



<b>Project Title:</b>	
<b>Client Organization:</b>	<b>Bodh Shiksha Samiti (<a href="http://www.bodh.org/">http://www.bodh.org/</a>)</b>
<b>Location:</b>	<b>Jaipur, India</b>
<b>Period of Performance:</b>	<b>December 2008 – April 2009</b>

### **Problem Statement and Background:**

Bodh Shiksha Samiti (Bodh) evolved from the establishment of a community school or bodhshala in Jaipur in 1987. Today, Bodh is recognised as a pioneer in the field of education for the urban deprived with growing expertise in the rural domain as well. Bodh is engaged in programme implementation (in urban slums and rural habitations), evolving and refining teaching learning processes, professional development and other stakeholder trainings, research and documentation, networking and policy advocacy. It reaches out to more than 26,000 deprived children (urban and rural) through its bodhshalas and government schools in Jaipur and Alwar districts, Rajasthan, India. It has touched the lives of many more children through partnerships with likeminded NGOs and agencies across the country.

Despite this impressive impact, Bodh was relying on a fundraising strategy that could not sustain this growth. At the time the student team engaged with Bodh, there was an 18 million rupee funding gap (12 million from resource schools, 6 million from central office and programs). Furthermore, funding came primarily from foundations that approached Bodh; the organization did not have significant experience raising funds in a proactive manner from diverse sources.

### **Project Objectives:**

The student team sought to help Bodh diversify and strengthen its fundraising strategy. Specifically, the team sought to develop a fundraising plan and strategy which would allow Bodh to:

- Diversify its funding sources to target individuals, local communities, foundations and corporations
- Support both short-term and long-term fundraising needs, with focus on short-term activities
- Focus on fundraising for central office (rather than program-related funds)
- Align with Bodh’s mission of community-based schooling
- Consider time and resources required and core competencies of Bodh

### Sample Recommendations:

The student team developed a detailed “Fundraising Guidebook” which outlined their recommendations on the following topics:

- **Policies:** Development and documentation of fundraising policies
- **Website Upgrade:** Update the Bodh website, including online fundraising information and marketing your website
- **Hiring Fundraising Staff:** Hire a new full-time staff person to manage Bodh’s fundraising efforts
- **Diversify Funding Sources:** Solicit funding from both foundations and corporations
- **Board Development:** Develop a community board to support local fundraising

The Fundraising Guidebook included detailed action plans, potential fundraising targets, additional resources on fundraising best practices and guidelines for developing a community board to support local fundraising efforts.

### Student Team:

Jenn Garbach (Fuqua '10)  
Alicia Grossman (Fuqua '10)  
Nathan Mah (Fuqua '09)  
Alex Michalko (Fuqua '10)  
John Troy (Fuqua '09)