

Anushkaa Foundation for Eliminating Clubfoot

About the organization

Anushkaa Foundation for Eliminating Clubfoot works to ensure that no child in India grows up disabled because of being born with clubfoot. Clubfoot when left untreated, can be extremely painful and causes stigma, loss of education, loss of employment opportunities and lifelong poverty.

Anushkaa Foundation for Eliminating Clubfoot implements its program mainly in partnership with the government, and few charitable/trust hospitals to create a long-term and sustainable solution to this solvable problem, with a heavy focus on building local capacity. We leverage the government healthcare system and network to operate and administer our program.

The GROW Fund's impact

The GROW fund has positively impacted our journey over the last two years in the following ways:

1. Recognition

- a. Selection by The GROW Fund amongst many applicants was a recognition for us as an organization. For our existing donors at that time and prospective donors, this was a mark of approval, and both added credibility as well as a stamp of approval. Internal stakeholders like board members acknowledged this and the multiple inputs provided under the grant.

2. Baseline Assessment

- a. The rigorous baseline assessment carried out had far reaching impacts. The process allowed the core team members and board members to realize the various domains, where we stood in each of them and where we could potentially reach. It also identified our strengths and opportunities to grow. The flexibility allowed in the budget then made us decide which domains we wanted to work on immediately.
- b. We identified that the domains which we needed to develop included communications, fundraising, and further strengthening M&E. We were able to stay on the course through the two years and can see the results.

i. Communications

1. Social media handles launched across four platforms. Nearing 1,000 followers on LinkedIn.
2. Video created to share the organization's mission and impact.
3. Branding internally and modifications on website
4. Dedicated resource for communications
5. Communications cost built into all our budgets.

ii. Fundraising

1. Actively associated board members
2. Achieved a turnaround time of two days for most proposals.
3. Pitched for core costs in all our proposals.
4. Many new donors have picked up core costs.
5. Converted an existing large donor to cover core costs.

iii. M&E

1. Strengthened our strong suit further.
2. Built new modules on our performance management system.
 - a. which enabled decision making.
 - b. empowered staff to take data driven decisions.

3. Strengthened research skills in house.
 4. Experimented a technology driven approach to reach out to frontline health workers.
 - c. The capacity building sessions across various sessions influenced us to build and strengthen our processes and systems. We are transitioning from a department / vertical led planning approach to a process led approach.
- 3. The HUB**
- a. Provided access to staff to pick and choose areas where they could access online resources and
 - b. will continue to use it.
4. Funding from GROW sustained us and provided us the time and opportunity to raise core funds as part of several new grants and existing ones.
- 5. EDGE 2024**
- a. We realized the effort that goes into creating alliances and the benefits.
 - b. We were able to meet and engage with several partners.
 - c. We were also able to identify several donors who we could start engaging with

Testimonial 1

Kalpana Urkade, Manager M&E

GROW Fund's baseline survey, enabled me to gain a thorough understanding of the organization's current state. This assessment has been instrumental in identifying both our strengths and weaknesses, facilitating adjustments in areas where significant performance improvement could be made.

As a member of the core team, I have gained insight into the operations of my department and recognized areas for improvement. Additionally, I have learned about the strengths of other departments and their ongoing initiatives.

The GROW Fund has conducted various sessions; I have attended a few tech sessions. These were very insightful and cleared several doubts that I had. I have incorporated a few changes in our system based on the sessions and few more are planned.

The GROW Fund has supported us for developing new modules in PMS. We have created a mobile dashboard for our field-based executives. This has helped to lessen the dependency on M&E team and the programme team can monitor their performance themselves.

Upon conducting the endline survey and comparing it to the baseline, we discovered significant changes within the organization, many of which had gone unnoticed.

Testimonial 2

Nikita Israni, Assistant Manager Accounts

The Grow Fund has impacted me as a core team member of Anushkaa Foundation in many ways. I would like to elaborate since the start of the Baseline Assessment which allowed me to know about the organisation, understand and evaluate areas like

1. Operations
2. IT
3. HR
4. Finance & Accounts
5. General Compliance

6. Communications and
7. Fundraising that needed capacity building and the progress was seen.

The Finance Sessions – 2.1,2.2 & 2.3 which covered regular areas of finances in depth like –

- Corpus
 - Compliances
 - Budgeting & Cashflow
 - Overall management & planning of finance along with risk assessments,
 - Internal control management
 - Effective utilisation of funds
 - Different ways to track utilisation – Excel, tally ERP (accounting software)
- was very useful. I have learnt from these sessions and incorporated best practises at my workplace.

And the EDGE 2024 – The Avenger is me; The Avenger is us.

The two-and-a-half-day conference meet was a completely new experience which changed my way of looking towards life from **Why me to Why not me.**

Listening to the journeys of the speakers like Mr. Geet Sethi (OGQ), Mr. Anshu Gupta (Goonj), Vijaya Balaji (Social Lens) in person was an incredible experience.

Lastly the opportunity to be vocal, initiated by **The Socratus Foundation**, assessment which brought us together to know each other and talk about the challenges.

While the GROW Fund grant agreement comes to an end in March 2024, the change it has brought about will stay lifelong.

Snapshots



