



YOUR IMPACT, ACROSS 10 STATES

Let It Count now reaches partners across 10 states in India, spanning metros and remote blocks alike. This year, after entering the fray as we pushed deeper into zones where merit and income still stand worlds apart.

With our donors and NGO partners, we aligned closer to the halo we envision in boardrooms, sketch out in community meetings, and dream about over kitchen-table conversations.



From Survivor to Advocate

Trafficking survivors are rebuilding their lives, then turning around to stand up for others. Their work showed us how safety, income, and dignity thread together into something unbreakable.

Disability and Education

Partners are sporting classrooms for children with disabilities through inclusive infrastructure, teacher support, and the kind of everyday advocacy that refuses to quit.

Supporting a Greener Future

Plantation drives transforming forest spaces into breathing green spaces, with local communities leading, planning, and tracking every sapling that takes root.

Building Resilient Health Systems for TB

Supporting those fighting TB and the systems care for them through frontline worker coordination, stronger public facility triage, and counseling that helps patients complete treatment with dignity.

These capture just a fraction of the stories behind the numbers, but they reflect the spirit our partners carried through this year.

OUR IMPACT AURA, 2025

If we had to distill this year's work into three qualities, our Impact Aura 2025 would be:

Grounded and community-led

Work shaped by local NGOs, field workers, ASHAs, teachers, SHG leaders, and community advocates who already know what will land and what will fall flat.

Patient and long-term

Projects built to outlive single financial years and compliance cycles, even when that meant embracing slower, quieter progress.

Data-informed and learning led

Frameworks that went beyond collecting numbers to help teams pause, plot, and evolve.

It wasn't polished. It wasn't always smooth. But it was honest, incremental, and undeniably human.

BADGES YOU UNLOCKED THIS YEAR

None of this happens without the ones who choose to step in rather than stand by, whether CSR teams, NGOs, or individual donors willing to break the mould.

If 2025 handed out badges, many of you would be wearing these:

Impact Questioners

They brought clarity to the fog of CSR, asking the right questions to uncover what truly matters.

Early Harvesters

They were the first to plant seeds of change, showing others the path forward.

Experimenters

They dared to try new things, knowing that innovation often starts with a small test.

Community Architects

They listened to the ground, building bridges between needs and solutions.

Innovation Catalysts

They brought fresh ideas to the table, pushing boundaries and sparking change.

Everyday Heroes

They showed up every day, doing the small things that make a big difference.

To each of you, donors, NGOs, and front-line workers, thank you for letting us walk this path beside you.

BUILDING THE BACKBONE: A CENTRAL SYSTEM FOR TRANSPARENCY

2025 was also the year we built the infrastructure behind the impact. We developed a consolidated space where monitoring reports, photos, field notes and compliance documentation come together.

For donors, the portal delivers:

- A single dashboard capturing all active projects at a glance
- Real-time visibility into fund allocation, milestones, and outcomes as they unfold
- A consolidated space where monitoring reports, photos, and field notes come together

For NGO partners, it provides:

- A consolidated space to log monitoring progress, aligned to frameworks co-designed with industry expert consultants
- A transparent and secure space to capture what's actually happening on the ground



The result? Single-view transparency across all your CSR projects, funds, compliance and reports without drowning anyone in paperwork.

GROWING WHAT LET IT COUNT OFFERS

2025 marked the year we expanded the kind of support CSR teams can lean on.



We've now grown to include a 360-degree end-to-end CSR management for all our clients.

This year, we also brought new voices into our team to power this broader vision.

Shruti Patel - Founding & Chief Executive Officer

Arjun Choudhary - Head of Strategy & Compliance

FROM 2025 WRAPPED TO 2026 READY

As we close 2025, we wish friends our best. CSR demands time, trust, and the right partners.

In 2026, we're moving toward:

- Deepening frontline engagement while deepening the work behind the scenes to ensure what's on the ground is actually making its way up.
- Partnering with more NGOs for long-term, high-impact results, and that means a lot.
- Supporting more donors with clear, transparent views of their social expenditure and the human stories behind every line item.

If you want your 2026 CSR to feel less like a scramble and more like a strategy, with stronger monitoring and a central system tracking it all, let's think it through together.

WITH GRATITUDE

Thank you for standing with communities this year in ways that will never squeeze into a report or flash across a dashboard.

From all of us at Let It Count:
Thank you, Dhanyavads, Shukriya, Namaste.