



KARMIC FOUNDATION

High Impact Social Entrepreneurship

An invitation to join hands in launching one of the largest IT enabled social action program in India.

About Karmic

Karmic Foundation is a not-for-profit social development organization which has a vision to work as a **Social Action Catalyst**. We are motivated to work with richer “India” on behalf of “Bharat”.

Karmic is on the right side of history since we are on the right side of the human divide. We live with a humility that comes from a recognition that if the social ills we are confronting were simple to erase, others more talented than we are would have erased them long ago.

The mission of Karmic Foundation is to innovate with a high impact venture to supplement the decades of efforts – by multilateral and national bodies - to touch the lives of millions at the “**bottom of the pyramid**” ie the poor and socially disadvantaged sections of the society.

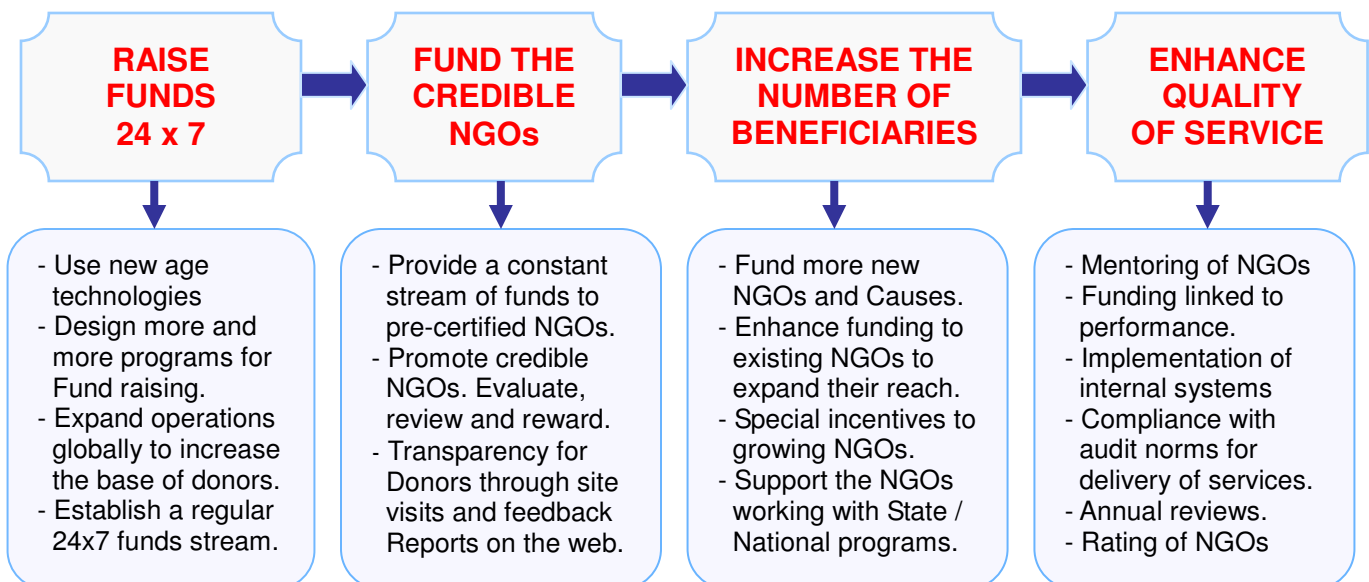
The Karmic Model

The objective of Karmic is to tackle a “**systemic**” issue of the social sector rather than focus on any one single project or a community. The macro view of the social service chain is depicted below:



The ultimate goal of the social sector is to reach out to larger **NUMBER** of beneficiaries with better **QUALITY** of service. Karmic model is designed to energize this chain to achieve this ultimate goal.

THE KARMIC MODEL



HOW, WHY AND WHAT ?

In year 2007, USD 300 billion was donated to the social sector in USA. 85% of it by individuals.

What Projects and Causes does Karmic Support ?

Our 5-Year target is to actively support 2000 projects through 1000 NGOs across the country. We aim to touch a minimum of 1 Million beneficiaries from these projects. We target to make a significant dent in causes like Girl Child, Healthcare, Education, Human Rights, Women & poverty alleviation. This is the mandate ie to create a mass social transformation.

Raising the Bar for Fund Raising

There are numerous NGOs doing fantastic work – especially in remote and rural areas. They are unable to raise funds since they do not have access, time and skills for this. This limits their capability to impact the number of poor, disadvantaged and disabled persons. Karmic intends to make a dent by applying the following new age methods to raise large funds on a continuous basis for the deserving NGOs.

METHOD	DESCRIPTION
eDonate	Donate online to a NGO of one's choice using Credit card. From anywhere in the world.
ePay	Payroll giving program for Corporates. Employees donate on a monthly basis from their salaries which is matched by the Company. Employees choose the NGO to donate to.
CSR	Corporate Social Responsibility programs support NGOs and their projects. Our partner NGOs and their projects are show cased to receive these funds.
MyPage	Anyone could create a Page on our website interactively for any cause and raise funds from their friends, family & own social circle globally. Via Social sites / blogs as well.
Events	Fund raiser events. Sports programs, dinners, entertainment programs etc
Social Chapters	Created by socially conscious HNIs and senior executives to raise funds for a cause from their immediate circle of friends, work place colleagues or personal groups like alumni.

Karmic will propagate its work globally by aggressive eMarketing techniques of SEO, blogging, affiliate marketing, banners, Newsgroups, online PR agencies, social web groups, targeted bulk mailing etc

Raising the Bar for the NGOs

The amount of funds that social givers will donate to our partner NGOs is going to be directly proportional to the credibility and assurance they get about the proper utilization of their donation. Our pre-screening of the NGOs, web based feedback reports, site visits and direct contact of the donor with the beneficiaries is intended to tackle the concerns of a donor. Annual review by us of the NGOs for their compliance with our benchmarks and a rating system on their delivery performance will further raise the bar. Not only this will help professionalize the NGOs but the targeted group will get benefited the most. The ultimate aim.

Why through Karmic. Why not give to a NGO directly ?

We welcome it as it serves the same purpose. In fact, one could pick a certified NGO from our website and donate directly. One would give it through us because one is able to derive more mileage from every penny and we would facilitate many things which may not be possible directly through a NGO. See below.

- **Online Platform** : Many NGOs may not have an online facility to receive donation or upload feedback reports.
- **Tax break** : Karmic will send a tax receipt instantly for online donation. We will facilitate this for USA & UK also.
- **Scale** : We would collect from multiple donors for the same project to make it a meaningful contribution.
- **Quality** : Donors would be giving to a pre-screened NGO selected through a rigorous three stage process.
- **Online Feedback** : A fully online system to select NGO, donate, view progress reports. Anywhere globally.
- **Range** : We offer a wide range of Causes and certified NGOs to choose from. Weeded / upgraded constantly.
- **Professionalism**: Donors will deal with the Karmic core team who are educated professionals making it easier to communicate, share their ideas and upscale their engagement in many different ways.