



Bosconet Annual  
Report

**2017-18**

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# 1. Director's Address

Greetings dear friends,

It is once again the time of the year where we have the opportunity to share our progress with our friends and stakeholders. I can say this with great pride and satisfaction that we have come a long way, and though a longer way awaits us, the journey so far has been one of hard work, kindness and charity. BoscoNet team as well as our donors and well wishes have shown great care and support to address and work on the grass root level for crucial social issues like women empowerment, poverty elevation and child protection throughout India.

In this report, along with providing financial information on BoscoNet's annual activities, introduces our overall goals, vision and mission, we have charted the list of projects that we have supported. It is our aim and desire to engage our various stakeholders closely with the work BoscoNet does. We keep a direct line of communication available through our annual reports, quarterly newsletters, regular social media updates and electronic mails for a collaborative effort to alleviate suffering and spread the seeds of compassion and prosperity.

Our founder and the great social reformer, John Bosco, had lived amongst the most underprivileged and deprived population of our society and yet he saw only the best in mankind, he was one man and yet he helped a million. It is from him that we draw our inspiration to create a society where every woman, child and man has the opportunity to live a dignified and gracious life. The step to this future begins with the present, begins with you and me and all of us in the position to influence change, joining hands and working towards aiding those who need it most.

I have frequently wondered the reason for the prevailing poverty and scarcity under which many vulnerable communities and individuals suffer. We are a billion people on this planet and yet we are lonely. It seems, what is required today is not necessarily more resources and technologies but the simple act of compassion and sharing, for we have enough resources on our planet to feed, clothe and shelter every human being.

It has always been the actions of few, who took a stand against injustice and inequality that empower many. I am humbled to see the continuous support and acts of kindness that you all have shown in this regard. Please allow me to take this opportunity to thank you once more. I hope this annual report reminds us all of the empowering and life changing work we all are a part of.

The words of Dalai Lama ring true today, as they did when they were spoken, "Love and compassion are necessities, not luxuries. Without them mankind cannot survive"

Fr. Noel Maddhichetty  
Director - BoscoNet

## 2. About Bosconet

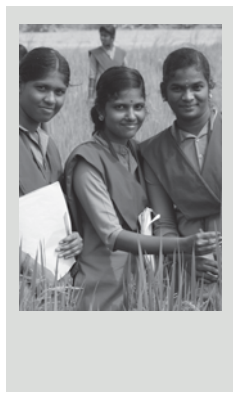
BoscoNet is a network of Don Bosco social development and resource mobilization organizations and Don Bosco institutions with constituent partners throughout India. BoscoNet, through its partner organizations, is involved in a vast spectrum of Youth and Community Development Programs across the nation. BoscoNet partners empower youth and the communities in every state in India. It promotes integral growth and holistic development of children, youth, and women. BoscoNet joins hands with all people of goodwill and networks with other like-minded organizations, governments, and international bodies for the growth and development of every individual 'at risk'. It aims at working for the socio-economic development of the disadvantaged people.

### 2.1 Our vision

Don Bosco envisages a just world, where the youth and marginalized communities are protagonists of social development and are productive citizens, who live a life of dignity and care for our common home-Earth.

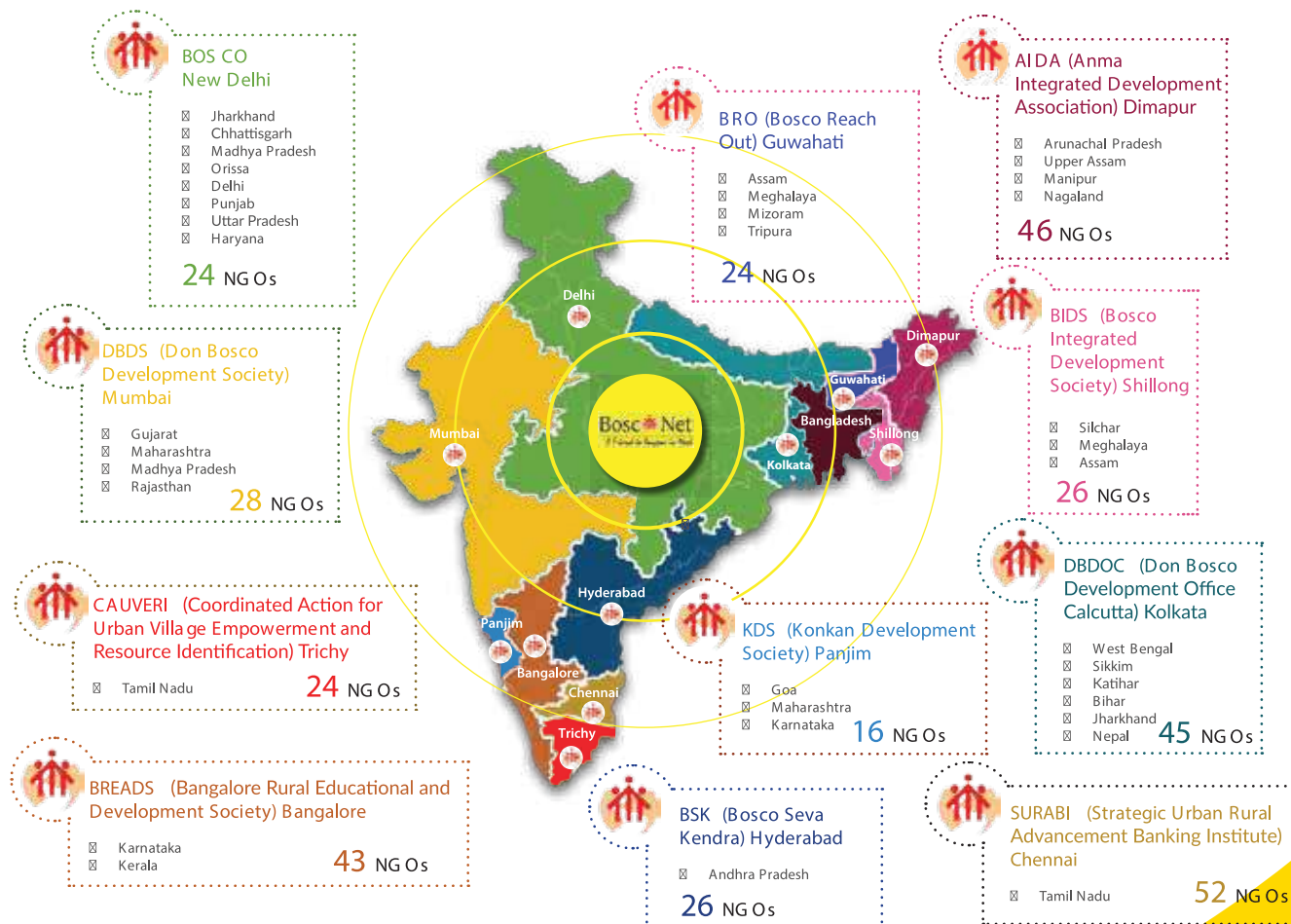
### 2.2 Our mission

- To build a sustainable channel for inflow of resources towards realizing the Sustainable Development Goals and creating an educated, skilled and greener India by 2025.
- To mobilize resources through a research based approach for the social development interventions of Don Bosco India.
- To promote advocacy and create a knowledge bank of rights and opportunities among the youth.
- To create synergy and enhance the capacities of the Don Bosco network for Social Development, South Asia.





## 2.3 Our implementing partners



### 3. New Innovative Procedures Introduced 2017–18

BoscoNet has adopted numerous novel methods to innovate its existing fundraising methods in the past years. After intensive research and market study that such methods have been adopted to enhance the results obtained in each of the methods described.

♦ **Donor Relation Process:** In order to access and reach out to more number of potential donors, BoscoNet collaborated with Shine.com, an online recruitment portal, to increase its database of potential donors to over 2 lakh. These prospective donors have been categorized according to their region, according to which a schedule of sending promotional material has been prepared. Each category of prospective donors are sent electronic mailers (Mailchimp) as well as print materials, appealing them to join the BoscoNet family of donors and contribute to the noble cause. Telephonic appeal to each set of donors, according to the schedule, is being planned for the coming months.

♦ **Donor Relation Process:** The prospective donor list is regularly updated, as the previous prospects are replaced by new ones. Before changing the list, the previous prospective donors are sent a final appeal letter, designed after consultation from professionals. Regular telephonic appeals are made to the 'soon-to-expire' donors and prospective donors, in order to maintain healthy and fruitful relationships with them.

♦ **Direct Dialogue Process:** In an age where technology is reaching every nook and corner, BoscoNet revolutionized its process of 'donation' through a joint collaboration with US based MISSIO. As a part of the DDP procedure described in sec. 5, the process of signing up has been made online and just a click away. In this way, the hassle of paper work has been done away with by adopting a more advanced way of donating to a noble cause.

♦ **Corporate Social Responsibility:** BoscoNet has a team of 5 CSR staff presently, operating in 5 major metropolitan cities of India which house the headquarters of major Indian and foreign based companies. By recruiting staff local to each of the cities, there occurs an ease in communication, and thereby, better chances of getting the company on board as a funding partner. The 5 CSR also function as City heads to support the DDP and SFP. A database consisting of top companies of India, including the Fortune 500 companies has been prepared and distributed to the CSR staff for establishing contact

♦ **Government Implemented Projects:** The team responsible for accessing the GIPs shortlisted 86 Public Sector Undertakings (PSUs) as the potential partners for funding the undertakings of Don Bosco India. Letters inviting collaboration were sent to various ministries and these 86 PSUs, which were followed up after a period of 2 months with a follow up letter highlighting the interventions Don Bosco India sought collaboration with. The initial response to the PSU letters was positive, with many prospective partners showing interest in the works undertaken by Don Bosco in India.

## 4. Major Activities for the Year 2017–18

The activities of BoscoNet in its venture for mobilizing resources for Don Bosco India have been presented in a consolidated and detailed manner in the Annual Report for year 2017-18. The 7 departments of BoscoNet- Direct Dialogue Process (DDP), School Fundraising Process (SFP), Donor Relation Process (DRP), Corporate Social Responsibility (CSR), Media and Communication (MnC) and Government Implemented Projects (GIP), have been actively involved in mobilizing funds through multiple avenues. In their performance pertaining to the aforementioned period, a visible improvement has been observed in terms of the people reached out and the resources mobilized.

The **Direct Dialogue Process** has successfully mobilized funds through over 1,900 individual donors across 5 cities in India.

The **Education to Social Responsibility** team has reached out to over 73,000 students in 123 schools across India.



The **Donor Relation Process** team, along with the Media and Communication team has forged a close bond with our existing donors, while expanding the prospective donor database to 40,000 individuals and reaching out to over 31,500 of them.

Over 1,525 **Corporate Organizations** and Government ministries have been introduced to the work undertaken by Don Bosco institutions in India, in an attempt to collaborate with them. 6 projects with corporate organizations are being successfully implemented in this financial year with over 31 projects awaiting approval for being implemented.

## 5. Achievements of the Departments 2017-18



### 5.1 Direct Dialogue Process (DDP)

	Kolkata		Chennai		Mumbai		Hyderabad		Bangalore		Total	
	Companies	Individuals	Companies	Individuals	Companies	Individuals	Companies	Individuals	Companies	Individuals	Companies	Individuals
April	1	33	1	51		10					2	<b>94</b>
May	3	53	1	72	0	19					4	<b>144</b>
June	1	72	1	76	0	31					2	<b>179</b>
July	1	42	1	102		7					2	<b>151</b>
August	1	69	1	77	2	36	1	8			5	<b>190</b>
September	1	44	2	207	1	27					4	<b>278</b>
October	1	31		56		42					1	<b>129</b>
November	1	77	1	32		92			1		3	<b>201</b>
December	1	30	1	52		19					2	<b>101</b>
January	1	24	1	44		36			1		3	<b>104</b>
February	1	21	4	189		33					5	<b>243</b>
	0	7	0	70	0	39			2		0	<b>116</b>
<b>Total</b>	<b>13</b>	<b>503</b>	<b>14</b>	<b>1028</b>	<b>3</b>	<b>391</b>	<b>1</b>	<b>8</b>	<b>2</b>	<b>0</b>	<b>33</b>	<b>1930</b>





## 5.2 School Fundraising Programme (SFP)

Months	A. Number of new schools identified					B. Number of programs conducted					C. Number of students reached	Total		
	East North	Kolkata	Bangalore	Hyderabad	Chennai	North East	Kolkata	Banaglore	Hyderabad	Chennai		Total A	Total B	Total C
April	21	5				11	5				8987	26	16	8987
May	29	3				7	7				9267	32	14	9267
June	32	4	4	15		12	1				2460	55	13	2460
July	17			9		6	8	1	6		18552	26	21	18552
Aug	23	7	15			10			2	8	5650	45	20	5650
Sept	17			6	4	7	4		2		7798	27	13	7798
Oct	11			12	6	3	2		2	4	10281	29	11	10281
Nov	13	1		13	7		2		1	1	4510	34	4	4510
Dec	9	6		9	7		2				900	31	2	900
Jan	8	3		10	9		2				1066	30	2	1066
Feb	22			11		1	3				2304	33	4	2304
March	23	2				2	1				1686	25	3	1686
											73461	368	123	73,461



### 5.3 Donor Relation Process(DRP)

	Prospective Donors			Regular Donors	Number of prospects reached			Thanks letter sent
	Christian	Non-Christian	Shine.com		via PALS	via Gmail	via MailChimp	
April	332		Began only in Sep 2018	67		Began only in Sep 2018	Began only in Sep 2018	133
May	74			109				
June	1080			43				649
July	1939			81				736
August	694	150		87				560
September	2015	162	2500	72	6996			
October	212	2508	5000	41	Stopped since Sep 218	3000	2000	32
November	212	2508	5000	173		3000	2000	205
December	946	30	5000	69		3000	2000	534
January	30		5000	95		3000	2000	1395
February			5000			3000	2000	
March	Not sent in march					Not sent in march		
Total	7,534	5,358	27,500	837	6,996	15,000	10,000	4,244



## 5.4 Corporate Social Responsibility (CSR)

Months	Kolkata		Delhi		Mumbai		Hyderabad		Chennai		Total		MoU's Signed
	Identified	Contacted	Identified	Contacted	Identified	Contacted	Identified	Contacted	Identified	Contacted	Identified	Contacted	
April	6	8									6	8	
May	8	8									8	8	
June	8		132	32	32	32	4	4	45	31	221	99	
July	5	7	29	138	17	23	2	9	31	41	84	218	
August	4	8	88	87			10	9			102	104	
September	4	4	114	156	18	22	60	45	2	10	198	237	1
October	5	5	27	163	11	21	69	69			112	258	
November		5	27	223	15	21	68	68	13	14	123	331	2
December	4	6							9	16	13	22	2
January	8	16	72	78			72	72	8	16	160	182	
February	4	5									4	5	
March	4	5		22			26	26			30	53	1
<b>Total</b>	<b>60</b>	<b>77</b>	<b>489</b>	<b>899</b>	<b>93</b>	<b>119</b>	<b>311</b>	<b>302</b>	<b>108</b>	<b>128</b>	<b>1061</b>	<b>1525</b>	<b>6</b>

## 6. Financial Report of the Departments

Funds raised by the departments	
Income	2017-18
DRP – Donor Relation Process	11,70,278
SFP – School Fund raising Program	36,94,370
DDP – Direct Dialogue Process	39,91,486
CSR – Corporate Social Responsibility	164,86,360
<i>Total Indian Fund</i>	<i>253,42,493</i>
Foreign Receipts	
From JEW for Girl Child Project , Secunderabad	28,93,952
From Fastenaktion for GEE Project	7,12,962
SHG Project	85,32,887
<i>Total FTP Fund</i>	<i>121,39,801</i>
<i>Grand Total</i>	<i>374,82,294</i>

Funds transferred to the partners				
Province	CSR Fund*	General Fund	School fund	Total
INB - Mumbai	18,87,000			18,87,000
INC - Kolkata	46,11,450	50,000	8,90,740	55,52,190
IND - Dimapur		80,000	1,88,129	2,68,129
ING - Guwahaty			1,54,857	1,54,857
INH - Hyderabad	43,68,000	11,80,000	1,49,031	56,97,031
INK - Bangalore	19,10,000	45,25,000	22,715	64,57,715
INM - Chennai	17,23,410		1,44,678	18,68,088
INN - New Delhi		1,50,000	3,000	1,53,000
INS - Panjim	19,86,500	38,30,000		58,16,500
INP - Shillong			2,61,464	2,61,464
INT - Trichy		4,30,000		4,30,000
INT - Srilanka		94,572		94,572
<b>Total</b>	<b>164,86,360</b>	<b>103,39,572</b>	<b>18,14,614</b>	<b>286,40,546</b>

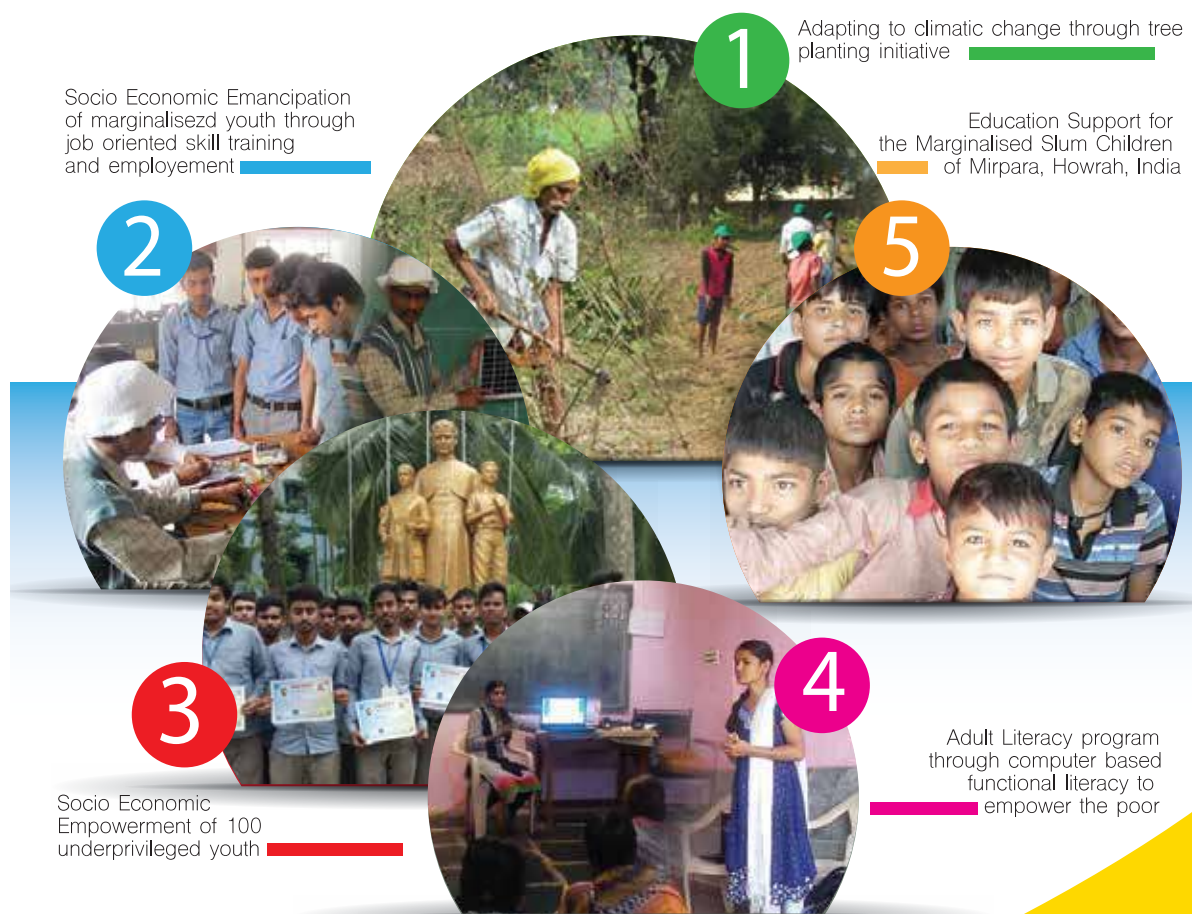


Income	Amount (Rs)
Don Bosco Bonn - Local Resource Mobilization project	1,49,15,441
Don Bosco Mondo - Scholarship for children	4,42,311
Varanasi School- Wider vision Foundation	2,15,327
Cecile Beck, Switzerland	5,33,508
Received for Strategic Planning - Porticus	45,70,617
Don Bosco Bonn - Higher education Scholarship project	30,26,048
Received from JEW - Conference Hall Dwarka	2,07,000
Received from Casa Salesiana - Conference Hall & Scholarship	38,78,095
From Don Bosco YaR - support for house construction	6,93,944
Received from Bistum Munester - Scholarship	1,88,132
Receipt from Provinces- Scholarship	2,00,000
Salesian Mission Australia - Scholarship	25,317
Received from JEW - General	81,225
Received from Swtzerland - General	1,32,361
<b>Total Income</b>	<b>2,91,09,326</b>







Expenses	Amount (Rs)
Local Resource Mobilization project	1,50,87,253
Scholarship - DB Mondo	5,84,304
Varanasi School Project	1,92,000
Scholarship - Cecile Beck	2,33,442
Strategic Planning	10,27,358
Higher education scholarship	30,26,048
Conference Hall Dwarka	9,92,351
Support for House construction	14,68,500
DEAL Project	3,84,857
Childaid Project - Audit Fees	63,548
JEW- Austrian Delegate Travel Exp	1,46,884
Swiss Delegate Travel Exp	1,34,131
<b>Total Expenses</b>	<b>2,33,40,676</b>



## 7.CSR Partnership program

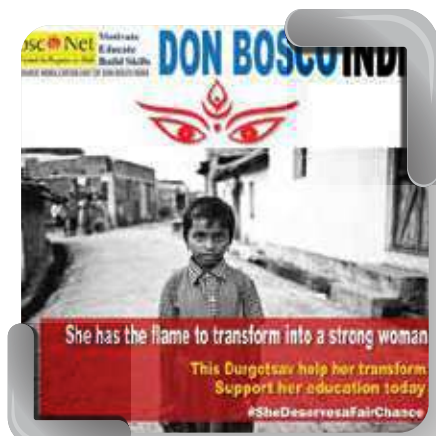
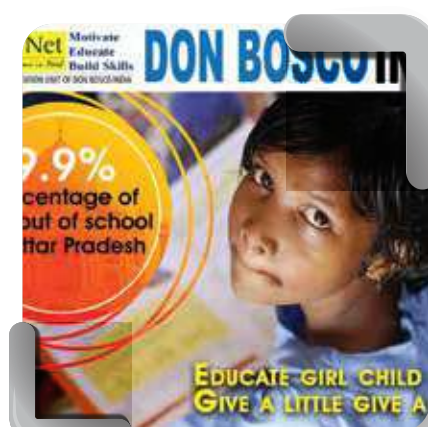
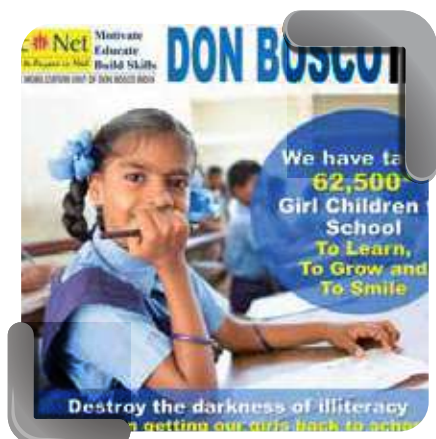


## 7.1 Corporate Partners of Bosconet

CSR Funding Partner	Programmes	Location	Total Project Amount in Rs.
 UPS Foundation	Adapting to climatic change through tree planting initiative	Pope John's Garden, Madhavaram, Chennai	17,23,410
 TM International Logistics Limited (A JV of TATA Logistics)	Socio Economic Emancipation of marginalised youth through job oriented skill training and employment	Don Bosco Mirpara, Kolkata	6,92,000
 TM International Logistics Limited (A JV of TATA Logistics)	Education Support for the Marginalised Slum Children of Mirpara, Howrah, India	Don Bosco Liluah, Kolkata	5,35,500
 Pricewater Cooper (PwC)	Socio Economic Empowerment of 100 underprivileged youth	Don Bosco Mirpara, Kolkata	10,00,450
 TATA Consultancy Services (TCS)	Adult Literacy program through computer based functional literacy to empower the poor	Gujarat, Maharashtra, Karnataka, Goa, Andhra Pradesh, Telangana, West Bengal	117,00,000
 HITACHI Inspire the Next		Don Bosco Hyderabad	8,35,000

## 8. Media and Communication

### 8.1 Donor Appeal Mailers

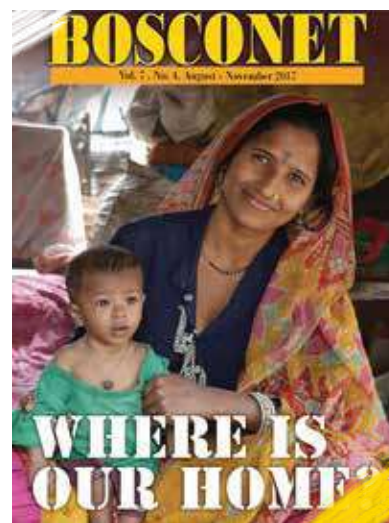




## 8.2 Social Media Posts



### 8.3 Quarterly Newsletter





# Enhancing Capacities of Bosconet Team

Platform for Exchange of Ideas to Foster Innovation and Creativity in Fundraising



The Annual Training of Bosconet was held from the 4th to 9th April, 2018 in Goa, comprising of a three day intensive session on capacity building of various departments, followed by two days of teambuilding. A total of 30 Bosconet team members from various cities across India got together to exchange ideas, share experiences and build a healthy rapport to enhance the fundraising initiatives in the coming year.

## 9. Afterword

The Bosconet as a local fundraising unit of South Asia has introduced many innovative methods and procedures to enhance the local fundraising for the Don Bosco India. This is the first year in which we have nearly doubled our fundraising income to the expenses of the same. The digital fundraising methods are introduced and reached to many more donors to offer funds to Don Bosco India. We have made considerable progress compared to the years that went ahead.

I wish to present to you the three important breakthrough we had in fundraising:

- Email Marketing
- Fundraising portal with collaboration of MISSIO
- CSR fundraising received under the banner of Bosconet

I wish to thank you for your constant support and trust in us.

The staff, volunteers and inters have done a commendable job in bringing the resources and funds to support the act of Don Bosco India across.

Thank you very much, with your support we will continue our journey in mobilizing resources for the poor, rural, children, youth and women of India.

**"Empower change live the joy of true giving"**



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