



ANNUAL REPORT
2021-2022





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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



MESSAGE FROM THE FOUNDERS

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



JANUARY 2022

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

AUGUST 2021

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

MAY 2021

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

DECEMBER 2020

Second fundraiser under DigiKit launches

OCTOBER 2020

Date of incorporation

MARCH 2022

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

DECEMBER 2021

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

JUNE 2021

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

MARCH-APRIL 2021

Media features from India Today, Indian Express, YourStory, The Finance Story

NOVEMBER 2020

Launch of our first campaign under the DigiKit campaign

KEY HIGHLIGHTS

16

*months
covered*

6

*projects
funded*

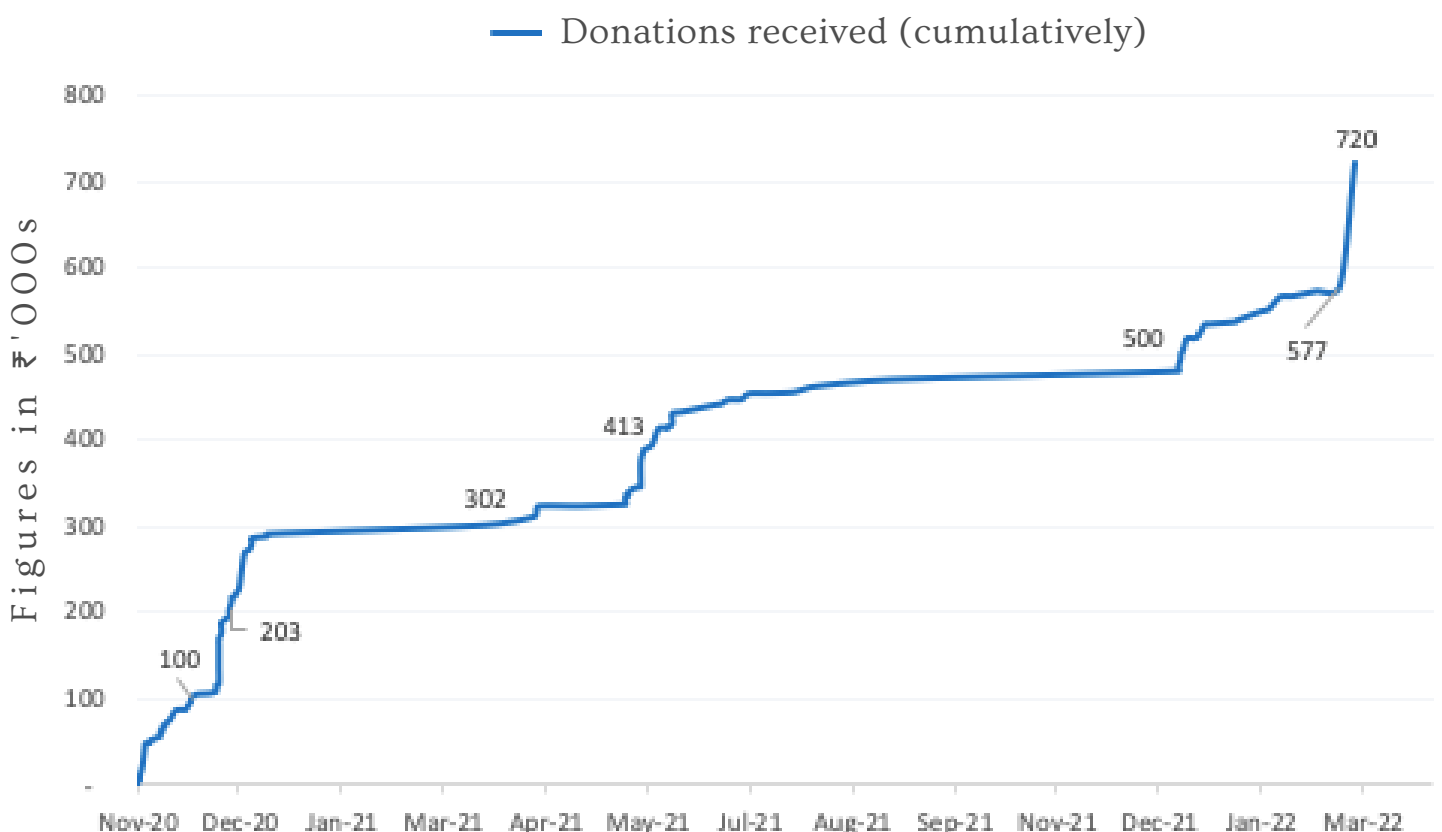
90+

*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



OUR IMPACT AT A GLANCE

6

projects backed



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.

₹720K+

amount raised



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.

2,800+

lives impacted



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.



Hear from our campaign owners



Rashmani Puri Singh
Managing Director
Vahani Scholarship

" 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. "

" 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

PERCENTAGE OF
TOTAL DONATIONS
RECEIVED FROM
REPEAT DONORS

27%

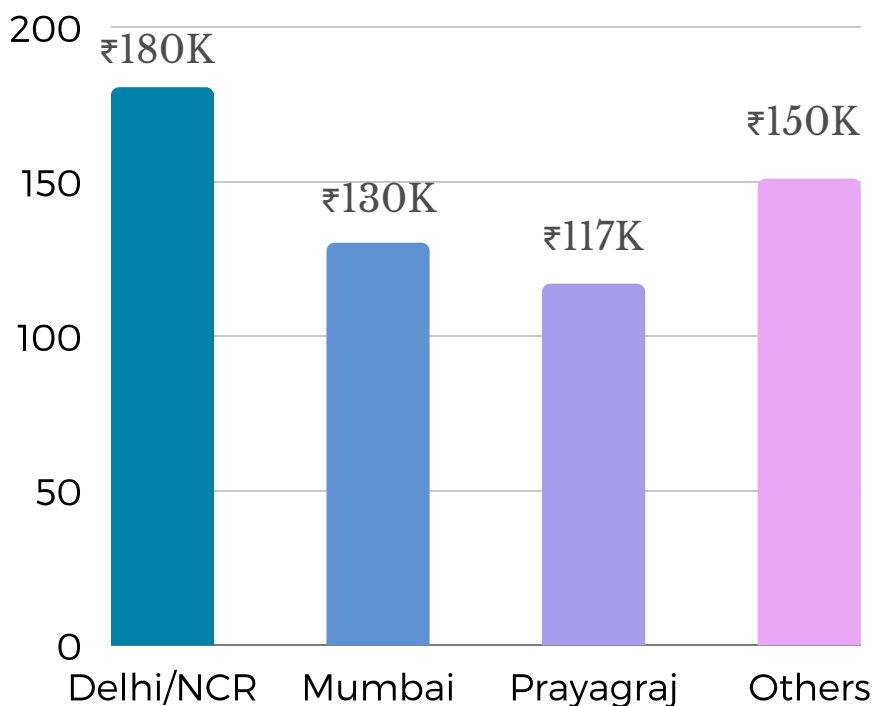
18

NUMBER OF
DONATIONS MADE
BY THE MOST
GENEROUS PERSON

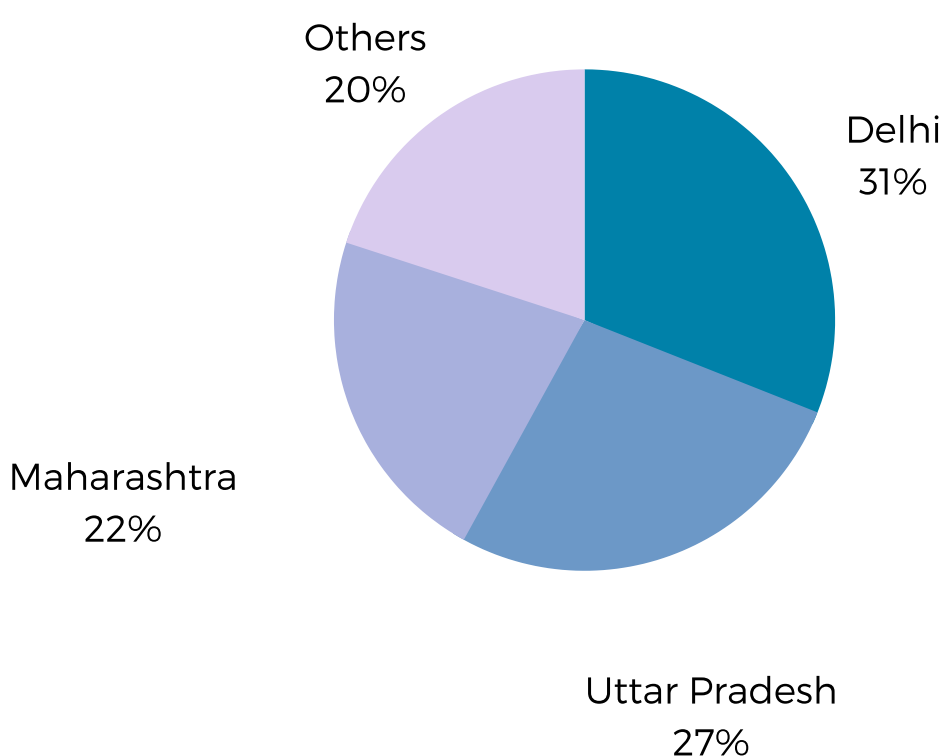
More on our backers

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 the generous state, followed by Uttar Pradesh and Maharastra. Others include states such as Karnataka, West Bengal, Punjab, Uttarakhand among others. Donors shared a little from 12 different states on our platform

What our backers say

"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



Honours, Media and outreach

PRINT AND DIGITAL MEDIA

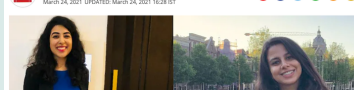
INDIA TODAY

MARCH 2021

How two female entrepreneurs fundraised to buy digital devices for students amid Covid-19 pandemic

Here is the story of how two young female entrepreneurs raised funds to provide students with digital devices for online classes amid the Covid-19 pandemic.

India Today Web Desk
New Delhi
March 24, 2021, UPDATED: March 24, 2021 16:28 IST



INDIAN EXPRESS

MARCH 2021

How two young women entrepreneurs ensured access to learning for 35 students amidst the pandemic

HOW TWO YOUNG WOMEN ENTREPRENEURS ENSURED ACCESS TO LEARNING FOR 35 STUDENTS AMIDST THE PANDEMIC

Concerned about the pandemic's devastating effect on the education sector, two Chartered Accountants, Trishla Pareek (28) and Divya Singhal (27), set out to equip underprivileged students with digital devices in September 2020. The founders opted for a creative approach like animated film, content to increase the fundraiser outreach. They created fundraiser-specific videos to demonstrate the urgency for digital devices by the students. An online baking class alone helped them raise Rs. 10,000! Within just 5 months, they managed to set-up a nonprofit called ShareALittle, collaborate with 2 NGOs, raise Rs 300,000 of funding from 62 donors to buy 35 digital devices for students.

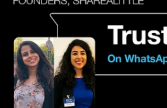


YOURSTORY

MARCH 2021

These two Chartered Accountants started a crowdfunding platform to form a circle of giving and receiving

Trishla Pareek and Divya Singhal
FOUNDERS, SHAREALITTLE



THE FINANCE STORY

APRIL 2021

How two Chartered Accountants launched a crowdfunding startup to connect NGOs to potential donors

CA turned social entrepreneur

The Finance Story



DOERLIFE

JULY 2021

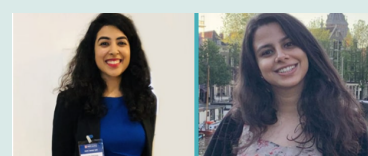
Trishla Pareek and Divya Singhal care a lot – ShareALittle



SUGERMINT

SEPTEMBER 2021

CA Divya Singhal and Trishla Pareek, Women Entrepreneurs & brainchild of ShareALittle

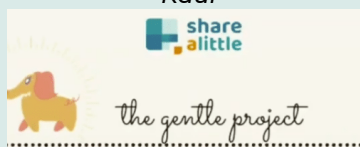


PODCASTS

THE GENTLE PROJECT

APRIL 2021

S03E30: ShareALittle to make a difference - Divya Singhal & Navjot Kaur



VISION CA

AUGUST 2021

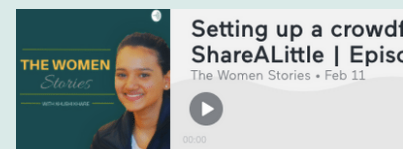
Journey from Audit to Equity Research to Social Entrepreneurship feat. CA Divya Singhal



THE WOMEN STORIES

FEBRUARY 2022

E34: Setting up a crowdfunding platform in India | ShareALittle



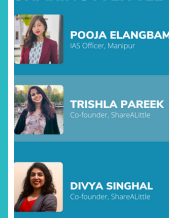
INSTAGRAM LIVE

SPREADING THE WARMTH

With: Anil Ghelani, Divya Singhal
Held: January 15, 2022
Discussion: Blanket distribution drive with Every Infant Matters



Celebrating 15 months of SHARING A LITTLE



15 MONTHS OF SHAREALITTLE

With: Pooja Elangbam, Trishla Pareek and Divya Singhal
Held: February 6, 2022
Discussion: Milestones covered

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



PHOTO COURTESY:

UNICEF
EAR SOCIETY
VAHANI TRUST
CATALYSTS FOR SOCIAL ACTION
EVERY INFANT MATTERS
KARMA ANIMAL FOUNDATION

