

AIF

AMERICAN
INDIA
FOUNDATION

Strategies of an India-Centric Foundation

Fundraising Day New York

June 2008



Overview

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- Mission: to accelerate social and economic change in India
- Largest non-endowed, collective platform for Diaspora-led philanthropy focused on India
- Collective philanthropy- providing an outlet through which individuals and corporations can channel their donor dollars
- Strategic philanthropy- systematically addressing social and economic development issues



On the Ground in India



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GRANTMAKING

Education

Increasing access to quality elementary education



Livelihoods

Increasing livelihood security and options among marginalized workers

Public Health

Improving the health and survival of women and children

Disaster Rehabilitation

Special grants made following major national disasters



PROGRAMS

Digital Equalizer

Increasing effectiveness of education by using computers and Internet in the classroom

Service Corps

Enhancing the capacity of Indian NGOs through placement of skilled and experienced volunteers

- AIF's Board of Directors, Council of Trustees and Advisory Council are a powerful blend of leaders from India and the US.
 - President Bill Clinton serves as Honorary Chair of Council of Trustees
 - Prof. Amartya Sen, Nobel Laureate serves as Chair of US Advisory Council
 - Rajat Gupta, Senior Partner Emeritus, McKinsey & Co., and Victor Menezes, Retired Senior Vice President, Citigroup chair AIF's Board of Directors
 - AIF Executive Leadership has a vast range of leadership experience in the private and non-profit sector
- AIF has a full-time professional staff across offices in New York, Silicon Valley, Delhi and Bangalore

Reaching out to donors

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- **Spotlight specific issues and quantify results**
 - Reports, photos etc. to inform donors about issues in India and connect them with beneficiaries
- **Establishing a trusted bridge**
 - Credibility on both sides: US- Board of Trustees, Advisory Council, Chapters; India: India Advisory Group, top-notch NGO Partners
- **Enabling environment for giving**
 - Nationwide platform, offices in New York and Silicon Valley; Volunteer-led chapters in major metropolitan areas
- **Secular approach**
 - Credible alternate to religious giving and/or narrow geographic giving
- **Reaching out to non-Indian individual supporters and corporations with a deep interest in India's development**
 - Greater engagement of corporate sector; tap into global investment in India and make philanthropy integral to business strategy



Challenges

- **Trade off in the pursuit of a credible platform**
 - Challenge of engaging vast numbers vs. High Net Worth Individuals (HNWIs)
- **Super HNWIs**
 - Focused on private giving and do not wish to participate on common platform
- **Intimidating cost and potential benefits of engaging people down the pyramid**
 - Difficulty in reaching the reasonably affluent but not very wealthy; Opportunity to move away from often narrow agendas of big givers
- **Physical & metaphorical distance between end-beneficiary & giver**
 - To engage long term supporters, we must enable them to see the work that we do and to directly interact with beneficiaries



Special Events



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- Powerful keynote speaker
- Presentations: Visual and Personal Stories
- Spotlight one particular issue per event
- Fundraising drives, donor recognition
- The setting