

# United Way of Bengaluru (UWBe)

Mobilizing the Caring Power of Communities

Accelerating VACCINATION for Everyone  
No one is safe, until everyone is safe!



# United Way Bengaluru (UWBe)

- Registered Society and FCRA, 12A and 80G compliant
- Started in 2008, with the vision to make lasting and effective change within our city and the rural areas around it
- By bringing communities together, unleashing their potential and the organization's, UWBe works towards creating positive change in society

Today, UWBe has grown big in size and dreams and it is working with communities and organizations across different states of India.

## By the Numbers (2020 - 2021)

- Rs. 1800 million raised
- 50000 children impacted directly
- 70000+ Corporate Volunteers mobilized
- 500 thousand community members impacted from Wake the Lake initiative
- 100 thousand community members benefitted from Born Learning Campaign (including mothers and families)
- 200 thousand people supported with Ration and Hygiene kits
- A team of talented, driven and committed individuals

*"If everyone is moving forward together, then success takes care of itself" – Henry Ford*

# LIVE UNITED

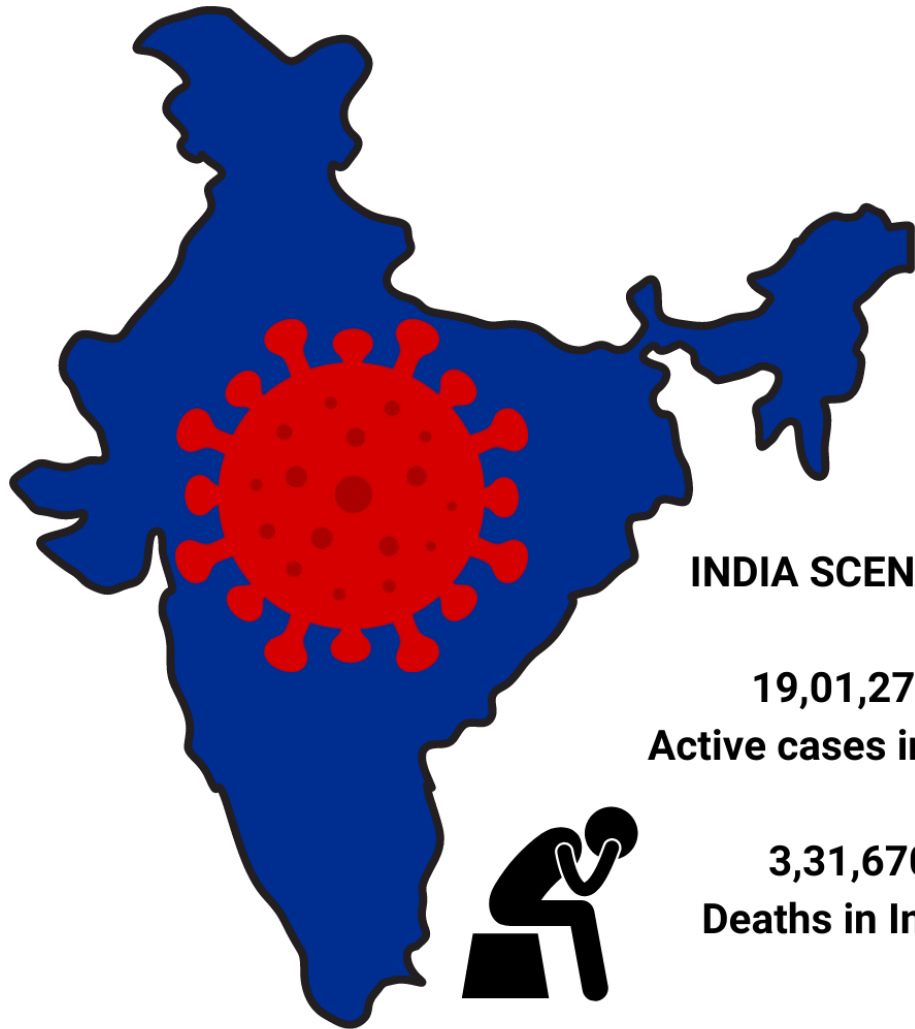
## Covid Relief Support Accelerating the pace of Covid Vaccination in Bengaluru CSR Proposal



UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

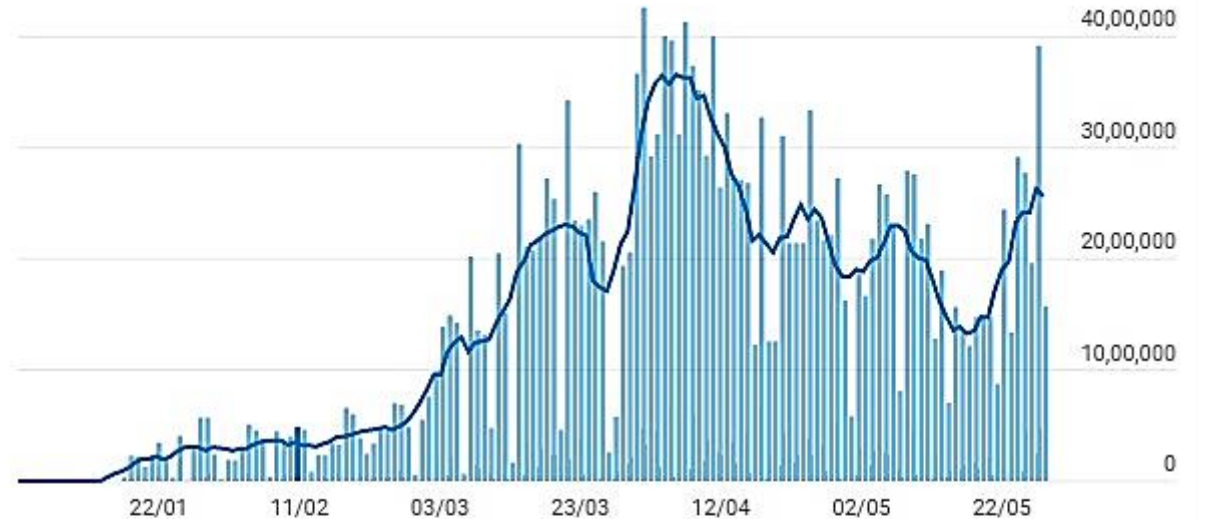
# The National Covid Crisis



## INDIA SCENARIO

**19,01,273**  
**Active cases in India\***

**3,31,670**  
**Deaths in India\***



[See more on statistics](#)

## India vaccine progress

Updated 30 May at 5:30 am local





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# Why Karnataka needs urgent attention

## KARNATAKA SCENARIO

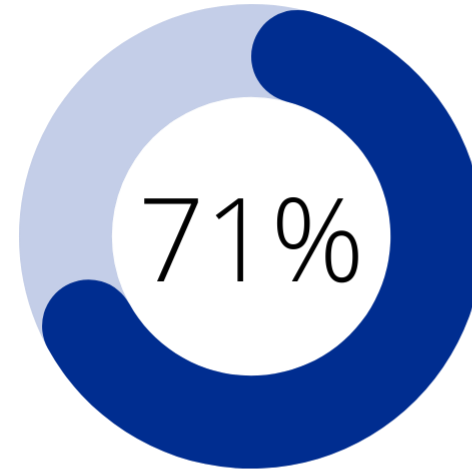
3,13,730

Active cases in Karnataka\*

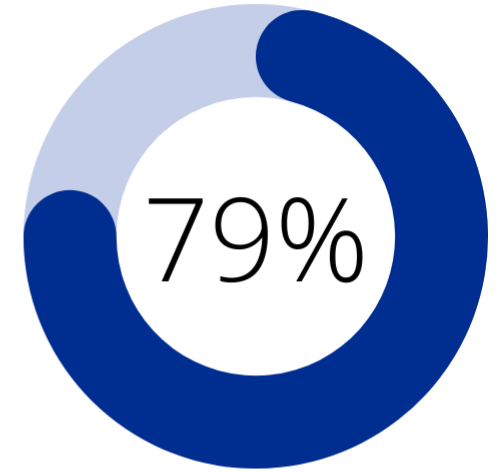
Out of which ~ 47% active cases are alone from Bengaluru Urban making it the hotspot of COVID in the state

**The state needs to administer 70,000 doses per day for the next 3 months to be able to reach out to the entire eligible population in Bengaluru**

Govt alone cannot do this, Civil Society – Corporates and NGOs must step in and support.



Urban Bengaluru  
Vaccination  
NOT COVERED YET



Rural Bengaluru  
Vaccination  
NOT COVERED YET

# Rapid Expansion of the COVID Vaccination Drive is the Need of the Hour

- Vaccine dose administration numbers are still low
- Vaccination of age 45+ continues to be the priority but people between 18-44 need to be covered as well. ( **Balance Livelihood and Personal Safety** )
- Vaccination hesitation among masses.
- Need to prioritise certain vulnerable groups - **Auto, bus and truck drivers; Construction workers; Crematorium workers; Domestic Workers; Kirana store workers; Milk and vegetable vendors, hawkers; Teachers; MSME workers; Rag pickers and Sex workers**



# Our Vaccination Campaign

*In collaborative with ACT\**

**Objective:** To support Government of Karnataka scale up its vaccination reach in Bengaluru Urban as well as Rural.



**Why is our engagement crucial?**

- Hospitals, Primary Health Centers alone cannot administer the large scale vaccination need.
- To fasten up the process through multi-stakeholder involvement.

## Mobilization Strategy

### Level 1

Prioritise geography based on need, accessibility, spread risk, fatality rate

### Level 2

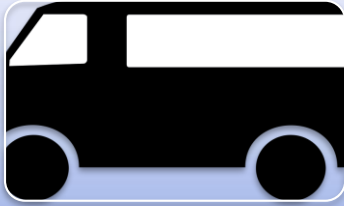
Within a geography, prioritise areas based on vulnerability of people, occupation of people with high exposure

**\* United Way Bengaluru is the finance and compliance partner for ACT Grants. ACT is a platform created by India's start-up and venture capital community from across the country to give wings to ideas that could combat COVID-19 with immediate impact.**

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# How will the Vaccination Drive be Administered ?



**Tie Ups** - Doses will be made available through partnership with Apollo Hospitals & Aster Hospitals.



**Prioritisation** - Areas and target population (milk/vegetable vendors, hawkers, rag pickers, domestic help, transgender communities, MSME, construction, crematorium, sex workers, drivers, etc.) will be identified **based on need**.



**Safe Administration** - Where as United Way Bengaluru will be facilitating the entire process, the vaccination would be administered by following government protocols & guidelines.



**Integrated approach** - Communities will be mobilized through awareness campaign to ensure maximum participation **as no one is safe unless everyone is safe!**



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UNITED WE WIN.**

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# Join us in this partnership!

**United Way Bengaluru is aiming to vaccinate 250,000+ people within 3 months, in Bengaluru and here is the opportunity to support**

## Plan of Action

- 5 vaccination drives per day
- Approx, 3000 people in total to be vaccinated per day
- Planning to cover Urban & Rural Bengaluru on priority basis

## How you can support

- Empower marginalised communities by sponsoring their vaccination, with a minimum support of 500 vaccines through CSR support
- Also looking at matching grants Corporate + Individual , in terms of approach.
- You can also Volunteer your time for field coordination.
- You can also vaccinate yourself and donate for another person.

Branding shall be provided for the CSR partners on all platforms and at the venue

**It's just INR 950 for a single dose  
(inclusive of administrative and mobilisation cost)**

**No one is safe until Everyone is safe.**

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UNITED WE WIN.

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# Connect with us

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GIVE. ADVOCATE. VOLUNTEER.

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080-40906345 | [info@uwbengaluru.org](mailto:info@uwbengaluru.org) | [www.uwbengaluru.org](http://www.uwbengaluru.org)

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