

# Avanti Fellows

## The GROW Fund's impact

Avanti Fellows is proud to be one of the 100 changemakers of the Grow Fund. Grow Fund, being a non-programmatic fund, has greatly helped us over the past two years, FY 2022-23 and FY 2023-24, in building the core functions of Fundraising, Communications and Human Resources. Besides building the core functions, the fund has helped support the overall operations by holding capacity-building sessions for key functions.

The organizational development initiatives through external consultants in the first year of the grant helped in refining Avanti's vision, mission, and value system. The consultants worked with the core leadership team members, to further create a roadmap for Avanti's impact work. All the organizational development activities led to the development of the leadership capacity of the core team and the refinement of our ideas on scale, impact, strategy, and organizational culture.

The Fundraising and Communications function at the start of the grant comprised only a one-person team.

The grant helped onboard a Partnership & donor management specialist and a communications specialist, both of whom have greatly contributed to the fund growth and visibility of our work over the past two years.

In addition to supporting the communications specialist, the grant also helped develop communications infrastructure with a computer system, video camera, tripod, and other essential equipment for the Communications specialist. The partnership and donor management specialist has helped increase our funding by over 6 Crores since the start of the grant. Six new CSR donors have been onboarded over the past two years with the support of the Partnership and Donor management. 100% Donor reporting deliverables are being fulfilled and continued engagement is maintained with four existing and six new donors.

The communications specialist developed and implemented the annual communications plan & calendar, each year. The communications activities over the past two years of the grant have helped increase Avanti's outreach to complement the fundraising initiatives. The social media following and engagement on LinkedIn have increased to a following of 15,000 people, to date. There are 10-15 social media posts every month which are posted across platforms, which has increased the engagement on our posts. The organisation's website has been developed and is up to date with our programs, impact, and partnerships.

New initiatives like the annual newsletter, Student impact summary booklet to highlight the student results and placements in top engineering and medicine colleges, an organisation video highlighting the work and impact of Avanti Fellows in the secondary education space working with 6 large public-school systems across 20 states and 6 UTs have also been implemented by the communications specialist. The fundraising and communications department has grown to be a 4-member team by the end of The Grow Fund grant period and has matured & strengthened to help the organisation create a greater impact in upcoming years.

The funding support for the Human resource manager has helped in the development of organisational policies, recruitment framework, performance metrics, and activities related to personnel development. The organisational policies that have been updated with the help of the HR manager are Travel Policy, Child Protection Policy, POSH Policy and Asset management guidelines, and the new policies that have been developed with the help of the HR manager are: Safeguarding policy, Diversity

& Inclusion policy, and Whistleblower Policy. The development of performance metrics has helped better tracking of the KRA and KPIs and has contributed to the enhancement of organisational productivity. The recruitment framework has helped in managing the hiring requirements and attrition rates, better. Overall, the Grow Fund has greatly helped in streamlining the Fundraising, Communications and Human resource function and added value to the organisation.

### **Testimonial 1**

#### **Priyanka Reddy, Head- Fundraising & Communications:**

We consider being part of the GROW Fund initiative and amongst 100 changemakers a privilege. Throughout the past two years. With the support of this non-programmatic fund, we were able to focus on the fundraising needs at the organizational level and be able to support donor reporting, prospect research and strategic communications. Overall, with this fund, we have been able to increase our funding by 6 Cr. and increase the overall visibility of our impact work through a Donor Management Specialist and a Communications Specialist. We do believe non-programmatic funds would be very helpful for NGOs and should be encouraged in the future.

### **Testimonial 2**

#### **Snehal Pathak, Head- Human Resources:**

With the support of this organizational development fund, we have embarked on coaching for our core team including leadership and program development teams. We have also through this process refined our vision, mission, and values for our office with the help of professional external consultants. This fund also supported the overall growth of the HR function and help put in place many policies, SOPs, and overall growth of the Avanti team.

## Snapshots

Training session with the staff, OD initiative, etc.

The leadership development session for Avanti's core team as part of the Organisational Development initiative was conducted by The Arts Quotient in New Delhi on January 9, 2023

