

CSR MADE
SIMPLE

Clear Answers | Confident Giving | Real Impact



Many companies delay CSR disbursements due to uncertainty about compliances, unclear priorities, lack of trust in partners or simply finding impactful avenues to support.

If you have faced any of the above, this edition will help simplify your CSR journey with practical guidance on where to start, how to choose the right programs, and how to execute – even without a dedicated CSR team. All to ensure you give with confidence, ensure compliance, and create lasting change.



When is the right time to start deploying CSR funds? Where should I donate? What's the right problem to solve? How will I know if my donation is being used properly?

Start Early.

Start now. Early alignment of causes, partners, and timelines ensures smooth fund use. Remember, just like corporates have to show 100% of CSR funds fully utilised in the same Financial Year (FY)*, non-profits too must utilize at least 85% of their income within the same FY*. Early disbursement enables meaningful program execution and measurable impact before year-end.

Pick the Right Project.

It's time to move beyond ticking boxes. Choose initiatives that not only align with Schedule VII of the Companies Act and SDGs but also resonate with your company's vision and create **deeper, lasting change**.

Work with Verified Partners.

A polished website isn't proof of credibility. With thousands of NGOs in every state, focus on partners that are **legally compliant, field-strong, and impact-driven**. Rely on thorough due diligence from social sector evaluators to identify genuine, capable organisations

Track & Share Progress.

Establish systems for regular **monitoring, field-level evaluations, and third-party audits**. These help you stay informed, compliant, and communicate your impact with confidence.

By when must CSR funds be utilized? Who keeps track of new CSR compliances? What are the penalties for delayed fund deployment? Can I use my CSR funds to support programs in the next few years?

For 1-year projects, spend CSR funds by March 31 of the same financial year. For multi-year projects, transfer unused funds to an Unspent CSR Account within 30 days after year-end and use them within 3 years. Non-compliance can result in penalties up to ₹1 crore or double the unspent amount, with responsible officers facing fines up to ₹2 lakh, along with reputational risk.

Pro Tip: Always consult CSR specialists or refer to the MCA portal for updates.



Why not do social service myself instead of funding an NGO? How can I be sure the NGO isn't over-budgeting? Will I know how much and who ultimately receives the funds? Is there a difference in donating to a cause close-by, rather than an established NGO?

Here's the reality: Great NGOs bring more than funding—they offer years of grassroots experience, deep-rooted community trust, and skilled teams to deliver lasting change.

Out of thousands registered, only a few blend local presence with strong governance and effective delivery. Working with them accelerates the impact you make without needing to build your own capacity.

Non-profits too, ensure accountability through in-depth audits, reports, and compliances, so your support both amplifies intent and multiplies your impact.

Remember, when chosen wisely, NGOs don't just execute. They amplify your intent and multiply your impact to a much bigger magnitude.

I DON'T HAVE KNOWLEDGE ABOUT THE SOCIAL SECTOR SO HOW DO I DECIDE ON ANY OF THE ABOVE?

That's where Let It Count comes in.

We assess where you stand

Develop CSR strategies that last and leave a legacy

Simplify paperwork, save time, reduce CSR costs, avoid risk and ensure compliances

And most importantly...

Ensure your contributions make an impact that actually matters.....

Something you'll proudly stand behind!

www.letitcount.com

Contact us for more details contact@letitcount.com