



DASVANDH NETWORK

2022

# ANNUAL REPORT

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# MESSAGE FROM OUR STAFF & BOARD

Vaheguru Ji Ka Khalsa, Vaheguru Ji Ki Fateh!

Dear Sangat ji,

Dasvandh Network (DVN) was founded 11 years ago with the mission to inspire Sikhs to give Dasvandh in support of high activism aligned with Sikh values. Through DVN, we address challenges facing Sikhs and our broader communities by serving as a centralized point of fundraising and sustainability.

More than a decade later, our online giving platform continues to grow its impact by connecting more and more donors with organizations that are working towards the betterment of society. With Guru's kirpa, 2022 marked our strongest year yet. We helped raise \$2.1M from 3,200 donors from 15 countries & 50 U.S. states & territories. We also distributed \$575K to organizations via grants. These funds went to 64 unique organizations working across a variety of crucial issue areas.

This growth was largely due to the investments we are making into staff, operations, marketing, and partnerships. In 2023 and beyond, we are dedicated to continuing to invest in the powerful work of our partner organizations, particularly through digital avenues that continue to emerge as part of our every day. We aim to continue strengthening our technology and governance to further facilitate giving.

We have only scratched the surface of reaching our vision of having Sikh families all over the world give dasvandh regularly. There are so many more organizations out there that can leverage our platform. We are excited to reach new milestones and amplify incredible work. We are looking forward to receiving continued support from our donors on this collective journey of growth.

With gratitude,  
Mandeep Singh, Executive Director, on behalf of Staff & Board



dasvandhnetwork

# 2022 EXECUTIVE SUMMARY

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## KEY STATS

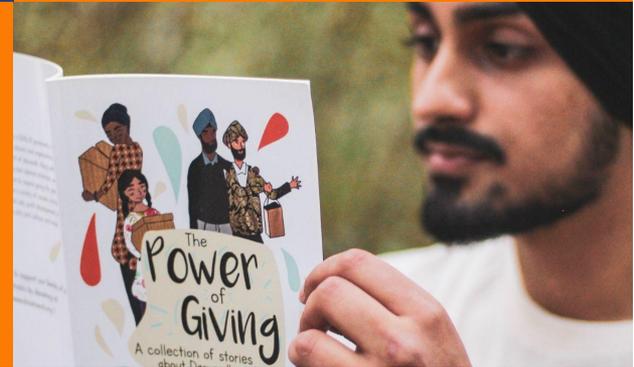
- **\$2.7M** total funds raised for 64 organizations (\$2.1M on DVN platform, \$575K via grants)
- **\$710k** total pledges for DasvandhWeek (42% growth YoY)
- **\$15M+** total funds distributed through platform & grants since inception

## 2023 GOALS

- **Fundraise** \$2.5M on DVN platform
- **Grow** the number of new donors joining the platform through SEO and other marketing avenues
- **Raise awareness** about AutoDasvandh, new product to streamline monthly giving

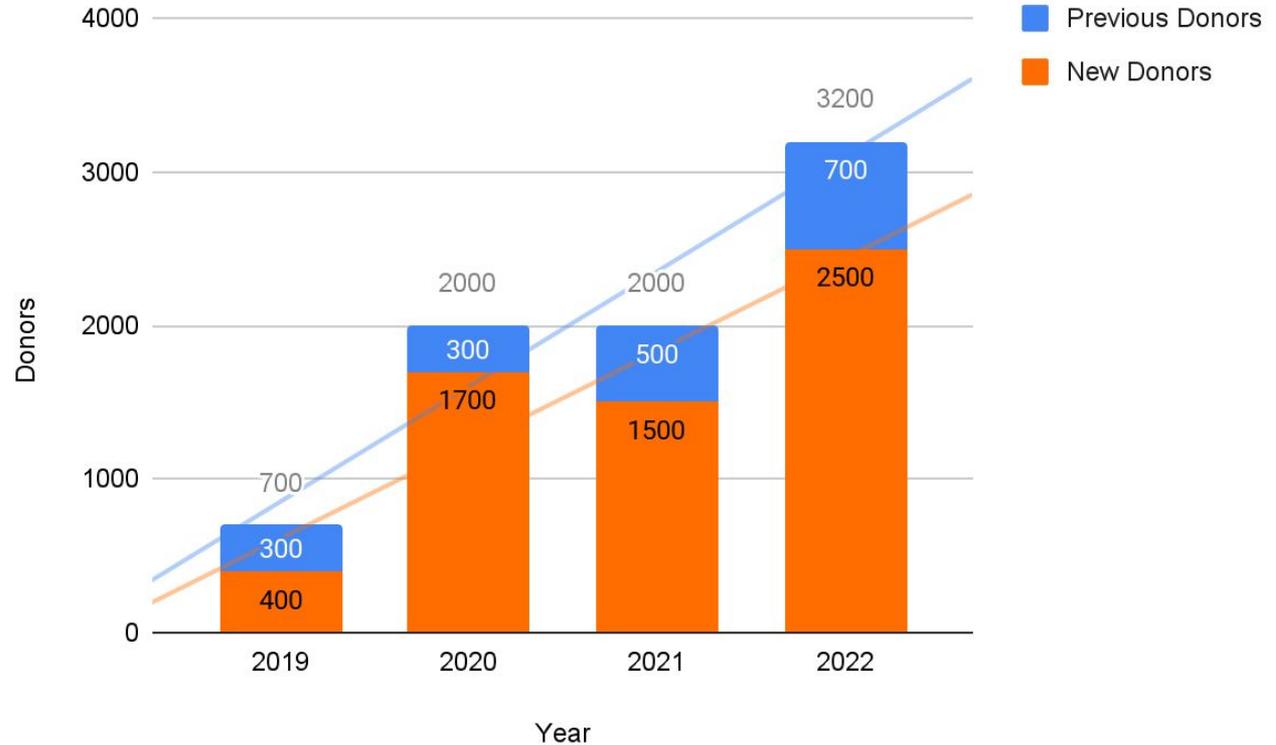
## OPERATION UPDATES

- **Hired** Marketing Manager to support Executive Director
- **Enhanced** marketing strategy and acquired new tools to better outreach to existing and new donors
- **Built** new products and policies for improved engagement with non profit partners



# PLATFORM GROWTH IN 2022

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**KEY DONOR  
STATS IN  
2022**

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**10K** Total Users on Platform

**\$224** Average Donation Size

**\$45** Average Recurring Donation

**\$2.1M** Total Fundraised on Platform

## KEY ORG STATS IN 2022

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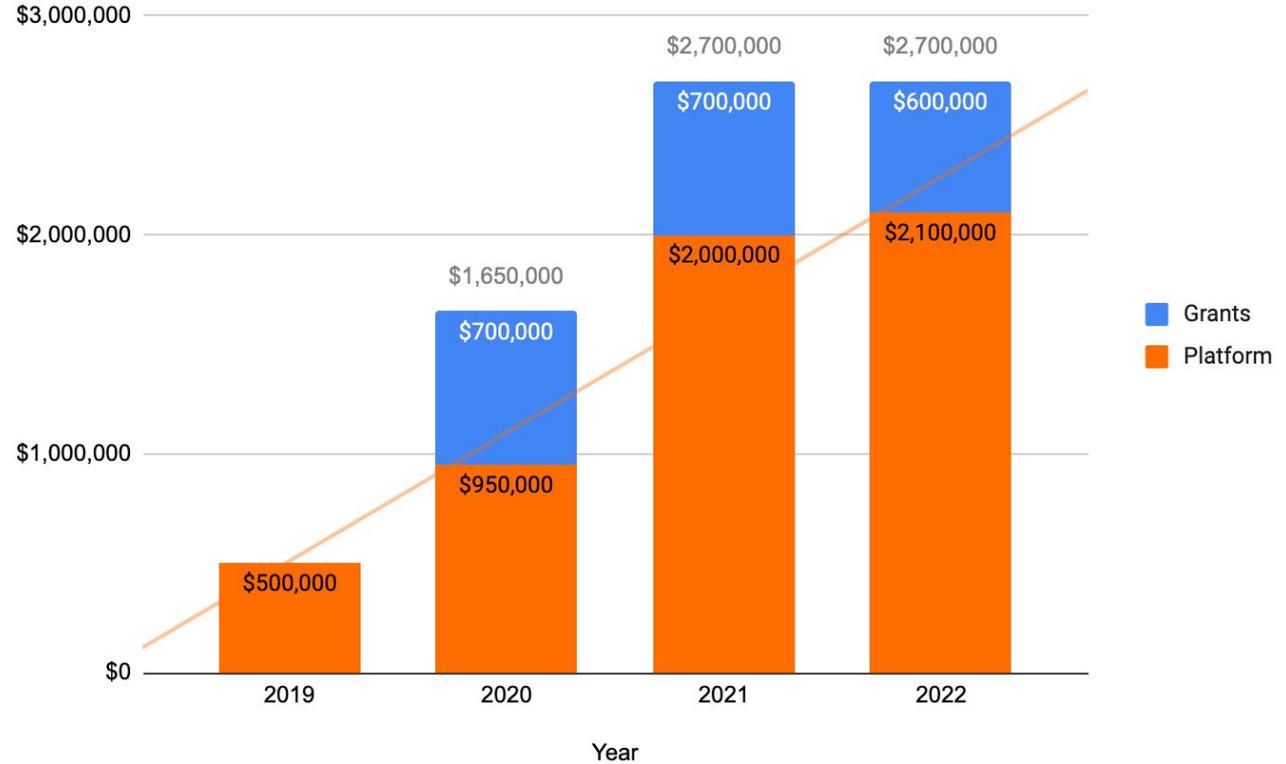
**64** Unique Organizations Fundraising

**30** New Organizations & Projects

**10** Partner Campaigns

**\$29K** Average Fundraised by Organization

# TOTAL IMPACT IN 2022



# 2022 INITIATIVE HIGHLIGHTS

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## Marketing Manager

Welcomed Mahadi Sirat to focus on on all marketing functions to better increase brand awareness and donor engagement



## Strategic Partner Campaigns

Partnered with more than 10 orgs to amplify and fundraise for their work throughout the year



## Digital Marketing Strategy

Created a new strategy on how we can better welcome new donors and engage existing ones through digital ads and tools



## DasvandhSeries

Organized a number of events for donors to hear more about the organization, our partners, and current topics



## Activist Hub & Policies

Built a Slack channel for easier communication amongst organizations and enhanced partnership policies for clarity



## DasvandhWeek

Giving campaign that raised \$710K in pledges in 10 days (largest global Sikh digital fundraiser for Sikh-led orgs)

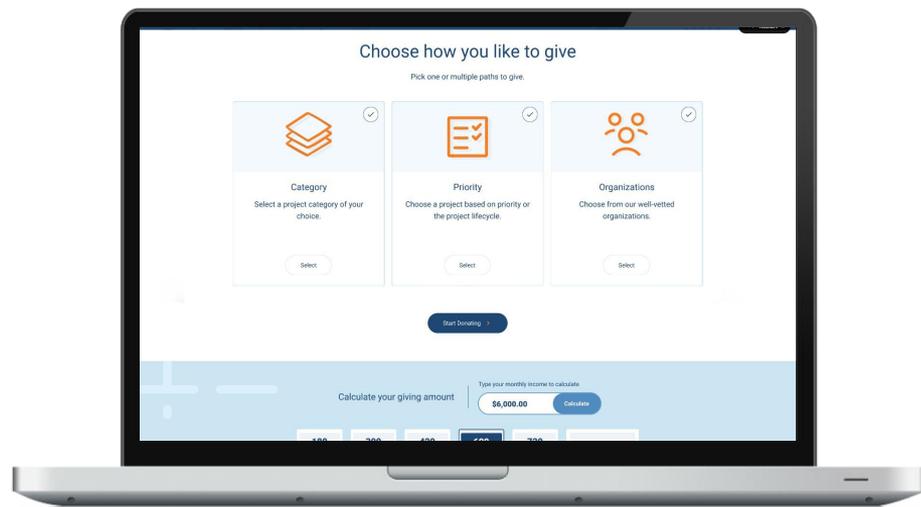
# NEW PRODUCT: AUSTODASVANDH AUTOMATED MONTHLY GIVING

## autodasvandh

As our community grows, so does the need of the 70+ nonprofit partners on our platform. Monthly donations are a great way to support and sustain the initiatives that align with donors' values.

**With this in mind, we built a new product called AutoDasvandh**

Donors can automate and simplify their monthly giving in 4 easy steps. Our goal is to allow donors to set it and forget it. In addition to giving to their favorite organizations, they can also give to issue areas or specific project stages.



# OUR GROWING VALUE PROPOSITION FOR SIKH-LED NONPROFIT ORGANIZATIONS

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## Catalyst & Incubator

- Provide thought leadership, tools, and fundraising support
- Create programs for new activists

## Strategic Grassroots Partner

- Campaigns to amplify brand & fundraising
- DasvandhWeek and additional programs
- Donor life cycle management & touch on behalf of organizations

## Additional Products to Support

- Ik Manzil grant program for larger organizations
- Cross-organization comms tools
- AutoDasvandh and monthly donation push

## Fundraising Tool & Platform

- Streamlined global donor collection
- Additional source of organic donations
- Easy donor management and tracking
- Central point for cross-org efforts

# IMPACT TESTIMONIALS

“DVN funds have contributed to the first of its kind drug repurposing study for Cockayne syndrome in history: they will be used to identify drugs that could halt neurodegeneration and alleviate some of the symptoms of Cockayne syndrome, a deadly pediatric disease that currently lacks approved therapies.”  
- Riaan Research Initiative



# IMPACT TESTIMONIALS

“DVN has allowed a couple of students to turn their passion of Sikh literacy, inspired by Sikh scholars of the past, to become a reality through funding and outreach. We've shared over 2,000 magazines worldwide for free with free shipping. There are Sikhs in countries like Switzerland, Netherlands, and Austria who have thanked us for having the funds to make sure they and other diasporic groups of Sikhs are getting access to the magazine. The feedback we've gotten on the content, layout, and general operations has been amazing. (One testimonial reads: "I've learned so much and I'm barely starting content 5. It's so beautifully explained and my family and I have been having conversations about what I learned and we talk about it together!") We truly would not have been able to take on such a big initiative (AND most importantly, feel more connected to our Creator in some way) without the support of DVN!"

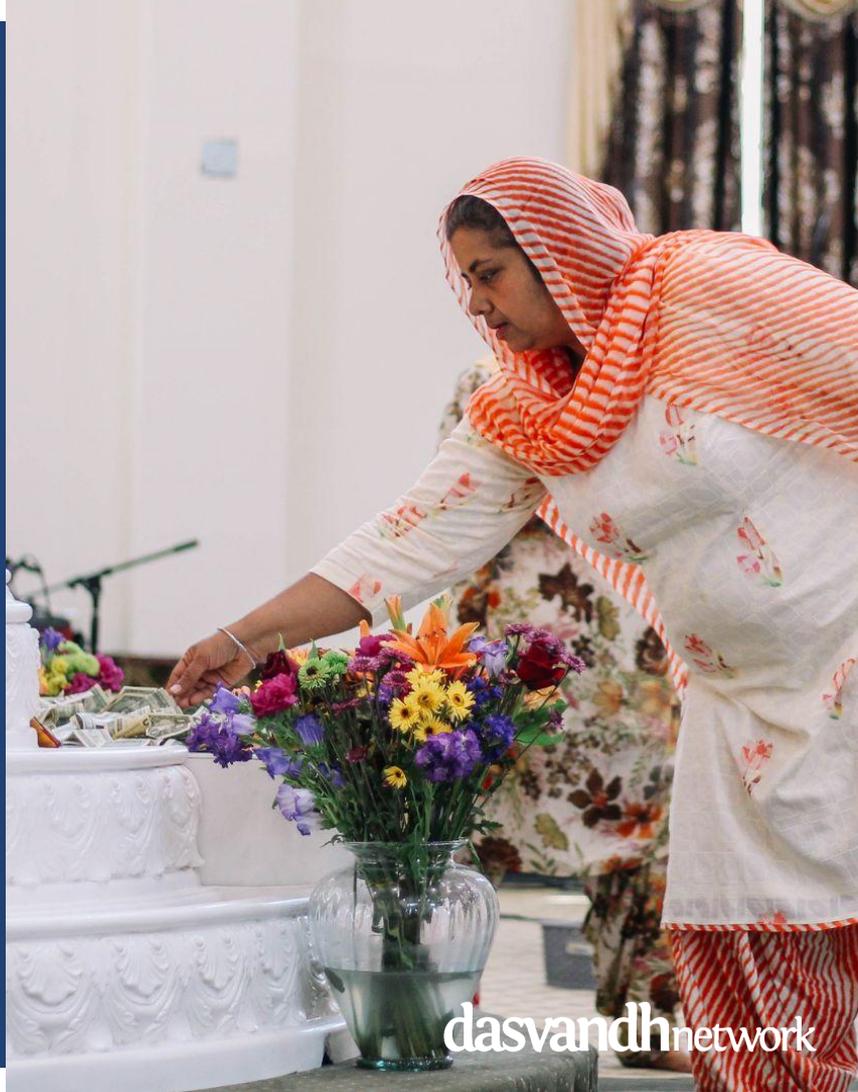
- Anhad Magazine



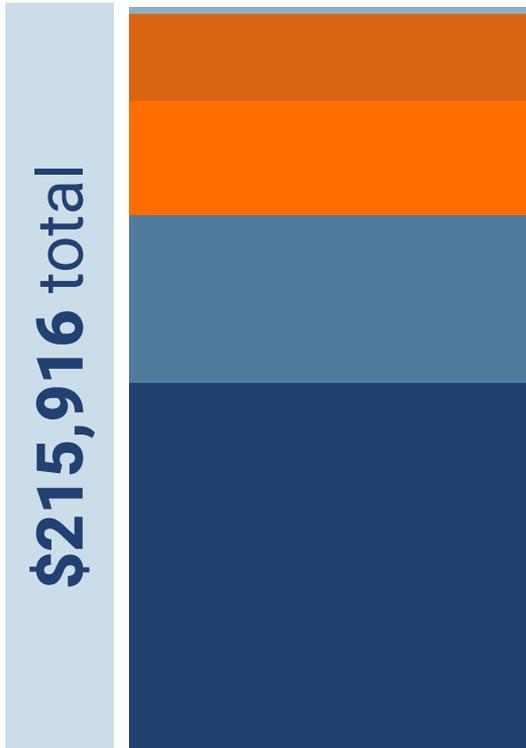
# IMPACT TESTIMONIALS

“The funds have helped us pay the discounted fees at a private Computer Institute in Sri Muktsar Sahib. The students attend a hands-on course that helps them learn about a PC, MS Office, Google Docs, how to make a resume, how to use an email, surf the web, and look for and apply for jobs online. Out of the 60 student graduates so far from this program in 2022, 11 of them have managed to get a job. We are hopeful that the students will understand that this is only the first step in a lifelong journey of learning.”

- Nishkam, Digital Literacy Project



# FINANCIALS: OPERATIONS INCOME



0% Corporate = \$407

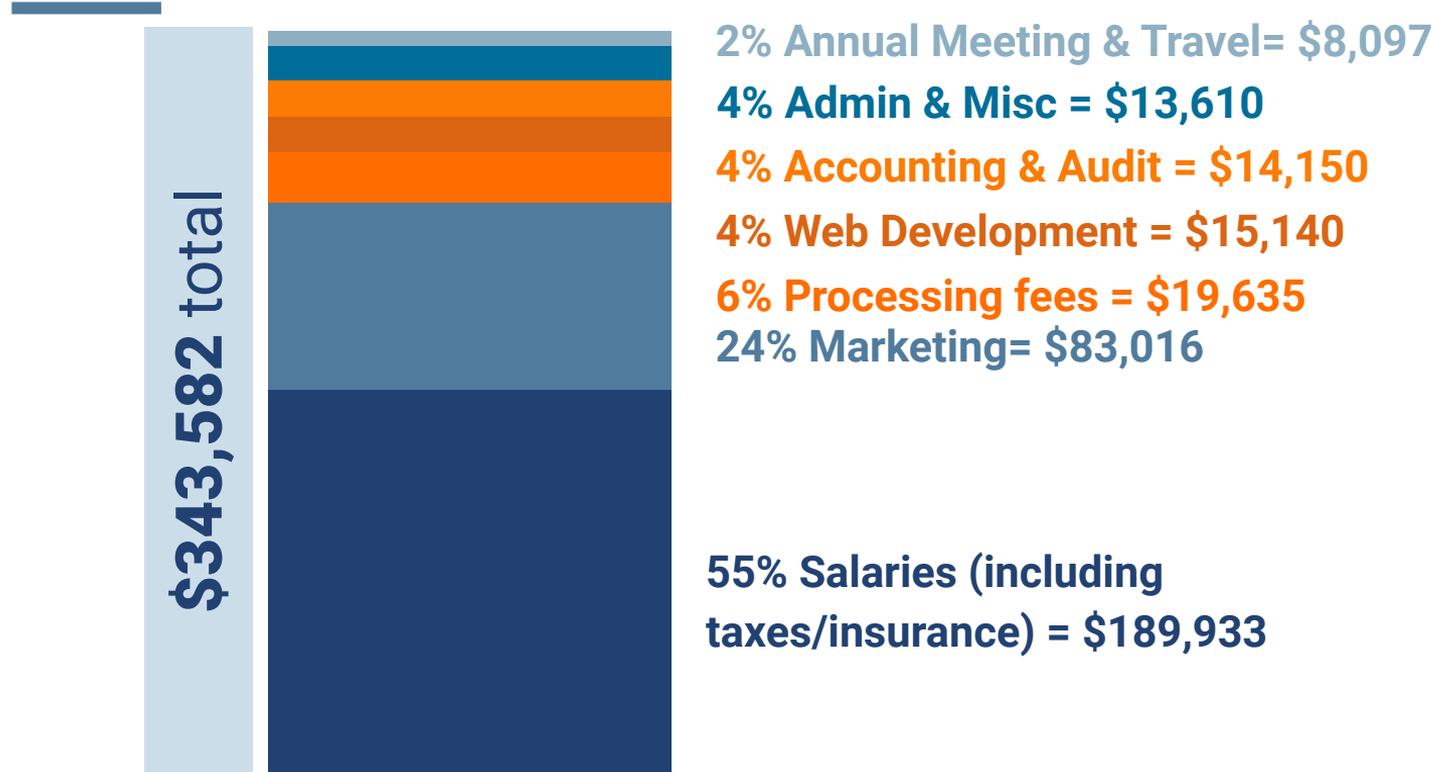
10% Processing Fees = \$21,435

17% Individual Donations = \$35,805

23% Tip Revenue = \$49,869

50% Board = \$108,400

# FINANCIALS: OPERATIONS EXPENSES



**55% Salaries (including taxes/insurance) = \$189,933**

# MEET OUR STAFF

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**Mandeep Singh, Executive Director**

“It is an immense privilege to work at DVN in a full time capacity. All our partners are doing incredible work on the front line across so many issue areas. It feels empowering to have the chance to to help highlight & amplify them every day.”



**Mahadi Sirat, Marketing Manager**

“Working at DVN has been a truly incredible experience. We collaborate with 70+ partners doing amazing work in the community & beyond. Our efforts & the support of thousands of generous donors help facilitate seva & positive changes every day, which is so inspiring to be a part of.”

# MEET OUR INTERNS

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**Harbani Kohli, Intern**

"Interning with the DVN during the summer of '21 was one of my first real-time internships and I don't think any other experience could have taught me so much! Working at the intersection of outreach, involvement, and donor engagement, DVN truly showed me the strength of "dasvandh" and the impact it has on our community, in the States, and worldwide!"



**Saibhang Kaur, Intern**

"This internship provided me an opportunity to dig deeper into Seva and realize the necessity of the work we do here at DVN. Not only is it selfless service, but it ties the community together, so my involvement was a wonderful opportunity to build connections and gain meaningful work experience."



**Himmat Singh, Intern**

"My work with DVN has empowered me with the skills I need to hold my own in a professional environment. I have honed my communication, teamwork, and time management skills while also gaining experience in a new field."

# MEET OUR BOARD OF DIRECTORS



**Our board is made up of 18 members across the country. In addition to funding DVN, our board also issue grants to other nonprofits.**



Our annual board meeting takes place in September. This past year, it took place in Dallas, Texas and we welcomed one new board member.

In addition to building the strategic vision for the platform, the board also issued grants for larger Sikh-led nonprofits from board contributions. **In 2022, we gave \$575K to 9 Sikh-led nonprofits further along in their organizational journey. This puts the total grant giving to \$6M+ since this program was started.** These funds are helping these organizations to get to the next level in their growth and mission.

## **Our current board members include:**

Parvinderjit Singh Khanuja, Gurvendra Suri, Gurvinder Pal Singh, Harinderjit Singh, Gurdip Singh Malik, Jolly Singh, Tejinder Singh Glamour, Mandeep Singh Dhalla, Gurmit Singh Bhatia, Harshivinderjit Singh Bains, Simran Kaur, Surendrapal Singh Mac, Amarjit Singh, Jagjit Kaur Aneja, Deepinder Singh, Rupinder Singh, Inderpal Singh, Manpreet Singh Dhalla

**THANK YOU FOR YOUR  
CONTINUED SUPPORT!**

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**dasvandhnetwork**  
INSPIRE GIVING