

In our last newsletter, we explored the common doubts and hurdles that arise when beginning your

CSR JOURNEY.

In this edition, we shift the focus to what comes next—walking you through the key steps to successfully manage the entire project cycle once your CSR investment is in place.



1 COMMUNICATE AND COLLABORATE

Your CSR doesn't end once the cheque is signed. **Stay engaged.**

- Schedule regular check-ins with partners
- Visit projects during implementation to see impact first-hand
- Keep communication two-way: listen to both – beneficiaries and partners

2 MONITOR PROJECT PROGRESS REGULARLY

Good reports aren't enough, **structured monitoring is non-negotiable.**

- Track milestones, timelines, and outcomes– both qualitative and quantitative
- Celebrate the smaller wins—they keep momentum alive
- Use dashboards or tools for real-time tracking where possible

3 ENSURE TRANSPARENCY & FINANCIAL ACCOUNTABILITY

Trust is **built on transparency.**

- Review financial reports, audited utilisation certificates, and statutory documents
- Confirm compliance with CSR spending norms
- Keep all records accessible for audit and review

4 MEASURE REAL IMPACT

Impact isn't just about numbers—**it's about transformation.**

- Go beyond counting beneficiaries: look at behaviour, mindset, and confidence shifts
- Capture stories, case studies and beneficiary voices
- Use third-party assessments for deeper insights

5 DISCLOSE & SHARE OPENLY

CSR thrives **on credibility.**

- Publish mandated annual CSR reports
- Showcase initiatives on your company website and in internal communications
- Share success stories with employees and stakeholders

6 CAPTURE LEARNINGS & FEEDBACK

Every project offers **lessons.**

- Record what worked and what didn't for sharper CSR strategies in future
- Collect ground-level feedback from staff and beneficiaries

7 PLAN FOR SUSTAINABILITY

CSR should outlast the funding cycles. **Think long-term**

- Co-create exit strategies with partners
- Build local capacity or explore co-funding models
- Encourage innovations that make programs self-reliant

8 STAY COMPLIANT AND UPDATED

Regulations evolve—**your CSR should too.**

- Track government updates and CSR rule changes
- Complete statutory filings on time

WHAT'S OFTEN MISSED



Alignment with Vision

Tie CSR to your company's long-term brand values.



Employee Engagement

Invite staff to volunteer or visit projects—it builds pride and ownership.



Responsible Branding

Share stories authentically; avoid over-commercialising impact.



Thought Leadership

Publish insights or learnings to establish credibility.

How LET IT COUNT Can Help

From identifying authentic, high-impact organisations to conducting rigorous due diligence, Let It Count stays with you through every stage—monitoring progress, ensuring transparent reporting, assessing real impact, & guiding compliance—so that your CSR is not just effective, but also meaningful, credible, and legacy-building

www.letitcount.com

Contact us for more details contact@letitcount.com