

**BLOSSOM
TRUST**

ANNUAL REPORT

2020 - 2021



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Letter from the Executive Director



Dear Reader,

This year, Blossom Trust has faced several unexpected challenges due to the

COVID-19 outbreak in India, causing us to redirect our operations to new, urgent community needs, pause some of our projects and build internal resilience.

The pandemic has severely impacted our communities, from the stringent lockdown measures to the quickly rising number of cases. As a result, Blossom has played an active role in driving community response through food ration distribution, patient referral, awareness-raising, and post-emergency recovery.

COVID-19 economic repercussions are most apparent among rural populations involved in the small-scale agricultural sector. As a result, we are currently working to implement an agri-project for starting up a community-owned enterprise, or Farmers Producers Organisation (FPO), led by women from the Virudhunagar district area. Along with this, upcoming in 2021, our Artemisia project aims to create a community platform for COVID-19 awareness and advocacy at the grassroots and state levels. We know that COVID-19 will still represent a threat over the next few years, and Blossom shall continue to adapt to support local communities in mitigating new and emerging issues.

Finally, going into 2021, we have also rebranded, reassessed our goals and strengthened our commitment to the women in our community. With a new vision, mission and theory of change, we have paved a clear future for our organisation and our path towards gender equality and community development, centring around women as agents of change. We wholeheartedly commit to empowering women and investing in their capabilities to uplift their households and their communities.

As we keep navigating these uncertain times, it is hard to predict what new challenges the near future will bring to us. However, Blossom Trust will continue to adjust and uphold its commitment towards the communities it serves. It is now more than ever crucial to reaffirm our strive towards community development with a clear focus.

Sincerely,

Mercy Annapoorani
Executive Director

A handwritten signature in black ink, reading "Mercy Annapoorani".

About Blossom Trust

Founded in 1993, Blossom Trust is a grassroots NGO based in Virudhunagar, Tamil Nadu, India. With the initial focus on the social and economic empowerment of underprivileged women and a safe and nurturing space for vulnerable children, over time, we have committed to creating a solid foundation for sustainable community ownership. We believe that women have the capabilities to build resilient communities as the pillars of development; therefore, we strongly invest in the empowerment of these women through two main activities. Firstly, establishing community-based organisations and networks primarily women-led, allowing collective action and collaboration to be at the forefront of our interventions with higher success. Secondly, through advocacy and awareness-raising, we ensure everyone has the right to access information. Knowledge empowerment plays a profound role in community development and allows women to make well-informed decisions for themselves and their households. With our vision, mission and Theory of Change in mind, our commitment is to women's empowerment and community development.

Vision

We envision women at the heart of community development; establishing thriving, equitable and empowered communities across Tamil Nadu

Mission

Promoting women-led development and resilient communities through collective networks, collaboration and awareness-raising

Theory of Change

We are committed to changing the narrative, from women as disadvantaged and impoverished, to women as agents of change and pillars of development; creating the opportunity for them to take ownership and agency, and empowering them to empower their community

Blossom's Values

Inclusivity: We believe in gender equality, achieved through the empowerment of women as agents of change, and the inclusion of all.

Participation: We believe in listening to, acting on, and engaging with the voices and needs of the community, to bridge the gap between the grassroots and global stakeholders.

Equity: We believe in the fundamental rights of marginalised groups, through equitable access to healthcare, education, and secure livelihoods.

Resilience: We believe in sustainable practices, with impacts that are tangible, measurable and lasting.

Partnership: We believe in cross-sector collaboration and NGO partnerships, harnessing expertise to generate effective change at the community level.

COVID-19

1. Impact of COVID-19

The strict lockdown imposed at the beginning of the COVID-19 pandemic initially halted all day-to-day operations at Blossom Trust. The lack of online communication channels within the community proved to be a significant challenge to overcome. Therefore, we have increased our efforts to adopt different communication modes between Blossom Trust and the community, including SMS and Whatsapp.

With the restrictions and the upsurge of cases, we quickly adapted to the changing circumstances by crowdfunding for our ongoing projects and COVID-19 response activities. We conducted food rations and sanitation supplies distributions in Virudhunagar, Madurai and Kanchipuram for the most vulnerable households, including sex workers, migrant and informal labourers, trans communities, and TB/HIV co-infected patients. We also worked closely with the Government of Tamil Nadu and the Greater Chennai Corporation to implement the Community Intervention Program (CIP). A large team of outreach workers went door to door in Chennai to raise awareness about COVID-19 and screened and referred symptomatic individuals to local healthcare centres.

In conclusion, COVID-19 has brought new challenges for Blossom Trust. However, our resilience and strong community foundation have allowed us to lead successful initiatives and develop new projects, including our 2021 upcoming year-long COVID-19 advocacy intervention, responding to the needs of the most affected communities.



2. Community Survey

The COVID19 pandemic and the respective lockdown has had far reaching effects on the women in our community. To understand specifically the needs, Blossom Trust undertook a community survey. The results indicated that women continue to be at higher risk of contracting Covid-19 due to their intrinsic role within the household and their communities. Of the 23 interviewed, 14 (60.87%) responded that they needed increased knowledge and awareness on Covid-19, 6 (26.09%) responded that they needed increased access to health and 100% of women surveyed responded to a need for increased economic resilience.

Rebranding

This year has been a big year for us in which we have recommitted to our vision and mission statements. By rebranding, we wanted to stay true to our decades of accomplishments while also defining our future pathway.

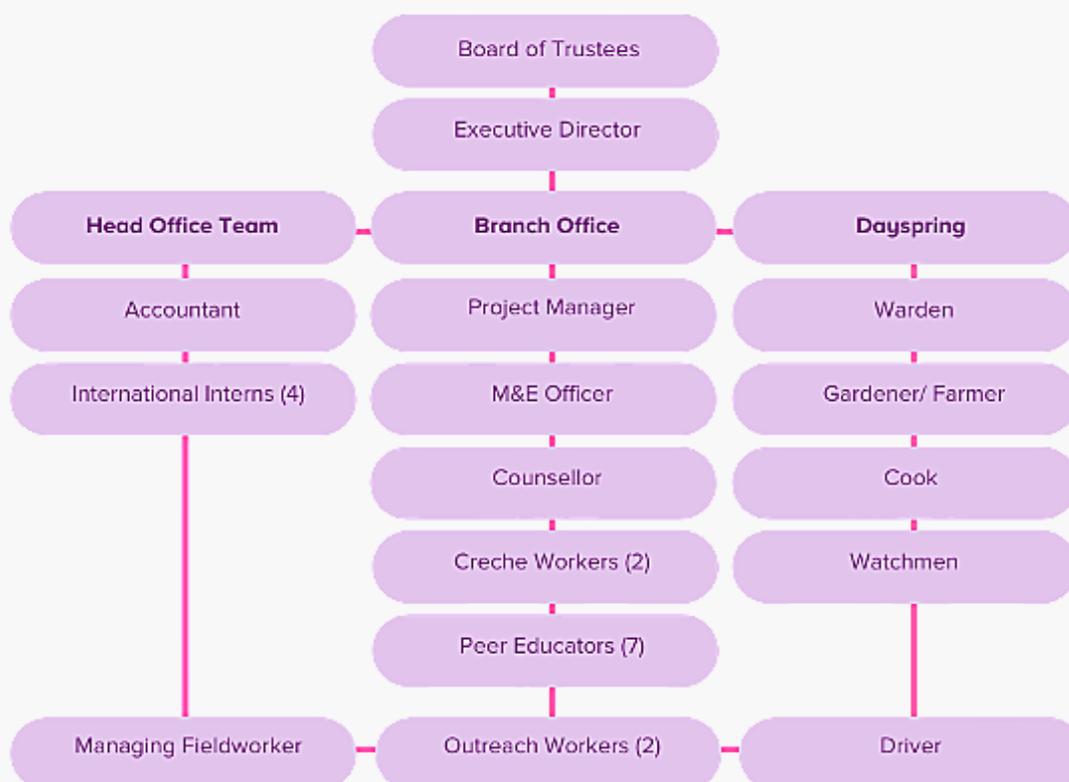
For this rebranding, our community played a central role by gathering their understanding of Blossom Trust and its programs. In June 2020, we surveyed our women network. As expected, all women not only know Blossom, reaffirming our connection with them, but also recognised the areas in which we operate. Our rebranding has focused on branding ourselves by our actions. Currently, our primary activities consist of bringing women together in networks, having a collective approach to development and using EduClowns as a powerful awareness-raising and advocacy tool. The recognition of our women through the survey is an incentive for us to further develop in these directions.

Additionally, we want to thank **Giving Women** for their continuous support in this rebranding process. They have played a pivotal role in guiding us through this organisational development, for which we are deeply grateful.



Our Team

1. Organisational Structure



2. Board of Trustees

The Board of Trustees is currently composed of four members, who reunite once every three months to strategise and dictate future directions and review ongoing progress and decisions implemented at the executive level.

Name of Member	Gender	Age	Qualification	Designation
Mrs. Mercy T. Annapoorani	Female	57	M.Com, M.A, M.S.W	Executive Director/ Managing Trustee
Mrs. G. Vatsala	Female	42	Diploma in C.D.D.M	Trustee
Mrs. B. Mareeswari	Female	45	Diploma in C.D.D.M	Trustee
Mr. C. John Jasper	Male	35	B.E., M.B.A	Treasurer

Our Team

3. Staff

Blossom Trust team counts permanent and contract staff hired in our main office in Virudhunagar and our branch office in Chengalpattu, Kanchipuram district. In line with the objectives of a women's empowerment and female-led organisation, gender equality and inclusivity are fundamental to our work and reflect in the composition of our team, with women playing out project management, administrative and outreach roles. About 37% of our members are women, and over 30% are representatives of the trans community in Kanchipuram, holding both project lead and Peer Educator posts.

4. International Interns

Interns from all over the world have been an invaluable asset to our office team over the years. Since 2015 we have run our International Internship Program, aimed to allow young professionals to gain hands-on experience on the ground and develop themselves and Blossom. Since the start of the program, we have had over 25 interns from 13 different countries. Our interns often stay involved with Blossom even after returning to their home countries, for instance, by representing the organisation in their regions.

Are you interested in an internship at Blossom? Please visit our website for more information: www.blossomtrust.org.

5. Volunteers

Hosting volunteers is always a privilege for Blossom Trust. Volunteers put in their free time to support our work, bringing us invaluable assistance. In recent years, the primary focus for volunteers has been to help at Dayspring Farm, helping out our farmers with the maintenance of the grounds. Unfortunately, due to COVID-19, we have not hosted any volunteers this year, but we are looking forward to restarting the program again once safe for everyone.

Are you interested in becoming a volunteer at Blossom? Please contact us at dayspringhome@gmail.com.

Programs Overview

1. TG Targeted Intervention

The transgender (TG) community has been most affected by the COVID-19 impact due to their vulnerable socio-economic position and reliance on the informal employment sector. Blossom Trust team in Kanchipuram worked over lockdown to raise awareness and facilitate TGs' access to public entitlements. In particular, the team aimed to increase the number of High-Risk Groups with appropriate IDs, enabling them to access the state government's relief package of Rs. 2000 for those with a ration card. Additionally, our efforts to reduce new HIV infections within the TG community by 50% continue. This work aims to contribute to the 90-90-90 target, meaning 90% of people living with HIV (PLHIV) are aware of their status, 90% of people are on antiretroviral (ARVs), and 90% of patients on antiretroviral therapy (ART) are virally suppressed by 2020-2021.

Key results:

a. High-Risk Groups (HRGs)

This year we have placed a particular focus on identifying new High-Risk Groups (HRGs) that, as a result of COVID-19 as well, are particularly vulnerable to contracting or transmitting HIV. Over the year, we have identified a total of 410 HRGs, of which we registered 153 new IDs, going beyond the 20% target of IDs recommended in project guidelines. Upon identification, Blossom also refers the HRG onto STI testing and counselling.



b. Integrated Counselling and Testing

TNSACS is supporting 377 Integrated Counselling and Testing Centres (ICTCs) which act as entry points for accessing HIV/AIDS-related prevention and care services. In support, Blossom referred 668 TGs to ICTCs around the Kanchipuram district. Overall, 100% followed through with the delivery of services and 33% were registered for new IDs.

c. STI Testing and Prevention

COVID-19 has challenged the provision of stigma-free, accessible STI testing for TG communities. Blossom Trust was able to get 563 TGs tested, slightly below the past year target but still encouraging given service interruption during lockdowns. We also distributed a total of 69,532 condoms to promote safety and STI prevention.

Programs Overview

2. COVID-19 Response

a. Social Media Campaign and Educlowns

Unable to reach the community directly, during the first phases of the COVID-19 pandemic, we launched an online campaign to educate people on limiting the spread of the virus. Even amongst the poorest, the use of Facebook and Whatsapp is widespread in India. During World TB Day week, we, therefore, shared informative content about COVID-19 through several platforms. The EduClowns, street performers integral to Blossom's educational approach, also joined us in raising awareness within their communities through Youtube and Whatsapp.

Key Results:

By providing information about what COVID-19 is, how it is spread, its symptoms and what you can do to prevent contracting it, we continued our support without creating mass gatherings. Once the COVID-19 situation has improved significantly, we hope to hold new EduClown performances engaging with the community in the field.

b. Emergency Ration Distribution in Madurai

Over 2020-2021, the Madurai area has shown a significant incidence of positive cases, resulting in an increased number of households unable to respond to their most basic needs. In response to the ongoing crisis, between September to November 2020, Blossom Trust supported food security for 2660 beneficiaries in over 15 locations or “Hunger Spots” across the Madurai urban area through an emergency dry-ration distribution targeting high-risk families and individuals.

Key Results:

With the distribution of 2660 kits, the project exceeded its original target of 2000-2500 units. 40% of beneficiaries were daily wagers or engaged in the informal sector. Over 650 people had pre-existing health conditions, of which nearly 25% were TB patients, followed by differently-abled and HIV-positive individuals.



Programs Overview

c. Community Intervention Program (CIP)

In partnership with the Health Department of the Greater Chennai Corporation (GCC), Blossom Trust was one of the 28 NGOs implementing the Community Intervention Program (CIP). The project ran from May to September 2020, covering 15 zones in the Chennai metropolitan area, with Blossom responsible for zone 12. The aim was to identify symptomatic cases among the most vulnerable households and refer them to the local Primary Healthcare Centre for testing and treatment. After a detailed mapping of the assigned area, our outreach workers conducted house-to-house visits to monitor the isolation of confirmed cases and record status updates at the household level, including completion of prescribed home quarantine. Alongside, Blossom's outreach team delivered Interpersonal Communication Sessions to raise awareness on community spread mitigation measures and address COVID-19 stigma and lack of trust between community members.

Key Results:

During CIP, Blossom Trust reached 2879 households in 9 high-risk settlements of zone 12 in Chennai. Risk-profiling allowed identifying a vulnerable beneficiary pool, composed of almost 70% of individuals aged 60 years old or over, and patients with hypertension and Diabetes. About 40% of individuals referred to the healthcare facilities for testing were discovered positive. What emerged from field data is a positive relationship between the increase in the number of people tested and those found positive to COVID-19. This data reflects the importance of testing to improve virus tracing, treatment and containment.



Programs Overview

3. Dayspring

Dayspring Home opened in 2004 on 6 acres of land located in Chittoor, a rural area outside of Virudhunagar. 20-30 children between the ages of 6 and 18 are in our care and the grounds consist of a safe home and an extensive farm producing vegetables, fruits and hosting livestock.

a. Dayspring Home

At Dayspring Home, between 2020-2021, we have hosted and taken care of 18 young girls from highly disadvantaged backgrounds, ranging from extreme poverty to chronic or infectious diseases, including HIV/AIDS, which they have experienced either through their families or direct infection. Their precarious health conditions have made them especially vulnerable over the past year and a half to the systemic complications of COVID-19. For this reason, Blossom Trust has taken immediate action to protect the girls' health by limiting interactions inside and outside Dayspring.

Furthermore, due to the pandemic, food scarcity and prices staggering high have become a severe issue. Over the past year, we have set up two fundraisers to mitigate this threat. The first fundraiser was active on Impact Guru from April 28th to July 28th 2020, raising a total of ₹143,279.00. This money helped us to provide nutritious meals to the girls and cover other operational costs for the following months. With the second wave of COVID-19 beginning in April 2021, we resumed our fundraising efforts and set up a new fundraiser on Milaap. This second fundraiser ran from May to July, raising small funds that were put forth to cover Dayspring expenses during this emergency period.

Finally, whilst lockdowns measures have disrupted the academic calendar, we have partnered with an international organisation, **Our Village Our Responsibility** who have delivered online classes in English. We have also equipped Dayspring with one projector and two laptops, to ensure girls could attend school classes remotely. Two of our girls have also started virtual engineering classes through the Virudhunagar Institute of Technology.

Key Results:

This year's activities have focused on reassuring operations at Dayspring Home after the outbreak of COVID-19. Above all, we have provided a safe environment for all the girls and Dayspring staff by respecting social distance and limiting external contacts, preventing virus spread within the Home. Secondly, we have ensured food security for our 18 girls by setting up fundraisers on crowdfunding platforms. The fundraisers have significantly contributed to covering running costs and operating expenses throughout the year. Lastly, by adjusting to distance learning and facilitating girls' safe return to their classes once government restrictions have lifted, we have mitigated the risk of school dropouts and preserved the educational development of our Dayspring girls.

Programs Overview



b. Dayspring Farm

Blossom established Dayspring Organic Farm in 2002, under the support of our partner Caritas Sweden. The intent was to use Dayspring grounds to generate sustainable income for the local community and provide nutritious food and a healthy diet and lifestyle to the girls at Dayspring. This year, despite COVID-19, we have reassured farm activities undertaking maintenance and reconstruction works, buying new equipment and developed new plans for the long-term sustainability of this project.

i. Poultry Sheds

In January, Blossom Trust received partial funding for building and renovating two sheds after a fire damaged the infrastructures in 2019. The inadequate shelter used to restrict poultry breeding and stock storage, impacting the farm’s ability to produce maximal output and generate income. The unsuitable housing had also resulted in predation and theft of animals. Due to COVID-19, we had to temporarily halt work on the sheds from the end of March to mid-April until restrictions first eased. Afterwards, swift progress was possible towards completing the construction and renovation, allowing Dayspring Farm to breed more effectively within the enclosure.

We are incredibly thankful to **EH-Klub** for providing the financial impetus and ongoing support for completing the sheds and their consistent help during these turbulent times.

Key Results:

With the shed-repairing finalised, we can now protect poultry from predation and thievery while securely expanding livestock-rearing. In turn, we have the opportunity to increase gross farm output and revenue, moving a step forward in transforming Dayspring Farm into an income-generating activity for local farmers.



i. Tractor

Thanks to the generous funds from **1% for Development Funds Vienna**, we could purchase a tractor for Dayspring Farm, particularly suitable to plough soil in narrow lanes for small-scale farming.

Key Results:

The tractor has eased the flattening of the land for seed sowing for vegetables for Dayspring Home and greens for the livestock, including chickens, cows and goats. We could also safely remove heavy rocks, allowing for increased land availability and potentially greater yield. Finally, we are exploring the possibility to rent the tractor at a fair price to other local smallholder farmers for their land. This way, Dayspring could generate a small income and get closer to self-sufficiency whilst benefiting the surrounding community.



2021 Upcoming Projects

1. Project Artemisia

Blossom has been a critical stakeholder within the local communities of Tamil Nadu in their fight against COVID-19. After providing relief during the height of the pandemic, we have seen the urgency of awareness-raising and advocacy programs to build long-term community resilience. With this in view, Project Artemisia aims to capitalise on the strength and capacity of women who survived COVID-19 to lead community awareness efforts on health safety measures, testing and vaccination strategies and create a platform to amplify the voices of the affected communities.

In combination with these activities, through this project, Blossom Trust will form and strengthen a civil society network in five districts, bridging the gap between the grassroots and state levels and contributing to informing government policies that account for and reflect the needs and realities of COVID-19 within the community.

2. ACT Network

Supported by the [Dutch Ministry of Foreign Affairs](#), the Advocacy and Capacity Building Network for Transgender (TG) Communities (ACT Network) is one of the three new programs under Blossom's belt this year. Implemented across Chennai and neighbouring districts, the project will build and expand on Blossom's current efforts to drive substantial, positive change in the social, economic and legal marginalisation of TG communities in Indian society, often unaware or unable to claim their rights and entitlements.

The ACT Network will address these challenges by mobilising TG Champions within the community for advocacy and awareness-raising, creating an inclusive, self-sustained trans-led network united in their desire to promote equal rights among and towards trans women. Alongside community mobilisation and knowledge-sharing, the project will identify a digital resource to map and facilitate access to LGBTQ friendly services, enabling resilience-building and empowerment of TG communities across the newly formed network.

3. Civil Coalition for TB Advocacy and Treatment Adherence

In 2021, Blossom Trust, [Stop TB Partnership/ UNOPS](#) and Public Affairs Centre (PAC) will join expertise to promote inclusive, gender-transformative, stigma-free access to Tuberculosis (TB) health services. As we aim to bridge the gap between the community and national-level TB response, this new partnership proposes a significant contribution to the achievement of UN HLM 2022 targets.

By strengthening our [Rainbow TB Forum](#), Blossom Trust-initiated patient network, this project will help communities in their fight against TB through the creation of a peer-to-peer support network encouraging treatment and compliance and the appointment of TB Champions. It will also amplify community voices by capturing data on human rights and gender aggregates to understand and overcome barriers to treatment and organise multi-stakeholder TB awareness events to inform public debates and community-centred policy responses.

Community Networks and Events

1. Self-Help Groups

Gender equality and women's empowerment have been at the centre of Blossom Trust's work for decades, supporting women in our communities to become financially independent and building their knowledge and confidence to make informed decisions. As part of this commitment, Blossom has set up thousands of women-led Self-Help Groups (SHGs) across the Virudhunagar district to foster mutual help and collaboration and raise awareness on fundamental challenges shared by the group members. From these efforts, we have initiated and given impetus to successful initiatives such as microfinance groups, our Poomalai Women's Collective, and patient networks, including Paneer Poo HIV Positive Women Network, Survive Sugar and Rainbow TB Forum. This year, our team has carried out a mapping exercise to register the formation and current status of our women-led SHGs.

Key Results:

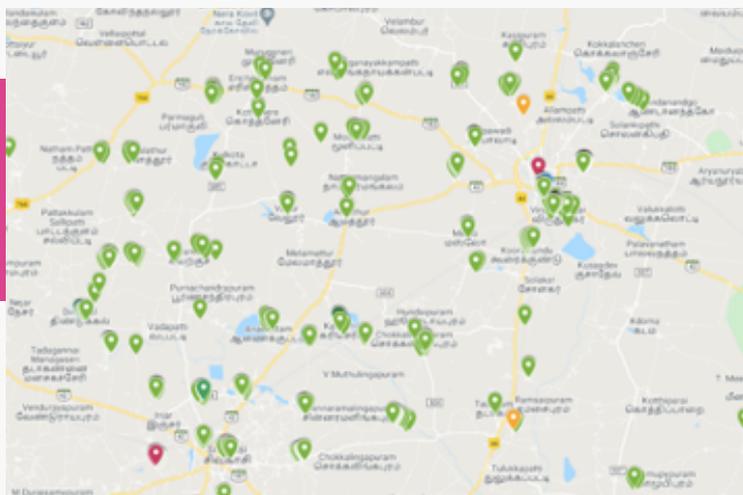
Since initiating the mapping, we have estimated that at least 400 SHGs across the Virudhunagar and Madurai areas are still active and functioning. Blossom Trust will continue to map and digitise additional group data from our Paneer Poo and Rainbow TB Forum networks to lay even stronger foundations for our current and future projects.

2. Farmers Interest Groups

Over 2020-2021, Blossom Trust has conceptualised a multi-year agricultural project to uplift the livelihoods of women farmers in Virudhunagar and Tamil Nadu extensively. The project sets out an ambitious, entrepreneurial objective, starting up an all-female **Farmers Producers Organisation (FPO)** collectivising women's efforts across the Virudhunagar district. Different components will contribute to this outcome: from disseminating environmental information to agriculture and entrepreneurial-focused capacity-building, the strengthening of a women-led Farmers Interest Group (FIG) Network and the physical and legal registration of the FPO. Our priority for the next year is to build and mobilise our Self-Help Groups (SHGs) into Farmers Interest Groups to become stakeholders and shareholders of this community-owned enterprise.

Key Results:

So far, Blossom's efforts have centred on mobilising women in the target communities among our existing SHG network. Our outreach workers have collected data of 1308 female farmers who have welcomed the initiative with high enthusiasm. As we move forward, we have connected with recognised partners in the agri-business and rural development sectors eager to assist Blossom through knowledge-sharing and implementation support.



Community Networks and Events

3. International Women's Day

This International Women's Day, we have invited everybody to **#ChooseToChallenge** gender bias and inequality, especially in these challenging times marked by the COVID-19 pandemic and the shrinking of women's labour force by 13%, compared to 2% of men.

For the occasion, on March 8th, we visited two villages, Puthupatti and Mavadi, situated within and around the Virudhunagar district. Here, we met with the women from our SHGs and our Director, Mercy Annapoorani, held an inspiring speech commemorating the accomplishments of our women throughout these past 20 years or so. She spoke about how women's choice to challenge discrimination, especially within the labour force, has created supportive female networks promoting mutual help and economic resilience.

Having these talks amongst the community is integral to acknowledge the generations of women that have strenuously advocated and worked for equal rights and reinforces the importance of gender equality.

Our commitment at Blossom is to continue raising awareness, empowering women and amplifying their voices to pave the way for a more inclusive society.



Petals of Blossom

1. Muthulakshmi

Profession: Farmer

Village: Sengunrapuram, Virudhunagar Block

Muthulakshmi, 29, is a young woman from a rural village in the Virudhunagar district.

Actively engaged in agriculture, she owns a small piece of land registered under both her and her husband's name. The main crops are corn, red millet, and lentils.

Despite her commitment to the family asset, the land, Muthulakshmi lives in hardship due to the many challenges she faces in her daily activities. Crop diseases, water scarcity due to erratic rainfall, and low yields are among the main constraints that she and other female farmers commonly experience in Tamil Nadu. Additionally, lack of capital and restricted access to extension services prevent effective, timely responses, progressively leading smallholders as Muthulakshmi to lose interest, "give up" on agriculture.

In Muthulakshmi's village area, Blossom's has engaged 150 women to become part of our agri-project. This block of Virudhunagar has been championing in carrying out successful, women-led initiatives. About 15 years ago, Blossom Trust helped local women form a thriving Self-Help Group (SHG) which still operates today. The group has an internal saving capacity of 100 rupees per month, proving the effectiveness of our grassroots approach and the solid foundations of our present and future interventions.



2. Rakshika Raj

Profession: Nurse/ Midwife

Village: Chennai

Rakshika Raj is the first trans woman to graduate from Padmashree College of Nursing, Tamil Nadu, in July 2018. Over a year-long, relentless battle, in 2019, she broke another record, becoming the first trans woman in India officially registered as a nurse and midwife.

After graduation, Rakshika was jobless for a year as the Tamil Nadu Nurses and Midwives Council (TNNMC) did not have 'other' under the gender field in their application. Refusing to register as either a male or a female, genders she does not identify with, Rakshika petitioned in Court to stand for her identity. In 2019, the Chennai Court pronounced in her favour, making her case an example of courage and determination in the fight for social justice.

Today, we proudly count Rakshika as part of the Blossom Trust family as she keeps up her great work supporting and motivating other TGs to "rise & shine" for their rights.



Petals of Blossom

3. Lakshmi

Profession: Farmer

Village: Edayalam, Thirunavalur Block

Trans women are still highly marginalised in Indian society as it often manifests in their exclusion from employment outside

of the informal sector, street entertainment and sex industry. Lakshmi, a member of the TG community in Kanchipuram, has been determined to break this circle, choosing to make her living out of agriculture.

In about a year, she managed to rent a small piece of land that she cultivates by herself, with additional (free-of-cost) labour provided by two other TGs. As per her rent agreement, 50% of her produce goes to the landlord. The remaining half is used either for sale (40%) or self-subsistence (10%).

Overall, it is still hard for Lakshmi to secure her livelihood due to her low financial capacity, with no access to loans or government schemes, alongside the discrimination she experiences in the community. As she pointed out, the only people who have been supporting her are those equally discriminated against, who form the only safety network she can rely upon.

Despite these challenges, Lakshmi is highly motivated to succeed and inspire more TG women to engage in agriculture. Blossom looks forward to supporting her strive through our new agricultural project.



Strategic 2020-2024

1. Organisational Strategy

Due to COVID-19, this year has marked a shift and reassessment of Blossom Trust's operations. While we had to interrupt some of our long-standing projects and initiatives, we adapted to new needs and priorities, from emergency relief to economic recovery and building and strengthening new and existing community networks.

As a result of this shift of direction, Blossom Trust has formulated a new Organisational Strategy 2021-2024 inclusive of COVID-19 adaptation plans. Over the next three years, the strategy outlines our commitment to expand our TG Network, increase the resilience and sustainability of Dayspring, kickstart our agricultural project, and restart our Crèche services and the EduClown performances.

2. Communication Strategy

Our 2020-2021 Communication Strategy aims to raise Blossom Trust's profile and visibility across the local, national and international arenas. The goal is to ensure our current and future projects and aspirations are communicated clearly to our target audience, enabling the expansion of our women network and overall organisational development.

a. Branding; Consistency and Promotion

Our rebranding campaign has introduced Blossom Trust's revised commitments towards our communities and our contribution to the Sustainable Development Goals (SDGs). Our communication package has included:

- Social Media Campaign
- Organisation Information (Brochures, Case Studies, Reports)
- Advocacy and Awareness Materials (Newsletter, Blog, Press Releases)

b. External Communications

Blossom Trust aims to implement an active and consistent strategy to promote our organisation to the larger community: target beneficiaries, partners and donors, international development actors, local, regional, national and international press.

c. Internal Communications

We are also keen to strengthen our internal communications by encouraging regular dialogue between current and former Blossom Trust board members, staff, interns and volunteers to build a long-lasting community.

Strategic 2020-2024

3. Fundraising Strategy and Financials

The primary aims of our fundraising strategy for this year have been to increase our financial stability by analysing and strengthening our current funding streams and looking for new revenue opportunities. Our primary funding comes from two crowdfunding platforms, Impact Guru and Global Giving, and foundations, corporations and government agencies through their grant programs.

a. Annual Budget

The figures reported below refer to the Fiscal Year going from March 2020 to March 2021. For this year, Blossom Trust's annual operating budget has been **INR 3,927,940.74**.

i. Revenue Streams

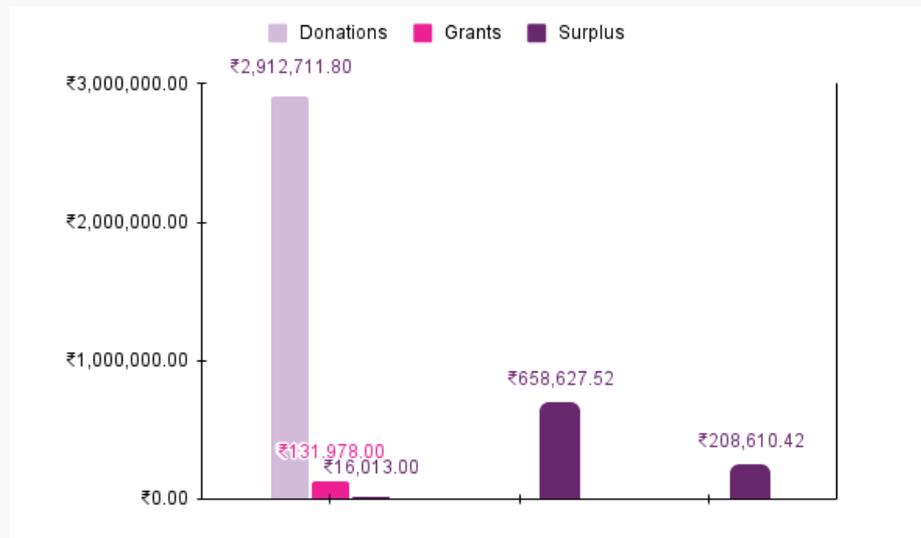


Figure 2 exhibits Blossom Trust income sources over 2020-2021. The largest revenue share streams from donations by individual and major donors, forming our base of unrestricted funds utilised to cover expenses at Dayspring Home and Farm and other organisational costs. Of total donated funds, around 74% come from local sources, while the remaining over 26% accounts for international donations.

Income from grants makes up just above 3% of total revenue, mainly due to project disruption and reassessment over the COVID-19 crisis. Two out of three total grant funding were indeed for COVID-19 related activities, one for Dayspring. All of these grants were locally funded by India-based and government agencies.

Strategic 2020-2024

ii. Cost Structures

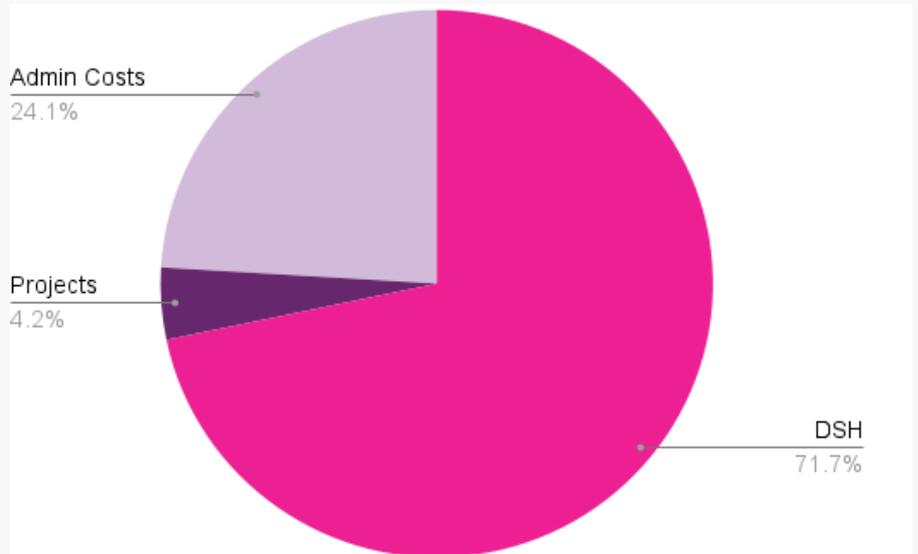
The reported expenditure for 2020-2021 equals **INR 3,927,904.74**, of which 71.7% is due to Dayspring Home and Farm expenses, around 24% to administrative costs and 4.2% to projects.

Similar to our yearly revenue, this cost structure reflects the extent of COVID-19 impact on Blossom Trust activities.

Dayspring Home and Farm expenditure, amounting to **INR 2,816,563.08**, has been significantly higher than other project expenses of **INR 166,454.16** in total.

Administrative costs account for **INR 944,923.50** of total budget expenditure due to carrying out and reassuring NGO operations over the 1-year time and during the pandemic, despite overall project disruption.

Moving forward, our financial strategy for 2021-2022 recommends diversifying our fundraising sources by investigating CSR options, submitting a consistent stream of funding proposals, strategising our external communications to increase visibility, and ensuring we are monitoring our progress.



Partners



Entwicklungshilfe**klub**



Ministry of Foreign Affairs of the Netherlands

Interested in partnering with us?
Contact us at blossom@blossomtrust.co.in

Closing Statements

Nandhini
Blossom Trust Peer Educator



We wish to conclude this report by paying our respects and showing our affection to all who have experienced the devastating economic and human loss of COVID-19. At Blossom Trust, we have been deeply affected by this loss first-hand. One of our exceptional Peer Educators, Nandhini, sadly lost her life this year due to COVID-19. We want to extend our respects to her family, friends and community and acknowledge the incredible work she performed for Blossom Trust and the TG community.

ACKNOWLEDGMENTS

Blossom would like to express its sincere appreciation to all its staff, volunteers, members, donors and partnerships with the local authorities whose dedication, contributions and ongoing support have ensured that Blossom has continued striving towards 'Blossoming power in every individual to reinforce community development!' Thank you very much for your support.

Head Office

77 Sekkilar Street
Virudhunagar 626001, Tamil Nadu, India

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Kanchipuram District, Tamil Nadu, India

Registration Details

Registration Number: 85/93
FCRA Approved & Indian Tax Exempt
Date of Registration: 7 June, 1993
Act: Indian Trust Act 1882

Click here for our website:

<https://www.blossomtrust.org>

Follow us on:



Donations

Blossom Trust provides ongoing social, economic and medical support for vulnerable communities across Tamil Nadu. With your help, we can continue to assist and empower women, children and marginalised groups and create a better future for all.

To make a local donation, please transfer to:

Blossom Trust A/C: 10921873022
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Madurai Road,
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South India

To make an international donation, please transfer to:

Blossom Trust A/C: 40119220866
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11 Sansad Marg,
New Delhi 110001, India

Volunteers

Volunteers play a fundamental role in several of our projects, especially in fundraising for the children's home and the farm. This year, we are mainly looking for volunteers who can help with the farm. If you are interested in volunteering with Blossom Trust please send an email to: dayspringhome@gmail.com

