaders and equipping them to bring change for the betterment of their communities. MAD is truly aligned in believing that "A strong samaaj forms the foundation that restores balance in the system" as described in the book. Rohini Nilekani Philanthropies Foundation is one of our anchor funders.

## Launch of “Compendium of Family Strengthening and Alternative Care Programmes Practiced Across India”

India Alternative Care Network (IACN) launched the first ever compendiums to capture the Alternate care practices in India which was commissioned by Changing the Way We Care. MAD as an organization has been in the space of providing long term support to children/youth who are institutionalized or who have transitioned from the institutional care and is in a position to understand the long term impact of this institutionalization and works towards minimizing this impacts. MAD has had a long standing collaboration with IACN and provided data from our aftercare program which was utilized within the compendium. Saquib Abbasi, Director - Aftercare Program from MAD attended the launch event and contributed to the discussion.

## MAD ft. in the 2023 High Impact toolkit

The toolkit mainly focused on - issues critical for funders to address to ensure a secure future for all, 12 nonprofits that serve as examples of how nonprofits are using evidence-based strategies to create real-world impact, tips and best practices for practicing high impact philanthropy and more resources for identifying further impact opportunities.



# AWARDS ACHIEVEMENTS & RECOGNITION

## Ketto Award for Best International NGO



Ketto has recognized Make A Difference's efforts in bridging the education gap and bringing about a change in the society with the Best International NGO award.

## Guide Star India - Gold Level certification received

Make A Difference has received the GOLD category certification (Advance Level) from Guide Star India for the year 2023-24. This certificate has been renewed for us by the Guide Star India on the basis of our commitments for creating impact, execution, transparency and best practices.



## One of the Top-rated NGOs in 2022

Make A Difference has received a spot in the list of the Top-rated NGOs of 2022. Based on the inspiring stories shared by our community, we have been able to achieve this and are very grateful.



## give Fundraising Challenge

Make A Difference participated in the Give Fundraising challenge between 1st February and 31st March and was able to raise a cumulative of Rs. 2,49,219 making us eligible for matching rewards. Over the two months, MAD was recognized as "NGO of the Day" on multiple days during the challenge.



## Jithin featured in various Podcasts

MAD's strategic programme of breaking the cycle of poverty in a single generation has been discussed by Jithin in podcasts like "Breaking The Cycle of Poverty" hosted by Dheeraj Sinha, 'How do NGOs in India Work?' hosted by The Techvid and a session under the 'Impact Talk series' hosted by CSR Box. These thought provoking insights will not only help many more nonprofits to feel motivated but also enrich the thinking process for the new entrepreneurs and new businesses. He also discussed the role of Gen Z in administering to social causes, and also whether there is a need for social enterprises to build a strong brand purpose in order to enhance build trust and credibility among volunteers and contributors.

Jithin not only spoke towards the social cause and volunteering but also provided insights on making a business successful for the new-age entrepreneur.



## AB de Villiers mentoring two youths from Make A Difference

AB de Villiers mentoring two of our youths from the Aftercare Programme has been widely covered by multiple media houses across the country. One such report has been covered by Times of India.

### AB de Villiers to mentor underprivileged children in India

TNN / Aug 19, 2022, 13:54 IST

#### ARTICLES

AB de Villiers to mentor underprivileged children in India

Looking for a smart TV that can make television viewing truly...

Ex-Manchester United star Giggs admits to lifelong infidelity in court...

Watch: Rohit Sharma returns to



File image of AB de Villiers (TOI Photo)

## Daan Utsav Celebration

individualstory.in/make-a-difference-collaborates-with-give-india-for-daan-utsav-in-their-100-heroes-campaign/

### Make A Difference Collaborates With Give India For Daan Utsav In Their "100 Heroes" Campaign

By India Education Diary... On Nov 01, 2022



GoA, Make A Difference (MAD), a leading NGO that works for children in need of care and protection, is a participant in Give India's 100 Heroes Campaign. The 100 Heroes campaign is a valiant effort initiated by Give India to promote the message of celebrating the festive occasion by providing assistance to those in the greatest need. With nothing grants provided to the top 100 partner NGOs capable of raising the most money, every denomination received would have twice the impact. The NGO hopes to win the matching rewards raised by Give India through this campaign. The funds raised will be used to provide educational assistance, support, and life skills to children in need of care and protection.

Commenting on the collaboration, Jithin Nedumala, Founder & CEO, Make a Difference, said, "Our long association with Daan Utsav is now being supported through the "100 Heroes" campaign, which started during the auspicious occasion of Diwali. This campaign encourages giving in all forms. With this support, we will be able to meet our goal of providing educational support to over 3,400 children and youth. What better way to celebrate the joy of giving than to care for the critical needs of underprivileged children who are in utmost need of consistent support and aid in shaping their future."

Make A Difference celebrated the 13th year of India's biggest festival of giving: The Daan Utsav 2022. The Joy of Giving Week, also known as Daan Utsav, is held annually between October 2 and October 8 with the goal of bringing joy and love to those in the greatest need of aid. Make A Difference (MAD) celebrated Daan Utsav this year in collaboration with various prestigious entities like the India Cares Foundation Network (ICFN), Give India, Milaap360 and many others to make strides toward giving back to the community. The efforts leading to the Daan Utsav celebration has been beautifully captured by few media platforms like India Education Diary.com

# PROGRAMME UPDATES : AGE TRANSITION MODEL

## Foundational Program - Age group 10 to 13

The Foundational Program is targeted at 10 to 13 year old children and focuses on developing foundational skills, namely; functional literacy, numeracy, life-skills and emotional health along with providing general exposure to life outside child care institution environments and as a byproduct of all these developing self-esteem. These ensure that the children MAD works with are equipped with basic developmental, personal and functional skills to support more advanced development at a later stage. They also build the foundations that will enable them to cope and develop themselves further if they have to leave their CCI post 14 and develop skills which form a bedrock for them to achieve equitable outcomes when they grow up to be adults.

**5230**

hours of support  
provided to the  
children

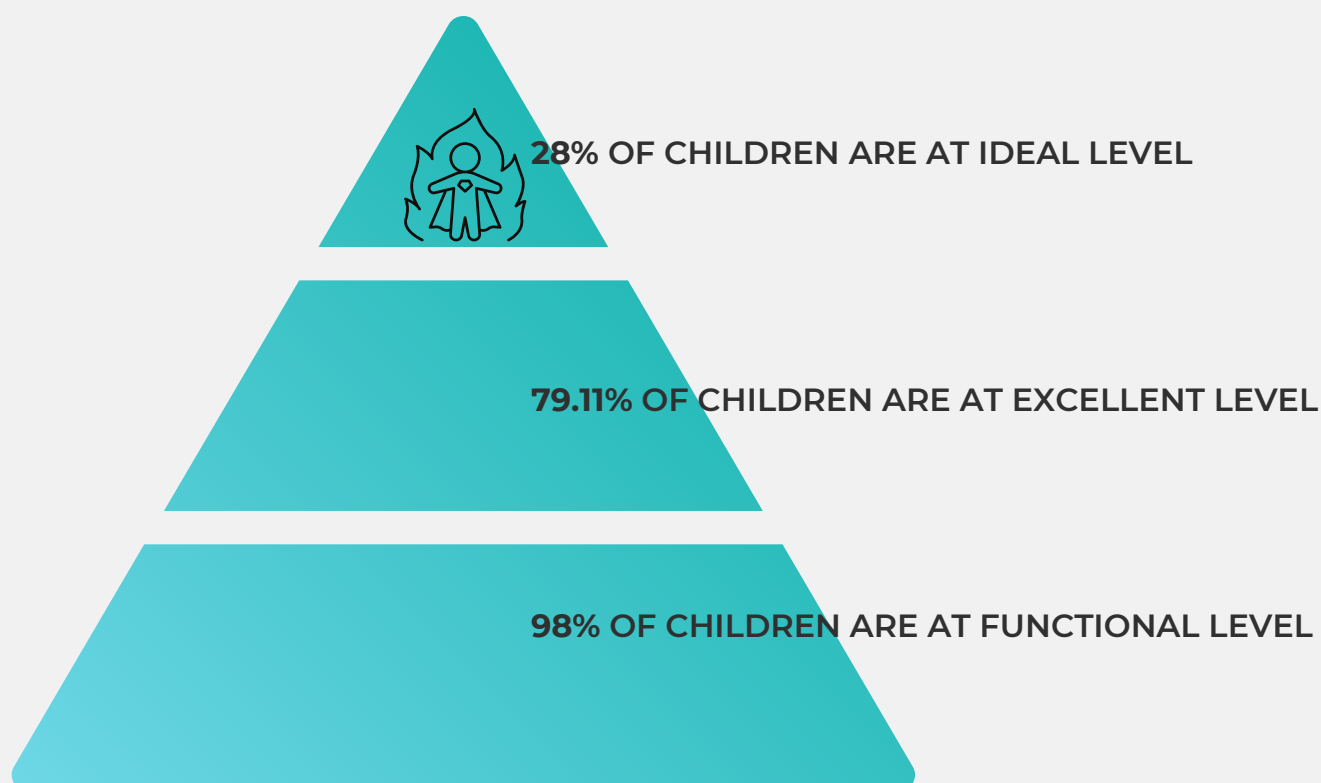
**15**

modules  
covered

**2615**

sessions  
conducted with  
the children

## *Assessment of children's level of understanding*





## Foundational Program

### *Small children fighting big battles*

There are two children with special needs at one of the Child Care Institutions in Mumbai, one in fifth grade and the other in sixth. Due to their special capabilities, both of the children have to attend a different school and follow a different curriculum. However, thanks to the volunteers we currently have, both of the children are able to attend regular classes with MAD. What's interesting is that every student in each of the classes is incredibly helpful and supportive of the children with special needs.

Both of the children recently participated in an activity where they were asked to represent different states of India through some creative ideas, and they performed extremely well. They also try to participate in class despite their fears, and do a wonderful job. Additionally, for the celebration of Independence Day, the children's class conducted a drawing activity and both of the students drew incredibly well.

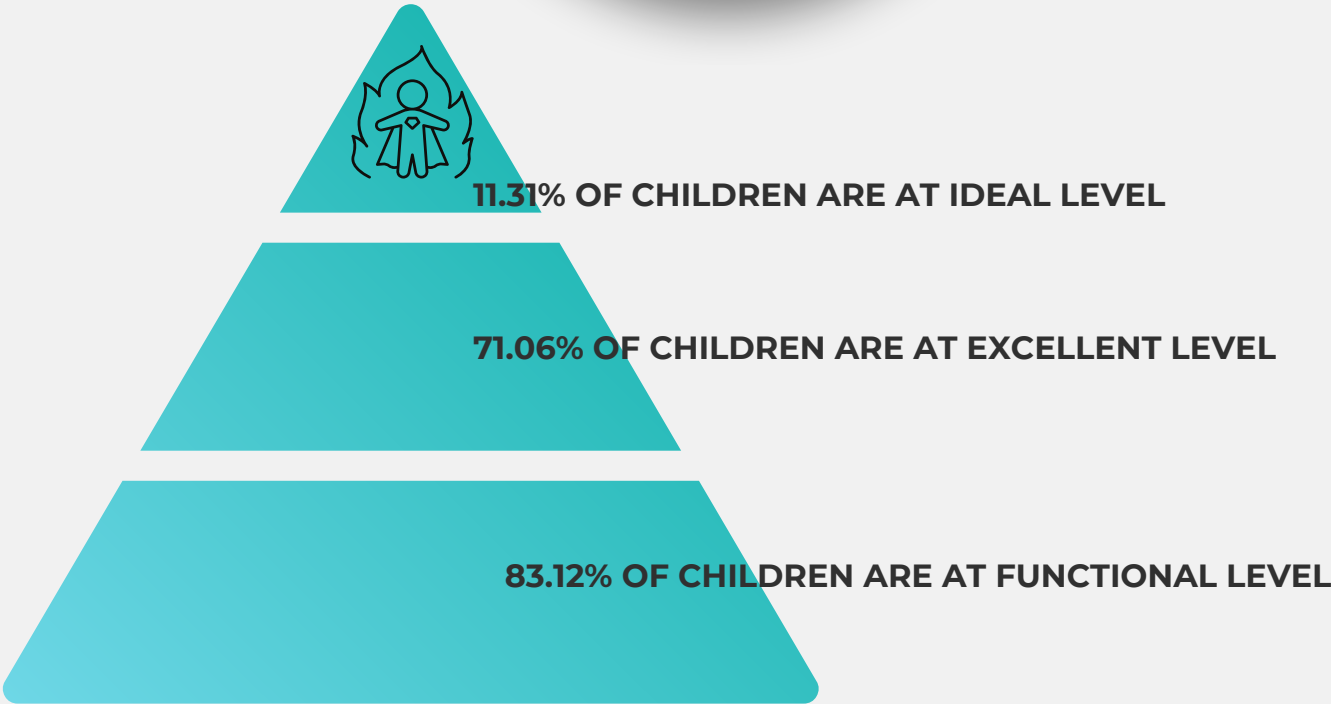
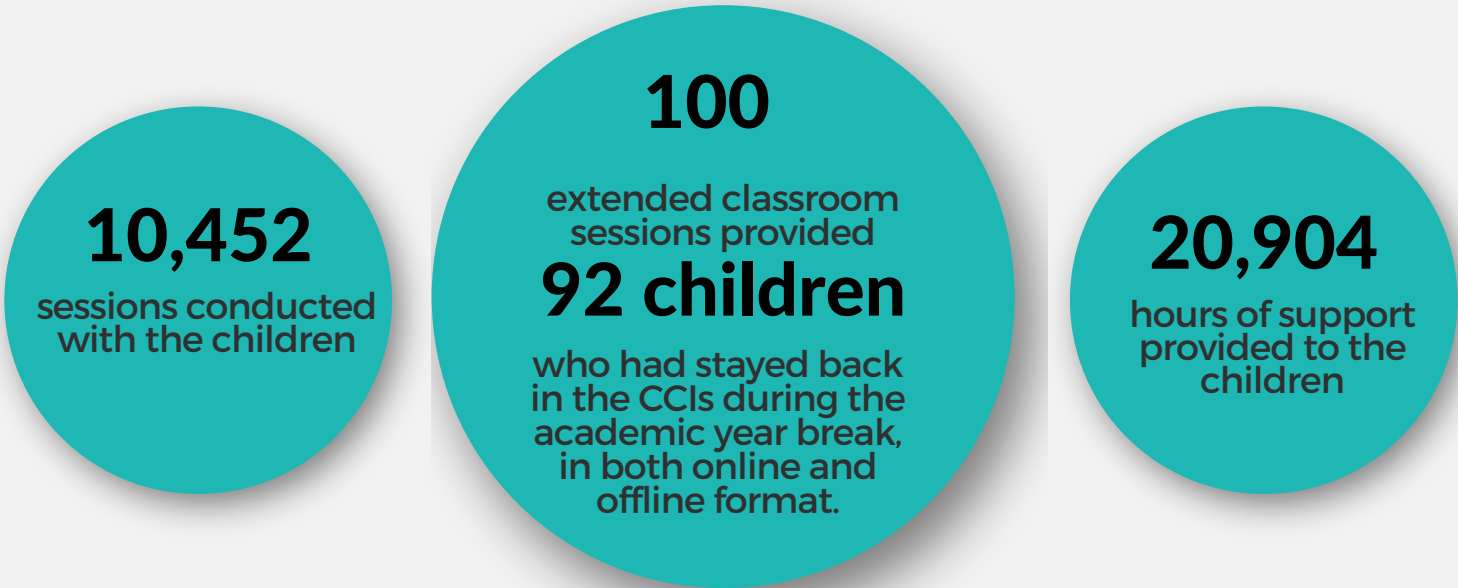


# PROGRAMME UPDATES :

## AGE TRANSITION MODEL

### Academic Support - Age group 14 to 16

The Academic Support (also called as Educational [Ed]) Support Program is designed to ensure CNCP between the ages of 14-16 receive the quality of support and attention required to bridge learning gaps and enable them to clear Grade 10 and pursue higher education/career. The program supports children from grades 8 to 10 (in cities where foundations program is not yet implemented, grades 5 to 7 are covered under this program) and is implemented with periodic tracking of each child's academic progress. The program ensures that children are equipped with academic knowledge, qualifications and functional skills to progress further in education or career. By providing the intervention through highly motivated, caring and committed volunteers that prioritize validating children to build their self-esteem and belief, the program gives children access and exposure to the world outside as well as the opportunity to engage with high achiever role models and mentors.





## Ed Support Program

### *Power of positive influence*

Maya\*, a child in one of Pune's Child Care institutions, was not very enthusiastic about anything and used to create a lot of nuisance in the classes. She lacked discipline and did not have the motivation to progress in life. She didn't believe in the power of education and was very indifferent towards it.

Despite the efforts of the volunteers, Maya remained disinterested and uninvolved. But the volunteers didn't give up on her. They knew that there was something more to Maya than met the eye, and they were determined to find out what it was. Slowly, the volunteers started giving Maya personal attention. They talked to her about things other than studies, like her hobbies, interests, and a lot of other random things to build a connection with her.

With time, Maya became more comfortable with the volunteers, and they became her friends. They were patient with her and never gave up on her. They encouraged her to try new things and to believe in herself. As Maya became more comfortable with the volunteers, she started taking her studies a bit more seriously. Thanks to the support and encouragement of the volunteers, Maya started to change. She became more disciplined and motivated. She began to utilise her abilities.

Maya learned that with the right support and encouragement, anything is possible. And she will always be grateful to the volunteers of MAD for believing in her and helping her find her way.

\*name changed to protect the identity of the child.



# PROGRAMME UPDATES :

## AGE TRANSITION MODEL

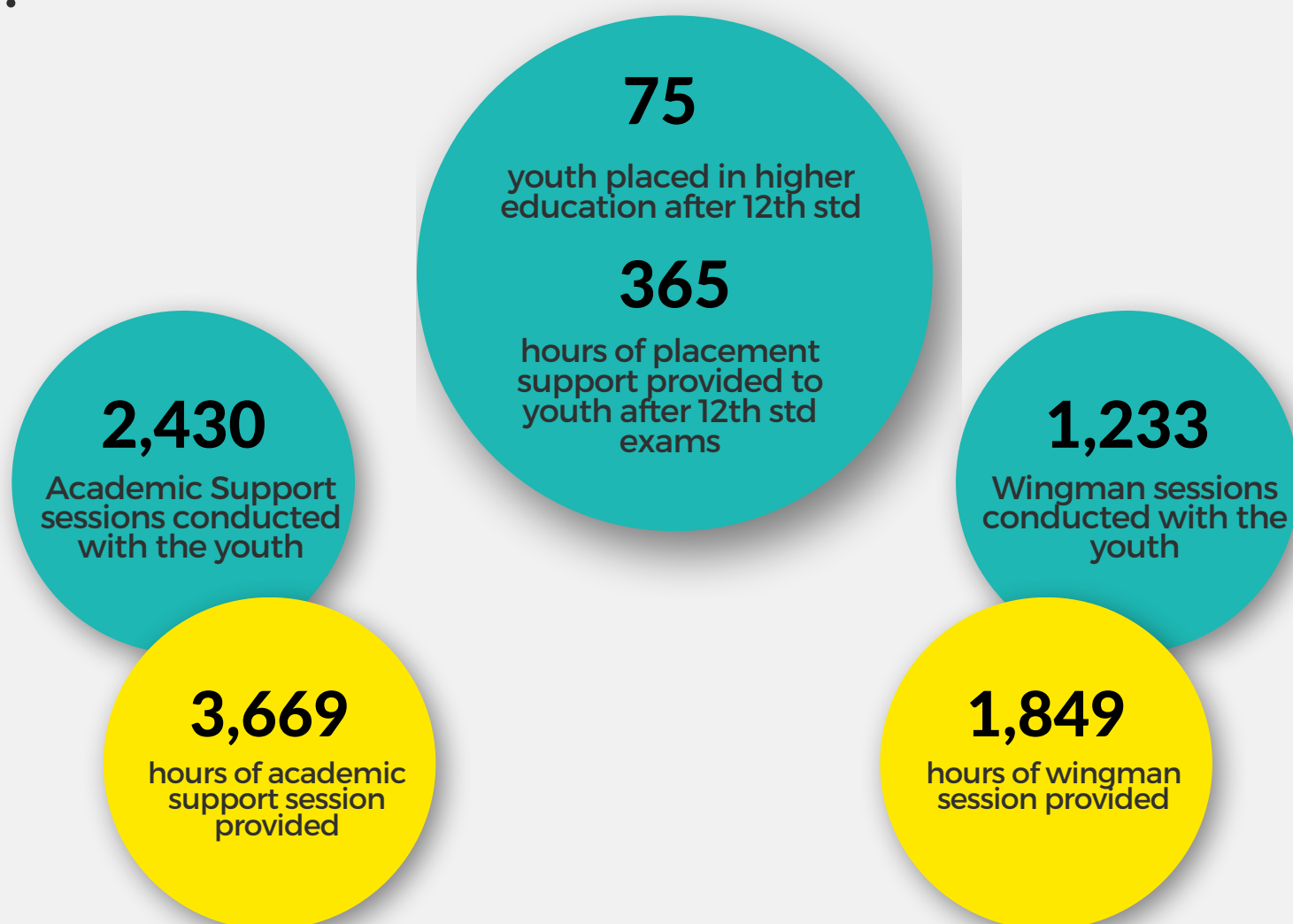
### Transition Readiness - Age group 16 to 18

The Transition Readiness Programme focuses on young adults from the age of 16 to 18 years. It equips and supports them to successfully make the transition into the real world when they are forced to leave their shelter at 18 as per Government regulations. Youth are empowered on multiple fronts: Academics, life skills development, placement and admissions, scholarships and housing, career counseling and basic legal documentation.

Transition Readiness aims to equip children from high adversity backgrounds with the knowledge and skills needed to ensure meaningful progression after the key trajectory point at the age of 18.

The programme prepares the youth to undertake necessary trainings in the following arenas:-

- Life skill/ transition skill development
- Emotional well being
- Progression support / Exam readiness
- Career Guidance
- Education Support
- 





## Transition Readiness Program

### *When dreams are greater than life barriers*

Bhavesb\* came to SCH in Ahmedabad in 2015. His first interaction with a MAD volunteer was when was just 11 years old and in his 6th grade. He had lost his family at a very young age and had no relatives. His only family was his sister who was also in another Shelter during this period. Bhavesb had tested positive for HIV and struggled to cope with this for years. He also did not have the required financial support for HIV treatment.

His growth throughout the years with MAD has been phenomenal. He aced his board exams in 10th and 12th standard. When asked what his interests were, he mentioned wanting to do Hotel Management. Soon, he cleared the national level entrance exam for hotel management and got admission in IHM Ahmedabad. His mentor says "Bhavesb has always been hardworking and ambitious. It's inspiring to see how his growth has been over the years."

\*Name changed to protect the identity of the youth



# PROGRAMME UPDATES : AGE TRANSITION MODEL

## Aftercare - Age group 18 onwards

The Youth who undergo institutionalization since their childhood have limited experience with the outside world due to long term institutionalization and lack of social intervention which becomes problematic once it becomes time for them to make it out by themselves as now young adults, especially without any personal finances or networks.

To combat the hurdles faced during this transition period, at Make A Difference, a special programme was curated - Aftercare with the vision that we provide the support these youth require beyond providing them an avenue to pursue higher studies or get a job.

The Aftercare programme provides medium touch personal and financial support up to the age of 23, and lighter mentoring upto 28 years of age. The idea is to enable the youths to force a sustainable, more independent future and thus, break the cycle of poverty.

The approach of this program is to provide:

- customized personal support (such as mentoring, financial, career guidance, building of legal identity etc.)
- Skill development (including but not limited to- life skills, job readiness, tech skills, digital literacy etc.)
- Network building support (through self support groups, community building etc.)

Not only are the youth better prepared, they develop adult capabilities to undertake solid life decisions independently.





## Aftercare Program

### *Life coming to a full circle: From a being a part of the MAD system to becoming a MAD intern*

When Khushboo was 11, due to extreme financial constraints, her mother sent her, along with two of her siblings to a CCI in Delhi. At first she felt extremely out of place, but she soon started feeling at home there. Khushboo used to often see some fun activities being conducted at the CCI without knowing who was conducting them. One day, she saw a MAD poster at her CCI and a MAD volunteer spoke to her and asked her to be part of one activity. And, that was it, Khushboo's journey with MAD began right there. And there was no looking back. Khushboo started going back to her love for stories and began reading more when she was at the CCI, and especially after her MAD didi encouraged her to. When it was time for Khushboo to pick her college degree, she was a little stuck. Her MAD mentor told her to relate her real life interests to studies and then think of what she'd like to study. Khushboo loves to read and interact with people, listening to their stories, hence she chose to study Literature (Hindi honours) for her graduation. One day Khushboo and her didi were working on her CV, and she realised that helping people made her happy. Eventually, she decided to pursue her masters in Social Work. Khushboo is now pursuing her Masters in Social Work from IGNOU, along with completing an internship, an internship with us at MAD! Yes, she is interning with our Aftercare team, the very team that supported her. She's part of the very important Aftercare Youth Documentation and Data Collection project that allows us to keep a track of all the 450 youth that pan-India who are a part of our Aftercare program. Her role entails collecting and documenting data from them, getting updates on where they are right now. "It is like my life has come full circle right now. I am loving seeing how so much work and planning goes into supporting children at CCIs and after as well. MAD has been my backbone for so many years, and I want to just do something big enough to make everyone here proud."



# MAD COMMUNITY LEADERSHIP

Make A Difference is one of the first organizations in India to have developed a fully sustainable volunteer-based delivery model. We have mobilized over 21,500 young leaders to volunteer with children since 2006.

Make a Difference identifies high quality role models in the community and mobilizes them to deliver the MAD prosperity model to CNCP. MAD's mentors enables children to progress through these key trajectory points by providing:

- Individual care and attention for each child,
- High achiever role models who are themselves in excellent colleges, universities or employed in stable jobs,
- Safe space for the child to interact, learn and grow in a friendly and family like environment,
- Personal network in the form of volunteers and other children & youth from the community

One of our focus areas since the time of inception has been seeding social change in the minds of the youth of India. Our Community Leadership programme is India's largest Youth Leadership Programme, which brings together over 400 young leaders every year from across 23 of India's biggest cities. So far through this Programme we have been able to create over 3,000 high potential leaders who in the years ahead will be passionate and competent to bring change for the betterment of their community as they move to greater positions of leadership and influence in the future.

The Community Leadership programme consists of a combination of induction training, ongoing mentorship and Leadership Conferences (LCs) that each Fellow undergoes. Training and development is supplemented by a knowledge library like playbooks, training and city circles held and organized locally by city teams themselves. This year, we also ensured that all our Fellows (City Managers) are directly invested in by our full time teams to help our fellows upskill faster.

**11,143**

volunteering  
applications received.

**1903**

volunteers recruited.

**30**

volunteer  
recruitment drives  
held.

**~80 Lakhs**

funds raised by  
volunteers. \*



# MAD COMMUNITY LEADERSHIP

## Leadership Circle

A MAD volunteer cares deeply about the children they work with and is willing to do whatever it takes to support them. When they transform into community leaders, they will feel that level of connection and ownership for every child in their communities. The Leadership Circle (LC), an original process we've evolved over the last decade, is a 3-day on-ground event attended by all MAD Fellows and Strategists. Our 3 day intensive residential training is based on Stanford's Design Thinking principle, which is an approach to learning that focuses on developing creative confidence which inculcates problem solving and leadership skills in participants.

This is done through a combination of centrally facilitated plenary sessions led by Jithin, small group interactive workshops run by the full-time employee teams, and deep bonding circle work that builds caring connections that last a lifetime.

After conducting the LC online for the last two years, finally we were able to organize the Leadership Circle on ground at Gitam University, Hyderabad from 24th June - 26th June . A total of 311 community leaders came together to participate in this transformational journey along with the 45 full time employees who attended the 13 integrated sessions in a span of 3 days.



# WAY FORWARD!

With the shift of focus towards alternate care for children, MAD needs to reinvent itself and tread in newer directions.

80% of the children are living in Child Care Institutions (CCIs) despite having families and loved ones. By strengthening families and providing community based care, MAD can build an alternative care model that prevents unnecessary institutionalization and ensures children grow up in caring families and supportive communities.

Make a Difference, with its extensive experience of over 16 years working with the Child in Need of Care and Protection (CNCP) and deep understanding of how to help at-risk children overcome poverty, is uniquely positioned to bring together various stakeholders to catalyze government and non-governmental child care organizations to adopt a community based care model for vulnerable children.



To ensure that children thrive within their families, it is imperative to redefine the child care ecosystem by placing equal emphasis on strengthening families and communities, reforming the existing child protection system, and creating an enabling environment. Such an ecosystem is essential to fulfill the United Nations' Sustainable Development Goals, specifically Goal 1, which seeks to end poverty in all its forms, and Goal 10, which aims to reduce inequalities and promote social, economic, and political inclusion for all.

## Test Alternate Care Model

- Adapt MAD's community organizer model to deliver The Prosperity Model as an after school program in low income communities.
- Design a process to identify at-risk families in the local community through the school principals and ensure access to Mission Vatsalya to the families in need.
- Build a scheme access model that can be executed by volunteers.
- Identify scheme access challenges for Mission Vatsalya and engage with the government to remove the bottlenecks for smoother implementation.

As more and more CCIs struggle to raise funds and provide adequate support to children, they are stopping accepting new children and start sending existing children back to their broken families.

The alternate care ecosystem is still in its nascent stages with hardly any cases of funding disbursed to families under mission vatsalya till date. The right thing for us to do now is to adapt our Prosperity Model to build a functional, scalable alternate care model, work with the government to ensure better implementation of Mission Vatsalya and transition into an alternate care based organization over the next 5 years.

# THANK YOU

We'd like to thank all our donors and partners for their generous support!



BNP PARIBAS



Believe



.....and over **6,000** individual donors like Mr. Ravi Venkatesan and Mr Nihlas Basheer !!



# JOIN US



## WORK WITH US

Join the sector with Make A Difference. We are hiring.

email at [mohana@makeadiff.in](mailto:mohana@makeadiff.in)



## VOLUNTEER WITH US

Take a step to enable vulnerable children and youth. Join the volunteer cohort of 3000+ change makers. Apply at [www.makeadiff.in/join](http://www.makeadiff.in/join)



## DONATE

Every impact comes because of an action. Take action to be MAD by donating today. Your donation will enable us to support the children across all programme and multiply impact.

Donate at [www.makeadiff.in/donate](http://www.makeadiff.in/donate)

## CONNECT WITH US:



[makeadiff.in](http://makeadiff.in)



[/makeadiffindia](https://www.instagram.com/makeadiffindia)



[/makeadifference](https://www.linkedin.com/company/makeadifference)



[/makeadiffindia](https://www.facebook.com/makeadiffindia)

email us at [contact@makeadiff.in](mailto:contact@makeadiff.in)