



1NGO

Digital Empowerment

EXPECTATIONS OF CORPORATE FROM NGOs

Date : 05.07.2023

Venue: Zoom Cloud Meetings

About 1NGO

- ▶ **Established in January 2020 as a Trust**
- ▶ **Creating digital presence for NGOs across India.**
- ▶ **Achievement till date:**
 - **1070 websites created for NGOs.**
 - **Created social media presence for 500+ NGOs (Facebook pages)**
 - **Turnkey management of social media channels for 54 NGOs.**
 - **Empowered 700+ NGOs on collect donations online.**
 - **Conducted 226+ workshops/webinars for creating digital awareness among NGOs.**

Topics to be covered

1. Co-operation between corporates and NGOs
2. How to build a successful partnership?
3. How are NGOs identified?
4. How are NGOs evaluated?
5. Framework



CO-OPERATION BETWEEN CORPORATES AND NGOS

- Working for the community to working *with* the community
- NGOs offer unique benefits that can enhance the philanthropic goals of corporations.
 1. NGOs have deeper and stronger ties with communities.
 2. Ground-level experience enables them to **efficiently identify goals that align with the business vision.**
 3. In addition to grassroots experience, NGOs offer technical expertise and knowledge of deeper community interactions.

HOW ARE NGOs IDENTIFIED?

Once a business has identified a cause and is seeking a charity partner, NGOs may be evaluated on aspects such as

1. Expertise and impact,
2. Government and local connections in the target geographies,
3. Scalability
4. Compliance



HOW ARE NGOs EVALUATED?

1. NGO category
2. Number of years of establishment
3. Footprints and linkages
4. Profiling
5. Organization structure
6. Thematic areas covered
7. Compliance systems
8. Issues with NGO
9. Funding and Partnership
10. Financial turnover
11. Potential to expand/evolve
12. Sustaining mechanism of NGO



FRAMEWORK

1. Monitoring mechanisms and evaluation
2. Reporting
3. Expectations in terms of shared resources and engagement levels
4. Mutually agreed-upon communication strategies, and
5. An exit plan if things go wrong.



HOW TO BUILD A SUCCESSFUL PARTNERSHIP?

1. A Shared Vision for the Community
2. Investing in the Partnership
3. A Long-Term Vision
4. Mutual Respect, Trust, and Transparency
5. Accountability



THANK YOU