Organization
Breakthrough

Project Title
Developing a strategy to raise issue awareness and funds in the US West Coast (Bay Area, Seattle) to support Breakthrough’s work in India

Organizational Background
Breakthrough is a twenty year old organization working to prevent violence and discrimination against women and girls. Women in India face some of the most hostile conditions in the world: from struggling to be born as the sex ratio continues to decline, to receiving less education, nutrition and leisure time compared to their male counterparts; to having one in four girls fall victim to early marriage. Our work is transformative; focused on changing the norms and culture that perpetuate inequity and violence. We create innovative, relevant multimedia campaigns, training tools, and programmes that reach individuals and institutions where they are, inspiring and equipping them to build a world in which all people live with dignity, equity and justice. Over these years, our award winning campaigns have reached over 400 million people globally and significantly influenced the discourse on issues like domestic violence and sexual harassment; changing mindsets and bringing hitherto taboo issues into the public domain.

Breakthrough today reaches over 420,000 adolescents across 5 states of India with a gender equity programme that is proven to change gender attitudes and behaviours at an age when views are still malleable. We have seen our programme bring large scale change – ensuring girls stay in school longer, are married later and have the capacity to make decisions about their own lives, such as career choices and whom to marry. We are now in the process of scaling up our reach to over a million adolescents over the next few years.

Project Description
Developing a strategy to raise issue awareness and funds in the US West Coast (Bay Area, Seattle) to support Breakthrough’s work in India

Travel Required?
Yes
Deliverables
A comprehensive 3 year entry strategy and business plan for Breakthrough to raise awareness and funds in the Bay Area and Seattle, targeting individuals, companies and foundations that are inclined towards investing philanthropic resources in India. We would be keen to understand the entire landscape of philanthropic giving focused on India; current trends and key segments.

The project should make clear recommendations to Breakthrough on how to build a committed base of supporters in the US West Coast. It should explore the different giving segments, look at potential opportunities for building the brand and recommend early influencers and patrons who could help us in this journey.

Critical to this project would be ensuring a detailed understanding of the cost of activities proposed and an overall focus on cost effectiveness.

Key Tasks for Consultants
1. 3 year entry strategy with projected revenues and investments required
2. Detailed research on segments to be tapped with names of potential donors (individuals and organizations) whom we could partner with
3. Communication recommendations for brand building
4. Innovative ideas for fundraising in this area