

Impact Funding Landscape and Opportunities for Non-profits

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Continuum of Impact Funding

₹ 1,20,000 Cr.

Impact Funding Channels

UHNIs

**Foreign Funding
(FCRA)**

**HNIs/Affluent
Givers**

CSR

Retail

**New Impact Finance
Instruments
(Bond, SSE etc)**

11 Years

₹ 2,32,000 Cr.

CSR Fund FY2015 to FY 2024
₹ 202,00,000 (spent by March 2024)*

Board-room Narrative on CSR

ETPrime

EU carbon tax and other laws to impact \$37 billion of India's exports: Report

ineja, ET Bureau • Last Updated: Sep 21, 2023, 10:41:00 PM IST

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Synopsis

India's exports to the European Union (EU), which account for 43% of the country's total exports to the region, are likely to be affected by the EU's non-tariff measures (NTMs), including the CBAM. The Council on Energy, Environment and Water has highlighted that sustainability-focused EU regulations pose a risk to product categories such as textiles, chemicals, consumer electronics, plastics, and vehicles



New Delhi: The Council on Energy, Environment and Water has said that India's exports of around \$37 billion, which is approximately 43% of the

**CSR is a
by-product
of business**

**Driving it as an
integrated approach
is a Board-decision**

Government Partnership in CSR

Preference for Government Partnerships

55%

Companies prefer **Government Partnerships** as criterion for initiation of CSR projects



*Source: CSRBOX Research and Survey

The Board Room Perspective

Almost

60%

Companies recommend **capacity building** of NGO partners

73%

Companies suggest better **use of technology** in CSR project management.

Funders prioritize improved project planning and execution:
Need Assessment, Baseline, M&E, and Impact Assessment.

Key CSR Areas in Board Room Discussion in Past 3 Years

91%

of the companies. delved
into the **impact of the
past projects**

59%

of the companies.
**discussed about ESG and
environment** and allied
projects

More than

40%

of the companies
**pondered on strategic
business linkages** of CSR
projects

More than

1/3rd

of the companies
conversed about
**credibility of the NGO
partners**

Not So Good Experiences of CSR Funders with Implementation Partners



Not So Good Experiences of CSR Funders with Implementation Partners

1/4th of the companies

experienced **constrained relationship** between implementation partner and government agencies.

60% of the companies

experienced implementation partner's **inadequate capacities for impact communication and reporting.**

Role of an NGO in CSR

(Pragmatic Version)

Partner in

CSR Compliance

Community Impact

CSR & ESG Reporting

Brand and Communication

Government Relationship, Advocacy
and Policy Push

What Worked in the 1st Decade of CSR

- NGO's brand perception and network
- Education and Health as key drivers
- Referral, Relations and Recommendations (Top Down)

What Is Driving the Next Decade

- Robust processes and on-ground delivery
- New Age Non-profits
- Sync with **ESG narrative** and reporting standards
- Leveraging government system or 'systemic support'
- Brand value creation

Your Takeaways

- Develop a Niche or Core Area
- Focus on Impact Delivery
- Plan for Impact Communication and Brand Visibility
- Work with Government
- Keep Multiple Funding Avenues (CSR, Philanthropy, Individual Donations ++)
- Always Available to Collaborate
- Partnerships May Begin in Non-financials Mode

Thank you

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