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ABOUT US

ShareALittle is a donation-based crowdfunding platform that helps mid-sized NGOs raise funds for their projects by connecting them to individual donors and helping them increase the digital outreach of their fundraising efforts through social media marketing and by organising fundraising events.

A registered non-profit, ShareALittle launched its first fundraising campaign in November 2020. Stark income inequality (widened by the pandemic) coupled with our optimism in the belief that good deeds are just waiting to happen, influenced its genesis.

VISION

To create a world where donating is a recurring event and everyone shares a little, ever so often.

MISSION

To create a seamless platform that brings together donors and credible recipients to enable sharing.
We write here our first message as co-founders of ShareALittle for the period from November 2020 to March 2022. The once-in-a-century pandemic left the communities we intend to serve weaker and more vulnerable. Among these challenges, we managed to make progress which gives us an occasion to celebrate our work. In the 16 months since its inception, ShareALittle created a community of 90+ donors who contributed to 6 fundraising campaigns.

A billion individuals in India are still not living with dignity and equity. There is so much yet to be done.

Going forward, we want to continue to foster and deepen our partnerships with a trust-based network of donors, campaign owners and other collaborators.

We also want to take this opportunity to express our sincere gratitude and thanks to our donors, supporters, campaign owners and every person who has been associated with ShareALittle in any capacity. Please share your feedback with us as it will give us new energy to work towards a more just, sustainable, discrimination-free and equal world.

In solidarity -
Trishla Pareek | Divya Singhal
OCTOBER 2020
Date of incorporation

NOVEMBER 2020
Launch of our first campaign under the DigiKit campaign

DECEMBER 2020
Second fundraiser under DigiKit launches

MARCH-APRIL 2021
Media features from India Today, Indian Express, YourStory, The Finance Story

MAY 2021
Expansion from empowerment-related campaigns to COVID-19 relief efforts with Every Infant Matters' (EIM) Million Meals campaign

AUGUST 2021
'Most Promising Start-up 2021' award by the Indian Achiever's Forum for outstanding contribution to the social space

JUNE 2021
Our endeavour to support vocational-training courses with the Catalysts for Social Action (CSA) fundraiser

JANUARY 2022
Expansion to community-development related endeavours through EIM's blanket distribution drive in the winter

DECEMBER 2021
Expansion to Animal-welfare related causes with the launch of our fundraiser with Karma Animal Foundation (KAF)

MARCH 2022
A successful conclusion of 'Charity Art Fest', a fundraising event with artist Nina Das to help KAF
KEY HIGHLIGHTS

16 months covered  |  6 projects funded  |  90+ unique backers

DONATIONS RECEIVED

Over the last 16 months since our inception in November-2020, ShareALittle has received over ₹ 720,000 in donations through crowdfunding and 4 fundraising events for 6 fundraisers.

The line graph below shows cumulative donations received for 6 different fundraisers over a 16-month period ending March-2022.
We launched ShareALittle with an aim to get the empowered to empower others. We ran 3 fundraisers to make education more accessible to students during the pandemic. Later we expanded to community development, as part of which we ran a fundraiser each for a meal and blanket distribution. More recently, we diversified to animal welfare and raised funds to meet the medical treatment cost of rescued dogs.

We were able to meet 14% to 100% of the target goal that ranged from ₹20K to ₹334K through crowdfunding on our platform. The highest funds raised for a single campaign was ₹220K+ for Karma Animal over a 3-month period.

Our fundraisers helped 35 school-going and college students with digital tablets and smartphones to enable them to study from home; distribute 2M meals to 2,500+ people over a 6 month period; sponsor the higher education fee of 3 students; distribute 150 blankets to shield street-dwellers from the cold; helped meet the medical treatment cost of 3 sick dogs.
"We would like to thank ShareALittle for partnering with Vahani Scholarship. It was truly an honour to see the commitment to the cause and volunteering to join us in adding to our efforts towards educating underprivileged students in their educational journey."

Rashmani Puri Singh
Managing Director
Vahani Scholarship

"We are indeed very grateful to ShareALittle foundation for having raised funds for our food distribution drive. They enabled us to carry on our activities which we were able to do because of the funding that we received from them."

Dr. Shelly Batra
Chief Executive Officer
Every Infant Matters
Fundraising campaigns

**EAR SOCIETY**

The NGO is a school for hearing-impaired children

Cause: Education
Purpose: To raise funds for tablets for the students
Raised: INR 145,000
Tablets bought: 15
Beneficiaries: School children

**VAHANI SCHOLARSHIP**

The NGO annually supports the higher-education cost of 30 children

Cause: Education
Fundraiser: To raise funds for smartphones for the students
Raised: INR 147,000
Smartphones bought: 20
Beneficiaries: College students

**MILLION MEALS**

Every Infant Matters provides last-mile healthcare solutions

Cause: COVID-relief
Purpose: To raise funds for distributing meals in 6 slums
Raised: INR 130,000
Meals distributed: 2mn+
Beneficiaries: Delhi slum dwellers
"Today I received this smartphone from ShareALittle which is working in collaboration with Vahani to help students buy smartphones in this era of COVID-19 where everything has gone online. I’d like to thank Divya, Trishla, Vahani and the people who have contributed to help people like me. I feel blessed and it is kind of a chain that we are forming – today you are helping us, and tomorrow, we will be helping society."

— Meenakshi Yadav, a Vahani scholar
Fundraising campaigns

**AFTERCARE**

Catalysts for Social Action aims to provide family-like care to children at childcare institutions

**Cause:** Skill-building  
**Purpose:** To sponsor the vocational-training courses  
**Raised:** INR 48,000  
**Students sponsored:** 3  
**Beneficiaries:** Young adults

**BLANKET DISTRIBUTION**

Every Infant Matters provides last-mile healthcare solutions

**Cause:** Community development  
**Fundraiser:** To distribute blankets in the winters in Delhi, Assam and U.P.  
**Raised:** INR 30,000  
**Blankets distributed:** 250  
**Beneficiaries:** Street dwellers

**KARMA ANIMAL**

Karma is devoted to giving rescues a secure shelter, food, medication and care

**Cause:** Animal welfare  
**Purpose:** To meet the medical treatment costs of sick dogs  
**Raised:** INR 220,000  
**Dogs treated:** 3  
**Beneficiaries:** Rescued dogs
Hear from our beneficiaries

Bharati Navnath Shinde
An institutional care-leaver
Catalysts for Social Action

"Catalyst for Social Action told me about and supported me with the Computer Numerical course. I will start my job in January'22 alongside the course and complete my graduation as I continue working full-time."

[ShareALittle crowdfunded to sponsor Bharati's vocational training course]

"I am very grateful to 'Every Infant Matters' that has been providing us with fresh and nutritious meals in my slum every day [during the second wave of COVID-19 in India]."

[ShareALittle crowdfunded to support the distribution cost of Every Infant Matters' Million Meals project]

Anju
A Delhi-based resident
Every Infant Matters
UNITED WE STAND

We launched operations when the COVID-19 pandemic was at its raging peak across the world.

Through the crisis, we rallied together. We turned hard-to-watch headlines into meaningful help when it mattered the most.

We never felt more connected with NGOs fighting to extend help at the grassroots levels. And we could support them only with the generosity, trust and support of our backers.

₹6,100 average donation per backer on ShareALittle

₹4,900 global average donation per backer on donation-based crowdfunding platforms

(Source: NPSource.com)
THANK YOU BACKERS!

₹25,000
THE HIGHEST ONE-TIME DONATION MADE ON OUR PLATFORM

27%
PERCENTAGE OF TOTAL DONATIONS RECEIVED FROM REPEAT DONORS

18
NUMBER OF DONATIONS MADE BY THE MOST GENEROUS PERSON
More on our backers

THE MOST GENEROUS CITIES

Of 26 different cities, donors from Delhi/NCR and Mumbai donated the most generously for different causes on our platform. Prayagraj stood third and accounted for 20% of all donations received. It was followed by Kanpur and Bangalore that together formed 8% of the regional donation mix.

HOW THE STATES STACK-UP

Delhi (including NCR) led the way as the most generous state, followed by Uttar Pradesh and Maharashtra. Others include states such as Karnataka, West Bengal, Punjab, Uttarakhand among others. Donors shared a little from 12 different states on our platform.
"I feel comfortable backing all fundraisers on the ShareALittle because it adds credibility to this process!"

— Anil Ghelani
Senior Vice President at DSP Investment Managers

"Giving back through ShareALittle gives me great hope and joy because I KNOW this will make a difference!"

— Tejaswi Jain
Engagement Manager at CEO.works

"I donate via ShareALittle as it's the only platform that sends me personalised updates about the end-use of my contribution!"

— Sehej Anand
Business Analyst at Nicobar
Fundraising events

**BAKE-A-LITTLE**
A baking event involving 3 recipes done in a bake-along format

Baker: Spreeha Agarwal
Fundraiser: EAR Society
Date held: December 20, 2020
People in attendance: 10
Amount raised: INR 10,000

**BAKING MASTERCLASS**
A baking event involving 3 recipes done in a bake-along format

Baker: Gunjan Chopra
Fundraiser: Million Meals
Date held: June 23, 2021
People in attendance: 15
Amount raised: INR 8,200

**CHARITY ART FESTIVAL**
Proceeds from the sale of paintings went to the fundraiser

Artist: Nina Das
Fundraiser: Karma Animal
Date held: March 4-20, 2022
Paintings sold: 15
Amount raised: INR 143,000
### PRINT AND DIGITAL MEDIA

| **INDIA TODAY** | **MARCH 2021** | How two female entrepreneurs fundraised to buy digital devices for students amid Covid-19 pandemic |
| **INDIAN EXPRESS** | **MARCH 2021** | How two young women entrepreneurs ensured access to learning for 35 students amidst the pandemic |
| **YOURSTORY** | **MARCH 2021** | These two Chartered Accountants started a crowdfunding platform to form a circle of giving and receiving |

| **THE FINANCE STORY** | **APRIL 2021** | How two Chartered Accountants launched a crowdfunding startup to connect NGOs to potential donors |
| **DOERLIFE** | **JULY 2021** | Trishla Pareek and Divya Singhal care a lot – ShareALittle |
| **SUGERMINT** | **SEPTEMBER 2021** | CA Divya Singhal and Trishla Pareek, Women Entrepreneurs & brainchild of ShareALittle |

| **PODCASTS** |
| **THE GENTLE PROJECT** | **APRIL 2021** | S03E30: ShareALittle to make a difference - Divya Singhal & Navjot Kaur |
| **VISION CA** | **AUGUST 2021** | Journey from Audit to Equity Research to Social Entrepreneurship feat. CA Divya Singhal |
| **THE WOMEN STORIES** | **FEBRUARY 2022** | E34: Setting up a crowdfunding platform in India | ShareALittle |

### INSTAGRAM LIVE

| **SPREADING THE WARMTH** | With: Anil Ghelani, Divya Singhal |
| Held: January 15, 2022 |
| Discussion: Blanket distribution drive with Every Infant Matters |

| **15 MONTHS OF SHAREALITTLE** | With: Pooja Elangbam, Trishla Pareek and Divya Singhal |
| Held: February 6, 2022 |
| Discussion: Milestones covered |
Honours, Media and outreach

GUEST SPEAKER - ICAI BAHRAIN

Divya Singhal spoke on "Uncovering the power of crowdfunding", at the 2nd International Women's Conference hosted by the Bahrain Chapter of ICAI on March 25, 2022.

Over the 45-minute session, she traced the history and evolution of crowdfunding and its relevance and growth triggers in today's digital era.

WATCH NOW

Online Webinar

Uncovering the power of CROWDFUNDING

Divya Singhal x ICAI Bahrain

25 MARCH 2022

Live on YouTube

Join us!

'PROMISING START-UP 2021'

In August-2021, the Indian Achievers' Forum recognised ShareALittle as 'Promising Startup 2021' for outstanding contribution to the social sector.

We were proud to be selected for the coveted award within 10 months of our inception among fierce competition from Indian start-ups doing phenomenal work on-ground.

READ STORY
MENTORS AND TEAM

Executive Team

Trishla Pareek - Co-founder; Chartered Accountant
Divya Singhal - Co-founder; Chartered Accountant

Mentors

Kapil Singhal
Chartered Accountant; Legal and accountancy matters

Anil Ghelani
SVP, DSPIM; Strategic matters

Suvigya Vidyarthi
Lawyer (IPR, Contracts Law specialist); Legal matters

Volunteer Team

Shrey Singhal - Outreach specialist (Current)
Hridaya Rao - Content writer (Current)
Vikram Madhav - Digital Marketing (Past)
Priyanshi Saraogi - Campaign Manager (Past)

Website and technical partner

Anveshak Bhalla - Founder, Androgeus