

Thank you

for your continuous support and motivation
towards helping us be the best version of ourselves.

Thank you for making 2023 a successful one.

From,
Team ImpactGuru.



Head Office

3rd Floor, Vaman Techno Center, Makwana
Rd, Gamdevi, Marol, Andheri East,
Mumbai, Maharashtra 400059.

Phone: 1800 1020 380



2023

The Year Where Crowdfunding Success Continues To Shine

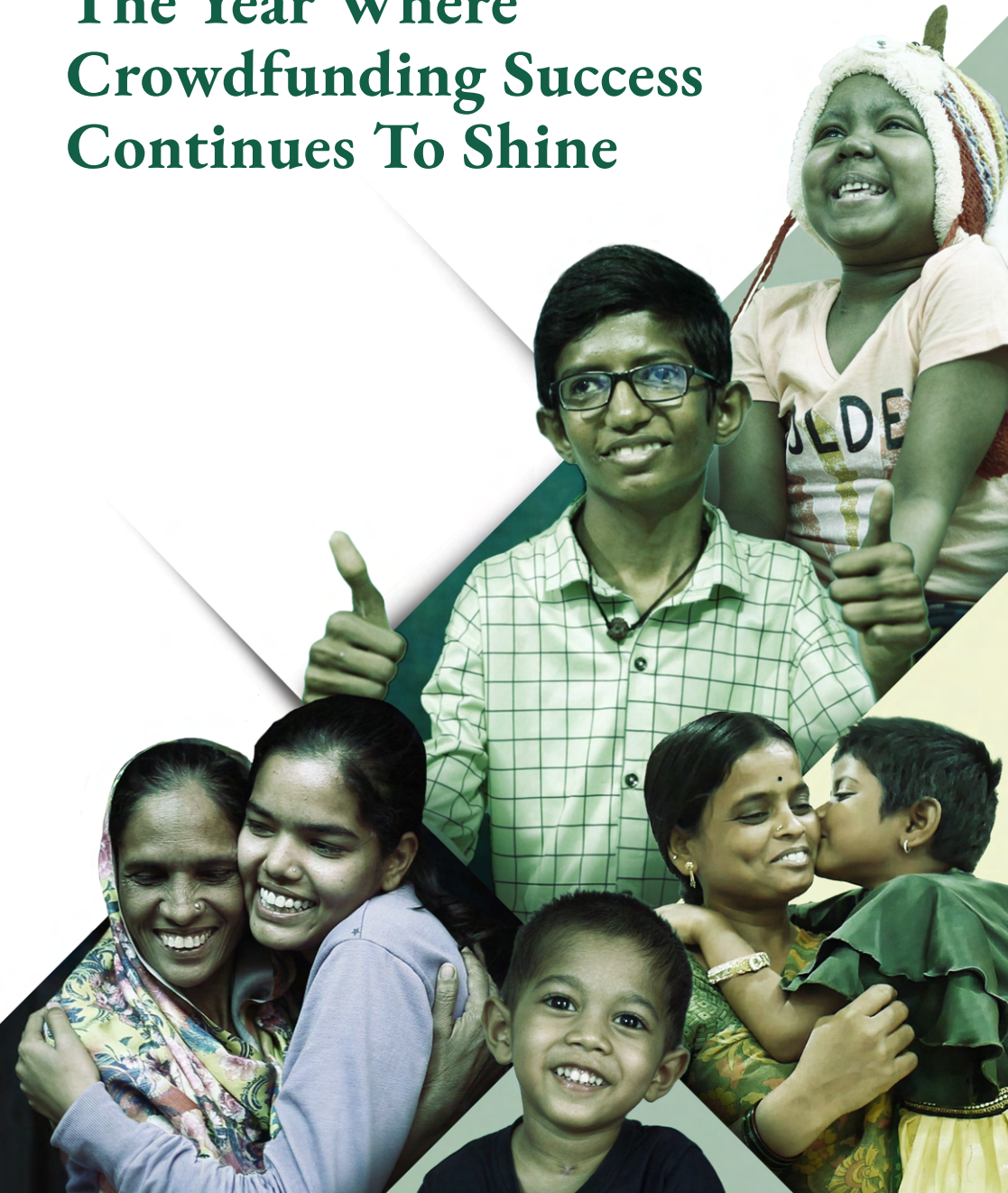


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Founders' Note



Khushboo Jain
Co-Founder &
COO

Piyush Jain
Co-Founder &
CEO

Vikas Kaul
Co-Founder, CGO &
CPO

Another chapter for ImpactGuru ends, and as we look back at 2023, our relentless efforts to enhance healthcare accessibility in India have brought substantial change.

We have relentlessly worked to provide 'within-reach' financial healthcare solutions, creating crowdfunding campaigns and extending support to those in need. The out-turn of these efforts has been transformational. In 2023, our platform has been the host of more than **69,000** impactful campaigns. Our family of generous donors has expanded to **30+ Lakh** changemakers who have contributed to making a positive difference in the world.

Humanity at its forefront - this is and will be our core value at every step of our endeavor. And we have been honored to collaborate with several social causes that drive our value. One such cause is our collaboration with **Maker's Hive to empower 100 lives with KalArm bionic hands**. Every narrative created on ImpactGuru's platform is connected with our clear goal of ensuring that healthcare is affordable and accessible in India.

Each life touched, every battle won in the healthcare sector, and every shared story has been made possible by the people of ImpactGuru - the donors, employees, partners, and beneficiaries. Their belief, trust, and dedication have fortified us, inspiring us to reach more and propel ourselves forward.

As we celebrate these nine impactful years and step into our tenth, we are more determined than ever to make 2024 the most remarkable year for crowdfunding so far. In the coming year, we stand poised to welcome new challenges, armed with a passion that burns brighter than ever - **to be the healthcare financial lifeline for the people of India.**

About ImpactGuru



Our Essence

At ImpactGuru, our essence embodies one mission:

Make Healthcare Affordable To Save Lives Today, While Securing Families For A Better Tomorrow.

Our drive stems from a genuine desire to support patients in India, ensuring their **healthcare needs are met without any financial barriers.**



Our Story

Our journey began back in 2014 with a modest dream to revolutionize the concept of crowdfunding in India. A small idea incubated at Harvard Innovation Lab, USA, has now turned into this venture that we can easily say is the **pinnacle of innovative healthcare financing.** The learnings and growth in the years so far continue to push us forward to creating a healthier India.



Our Approach

ImpactGuru's approach revolves around three core pillars: **TECHNOLOGY, COMMUNITY, AND TRANSPARENCY.** Through cutting-edge technology, we've built a seamless platform where donors and beneficiaries connect. Our community-focused culture encourages solidarity and a feeling of purpose. Transparency is at the heart of our operations, fostering trust and accountability with each campaign.



Our Vision

Looking ahead, our vision remains crystal clear: To further **redefine the healthcare financing landscape in India.** We envision a future where access to affordable healthcare isn't just a privilege for a few but a fundamental right for all.

ImpactGuru's Journey Of Nine Years

July 2014
Impact Guru was born.



August 2014
Incubated at the Harvard Innovation Lab, USA.



May 2015
Incubated at PACT, Singapore.



September 2016
Crowdfunding partner for Project Inspire - initiative by Singapore Committee for UN Women and MasterCard



September 2017
Hosted the first ever Crowdfunding Symposium in India



June 2019
Co-Founder Piyush Jain and Khushboo Jain featured in Fortune 40 Under 40



March 2019
Accepted in to DICE FinTech Accelerator



January 2019
Winner of Maharashtra Start Up Week



May 2018
Best social startup award Newscorp Techcircle



December 2017
Live Pitch on Tie the Knot/CNBC TV18 Young Turks



July 2019
Co-founder Piyush Jain Winner of Social Entrepreneur of the Year - Entrepreneur India



March 2020
Co-founder Khushboo Jain Winner of NITI Aayog Women Transforming India Awards



August 2020
Winner of The Economic Times Intelligent Health & Tech Awards 2020



January 2021
IAMA best Digital Social and Economic Empowerment Award



March 2022
Featured in BW Healthcare World 40 Under 40



March 2023
Co-founder Khushboo Jain won Express Award for Women Entrepreneurs in Social Impact.



ImpactGuru's 2023 Reflections

In 2023, ImpactGuru stood tall - achieving milestones, supporting impactful campaigns, and advancing in its mission to make healthcare affordable and accessible, setting the stage for yet another year of progress and determination.

A recap of what we achieved:

69,000+
Campaigns Created in 2023



40,000+
Patients Supported

30,00,000+
Donor Community



60,000+
Donors Joined Our Monthly Giving Community, GEM

2,200+
Campaigns Created For Social Causes

Campaigns That Inspired Us All

2023 witnessed some remarkable campaigns that were made possible with the help of crowdfunding on ImpactGuru.



Baby of Marthamma

raised over **INR 56 Lakhs/ USD 67.1k** with the help of thousands of kind donors online to treat severe pneumonia.



Nandini

had to endure a fatal form of Cancer called Ewing Sarcoma. With the support of thousands of donors, she raised **INR 30 Lakhs/ USD 35.9k** for her treatment.

Twin Babies of Suvarna's Campaign

received unparalleled support from donors across the nation. Their fundraiser raised over **INR 55 Lakhs/ USD 65.9k** for NICU treatment.



Baluvuri Hephzibah

raised over **INR 28 Lakhs/ USD 33.5k** for her Liver Transplant.



Baby Moinuddin

raised more than **INR 33 Lakhs/ USD 39.5k** for her Bone Marrow Transplant.



Feroz Khan

raised over **INR 28 Lakhs/ USD 33.5k** for his Sinonasal Ossifying Fibroma surgery.

Rare Causes, Strong Impact

Last year, ImpactGuru hosted its first Healthcare Summit And Awards. At this virtual summit, our Co-founder and CEO, Piyush Jain, presented our very first report on rare disease crowdfunding. The report highlighted how rare diseases impact patients' lives, their potential treatments, and the challenges related to the often exorbitantly expensive rare disease treatments in India.

Despite the challenges, ImpactGuru has grown exponentially in the realm of rare disease crowdfunding in 2023, creating more than 450+ campaigns. This has enabled those with rare diseases to receive the financial help they need to access the necessary treatment.

The key highlights of these campaigns include:



Ahaan Singh was diagnosed with **Neuroblastoma**, a rare cancer that affects children below the age of five.

Received Immunotherapy worth **INR 44 Lakhs/ USD 52.7k** with the help of crowdfunding.



Rajveer Kumar was diagnosed with **Anorectal Malformation**, a rare condition that occurs approximately in 1 in every 5000 births.

Raised over **INR 65 Lakhs/ USD 77.8k** for his treatment.

“As we look to the future, ImpactGuru will continue to strive to bridge the gap for those with rare diseases, providing them with the support they need.”



Baby of Sravanthi was diagnosed with Familial **HLH** (Hemophagocytic lymphohistiocytosis), a rare condition that affects only 1 in every 50,000 births.

Raised over **INR 73 Lakhs/ USD 87.4k** for the baby's bone marrow transplant.

Testimonials From Our Campaigners

Our campaigners are the catalysts that drive our platform.

Here's what they had to say...

“



“I was surprised to see the amount required for my surgery was raised within a few days. I realized that through this platform, I could make it.”

Udayan

Liver Failure Survivor

Raised INR 35 Lakhs/ USD 41.9k

“As a God-sent entity, ImpactGuru has been helping patients across the nation. They helped my daughter have a second chance at life.”

“



Vaibhavi's Mother

Thalassemia Major

Raised INR 22 Lakhs/ USD 26.3k

“



“ImpactGuru donors provided the cushion I needed and it made my treatment a lot less stressful.”

Hemant Iyer

Chronic Kidney Failure Survivor

Raised INR 17 Lakhs/ USD 20.3k

ImpactGuru's Humanitarian Drive

Beyond Medical Causes

TAKE A PAW Campaign

Initiated by 'Animal Aid Charitable Trust and Help In Suffering'

Aimed to rescue and care for street animals, providing them with shelter, medical aid, and sustenance. This campaign strived to improve the lives of neglected animals by offering them a chance at a healthier and safer existence.



Kal Ki Asha Campaign

Led by ImpactGuru and Maker's Hive

Sought to empower 100 individuals with KalArm prosthetic hands. This initiative aimed to provide those in need with functional prosthetics, enhancing their quality of life and enabling them to perform daily tasks with greater ease and independence.

Support Education Campaign

By the Magic Bus Foundation

Focused on providing underprivileged children with access to education. The campaign aimed to break the cycle of poverty by offering educational opportunities, mentoring, and resources to empower these children for a brighter future.



Humans who drive ImpactGuru

Our Donor Community

Over the past year, our donor community has grown and flourished in ways that have been nothing short of remarkable.

We are now a proud family of

30,00,000+

inspiring changemakers.

This year, more than

40,000 donors

have become a part of our monthly donor community.



Donor Testimonials

Here's What Our Generous Donors Have To Say

“

Watching the success stories on ImpactGuru moved me to take action. I wanted to be part of this community. The platform made it simple to contribute, and the transparency in how donations are used is reassuring.

**-Aarush Singhal,
From Mumbai**

“ I have always wanted to give back to a community that brings real change. The hurdle was to trust a platform that is making this possible. Until I came across this platform. What drew me was their commitment to transform people's lives. Truly inspiring.

**-Vishnu Nadkarni,
From Tamil Nadu**

“ Giving makes you so happy! When I saw a post from ImpactGuru on Instagram, I learned about the platform. I donated because I believe everyone deserves a chance at good health. Even though it's a small contribution, I hope it helps someone.

-Pranay Bhandari, From Delhi

Heartwarming success stories that inspired thousands.



Lavanya
Heart & Lung Transplant



Adarsh
Multiple Deformity
Treatment



Baby Mamta
Vascular Malformation
Treatment



Govind
Spina Bifida



Geetanjali Jain
Kidney Transplant



Shilpa
Cancer Treatment



Sneha Bhunia
Cancer Treatment



Perarasu
Kyphoscoliosis Treatment



Sreeja
Liver Transplant



Sonia
Open Heart Surgery



Hemant
Kidney Failure Treatment



Vaibhavi
Thalassemia Major
Treatment



Ahaan Singh
Neuroblastoma



Udayan
Liver Transplant

Impactful **LIVE** Sessions

In the continuum of several initiatives we began last year, live sessions flourished as one. These impactful live sessions were conducted with medical professionals to help people better understand the medical issues, their prevention, and management.

6th March, 2023

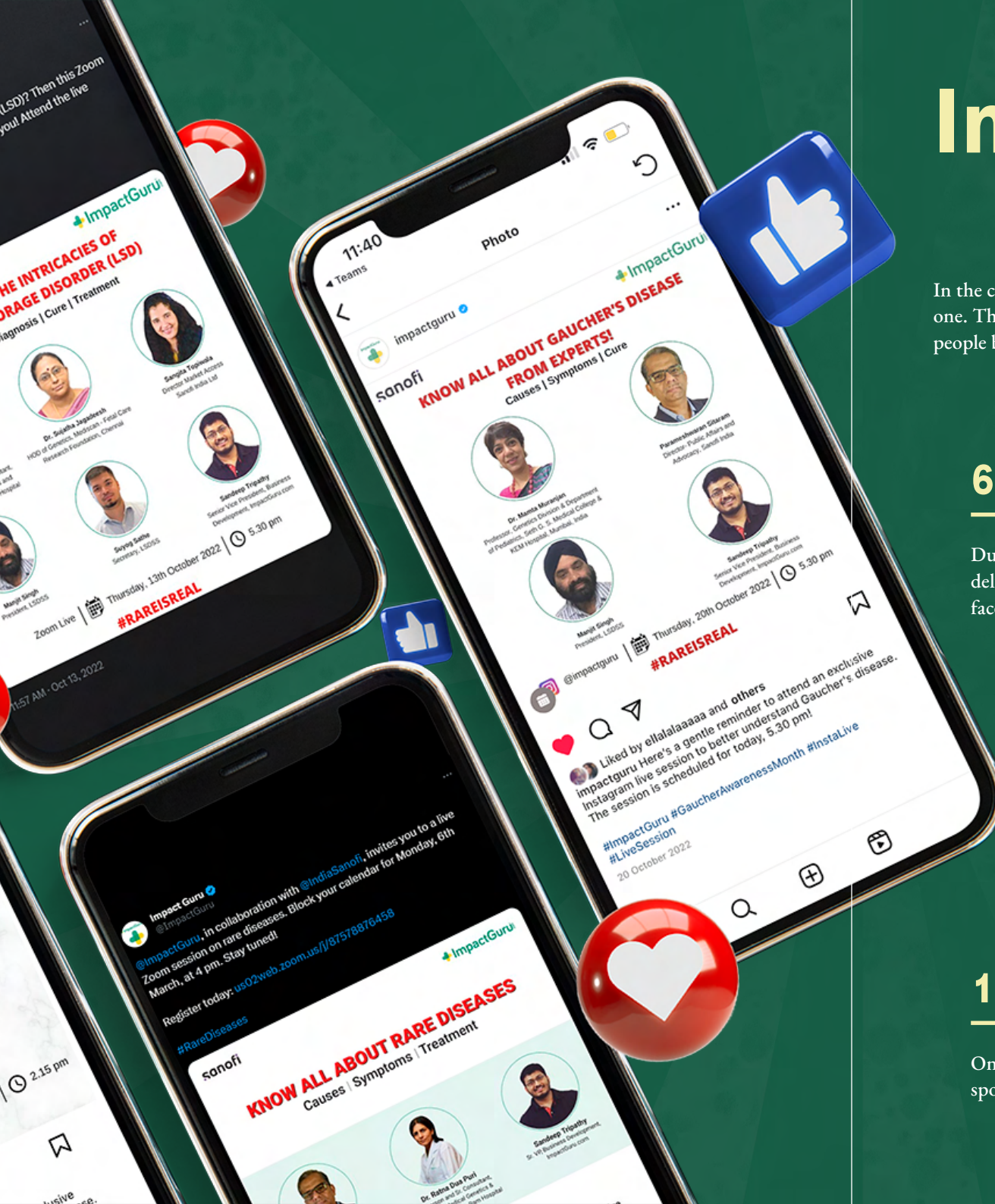
During the Zoom session, Dr. Ratna Dua Puri and Parameshwaran Sitaram delved into the intricacies of Rare Diseases, shedding light on the challenges faced by individuals with rare diseases.

5th April, 2023

Dr. Dhiren Shah shared his insights in an Instagram live session about Heart Attacks and how can one prevent them.

18th April, 2023

On the occasion of World Liver Day, Dr. K S Somasekhar Rao spoke about one of the most critical organs of the body- the liver.



8th May, 2023

Dr. Nilesh Wasekar did a live session on World Thalassemia Day and spoke about the criticality of the condition.

30th May 2023

Dr. Meena Muthiah led a live session on Instagram to mark Menstrual Hygiene Day, shedding light on the importance of maintaining proper menstrual hygiene.

20th October 2023

Dr. Alka Dahiya talked about Breast Cancer during an Instagram session with our co-founder and COO, Khushboo Jain.

LIVE SESSIONS

Recognizing Our Impact: Awards For 2023

Our co-founder, Khushbhoo Jain, was honored with two esteemed awards this year for her remarkable contribution towards social impact.



**Express Awards for
Women Entrepreneurs**
Rising Category in Social Impact

**The Delhi Management
Association**
Women Entrepreneurs

Making Headlines



Khushboo Jain Shifting The Face Of Healthcare Finance With Impactguru

Outlook Money

21st April 2023

<https://bitly.ws/36MAU>

Women in Business

Business India

20th March 2023

<https://bitly.ws/36MCY>



Need of the hour: Improving healthcare access for middle-class

Express Healthcare

11th July 2023

<https://bitly.ws/36Sor>



How tech is empowering healthcare financing

Healthworld

29th June 2023

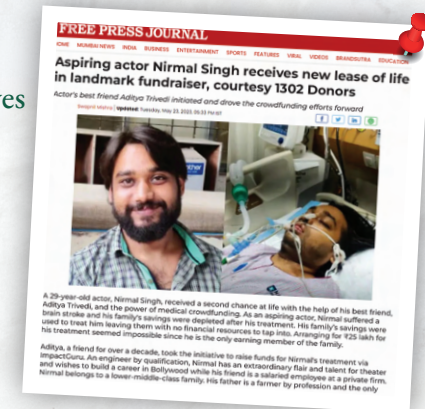
<https://bitly.ws/36Sy8>

Aspiring actor Nirmal Singh receives new lease of life in landmark fundraiser, courtesy 1302 Donors

Free Press Journal

23rd May 2023

<https://bitly.ws/36Tko>

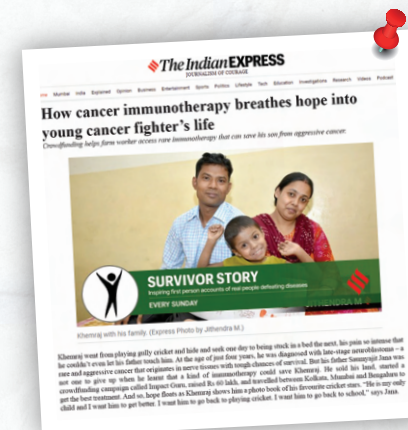


How cancer immunotherapy breathes hope into young cancer fighter's life

The Indian Express

22nd May 2023

<https://bitly.ws/36Tns>



Hearts & purses open, tree crash victim gets ₹25L for treatment

Mumbai: The family of the school teacher who was left immobile after a tree crashed in Dadar has said that they have managed to collect the total amount of ₹25 lakh required for her treatment.



TCI had on Tuesday reported about school teacher, who has been left immobile after a tree crashed on her on the morning of September 25 while she was standing at Dadar station waiting to hire a taxi to reach her workplace. Following the report, several readers came out to help Dadas.

While ₹17 lakh is collected through online petition at <https://www.india.com/fundraiser/help-romilda-senior-teacher>, the family received

the remaining ₹8 lakh in other form of donation. Shree Lepet, Romilda's sister, said the generosity of the city has been heartwarming. "We have had people donate anonymously and their contributions have made a huge difference to our current situation. The financial burden of her treatment would have been impossible for us to bear," said Lepet.

"We have seen the power of medical crowdfunding in enabling the treatment of the most complex cases across the country," says Khushboo Jain, co-founder and COO of ImpactGuru.

"We are glad to inform that over 500 generous donors have come together to raise over ₹25 lakh in 24 hours for Romilda's treatment. We have received enormous response to this campaign from compassionate individuals who believe in the power of community and the impact of collective kindness. We, along with Romilda's family and well-wishers, hope to gather the necessary funds to access the specialist medical care and rehabilitation that she urgently requires to help her get back on her feet," added Jain.

Dadas is still admitted in the hospital and doctors have said it would take one year for her recovery post hospitalisation. BMC officials, however, pointed out that the tree did not come down crashing on her own. "A vehicle hit the tree which then fell on Romilda. We had inspected the tree before Ganpati festivities and had found that it was in a good condition. It had been so trimmed to ensure that there is no unnecessary weight on it," said an official.

Hearts & purses open, tree crash victim gets INR 25 lakh for treatment



The Time Of India



05th October 2023



<https://bitly.ws/37cKi>

ImpactGuru gets a parent brand; group cos aim to impact 1 lakh patients in next 2 years



Online medical fundraising platform, ImpactGuru.com, has undertaken a major restructuring exercise. With the exercise, ImpactGuru.com will now have a parent brand CarePal Group.

ImpactGuru gets a parent brand; group cos aim to impact 1 lakh patients in next 2 years



CNBC TV18



24th May 2023



<https://bitly.ws/36Ktw>

Impact Guru forms Parent Brand CarePal Group, a one-stop-solution for healthcare financing



Business Standard



17th May 2023



<http://bit.ly/48FuNZx>



Medical crowdfunding has been instrumental in financing various treatments: Piyush Jain Co-founder, Impact Guru



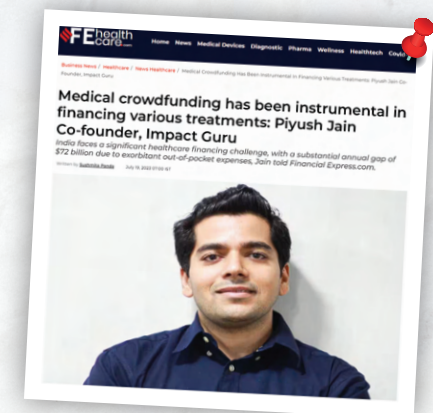
Financial Express



19th July 2023



<https://bitly.ws/36Mej>



Impact Guru and Maker's Hive Unite to Empower 100 Lives with KalArm Bionic Hands through Kal Ki Asha Crowdfunding Campaign



Business Standard



18th August 2023



<https://bitly.ws/36KVc>



Is it safe to donate money on crowdfunding platforms?



Moneycontrol



10th October 2023



<https://bitly.ws/36MkR>

ImpactGuru Inside Out

Of all the many things that we appreciate about working at ImpactGuru, we think that the culture we have built and are continuously building separates us from other organizations. At the end of the day, what we like to have is a sense of accomplishment. Being part of an organization that's committed to making a positive impact on people's lives in India is really inspiring.

- Content Team



Working in the creative team, we have had the opportunity to work on various projects, collaborating with different teams. What we appreciate the most is the open and approachable culture here at ImpactGuru. The zest to create the best possible video has always been our aim, and the team here allows us to experience that every day. We learn, adapt, and grow together.

- Creative Team



Working in HR here feels like being part of a big, happy family. We celebrate festivals together and have fun at work, which makes it enjoyable. The camaraderie between the team members is unmatched, and everyone has the chance to contribute to the company's success. We all learn from each other and continue to grow together.

- Human Resource Department



**For 2024, let's
work towards a
future where
every person in
need can access
affordable
healthcare in
India.**

What's Next For ImpactGuru?

Vision Beyond 2023

We have journeyed through 2023 driven by a simple yet powerful belief: **small steps lead to big change**. We remained committed to our mission to ensure affordable healthcare for all, supported by an incredible community of over 36+ Lakh donors.

In the coming year, we look forward to revolutionizing our approach through more innovative and tech-driven initiatives, forging powerful collaborations, and delivering unparalleled user experiences.

As we bid farewell to yet another successful year, we want to take a moment to express our gratitude to all those who have made it possible. To our investors, patients, employees, and donors - we truly appreciate your support and belief in our purpose of creating equitable financial solutions in the healthcare sector.

United by belief, driven by action.

THE
WORLD
END