



ASB HS CSR

Community and Social Responsibility



2016-17

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WHY?

THE PURPOSE

The High School's (HS) Community and Social Responsibility (CSR) program is situated within ASB's mission and core values. It aims at creating **sustainable** and **authentic** service-based experiences for HS students in order for them to do the following:

- *Build a greater awareness of some of the social and environmental issues in and around Mumbai*
- *Develop the agency, skills, and attitudes needed to create positive change through transformative citizenship and service*
(Ref: CSR Outcomes, sec 2 of this document)

Service is broadly defined as the activities that students engage in to meet an authentic need of a community/NGO through their skills/talents. In the process, students learn that it is possible for them to become citizens who do not merely participate in society but who transform their communities and themselves by creating a positive impact.

OUTCOMES FOR STUDENTS

CSR 1: Students gain greater insight into their strengths and areas where they can continue to develop further.

Students learn to reflect on their strengths and weaknesses. They are able to see themselves as individuals with various skills and abilities, some more developed than others. Students understand how to leverage their strengths and work on their weaknesses.

CSR 2: Students plan and initiate sustainable activities; they have the courage to undertake new challenges.

Such activities could take on many forms like starting a new club, extending the activities and outreach of a current club, planning a fundraiser, planning an advocacy campaign, initiating and taking charge of a new process in school like recycling, etc. The plan must include ideas for making the activity sustainable over time, e.g., plan for succession of leadership in a club, work with school authorities to make new processes part of the school routine/structure, actively engage incoming 9th graders, etc. Planning and initiation may often be in collaboration with others.

CSR 3: Students work collaboratively with others.

Students collaborate with their peers or with their NGO partners. Any CSR activity must meet the authentic needs of the group it aims to serve. Students must demonstrate that they have assessed the needs of their partners and that their activities are designed collaboratively to meet these authentic needs.

CSR 4: Students show perseverance and commitment in completing activities.

This implies attending club meetings regularly, following through on volunteering commitments, seeing an activity through to its end and accepting a shared responsibility for dealing with problems that arise in the course of activities. It also means that instead of engaging in several activities superficially, the student shows commitment to one or two causes/issues/clubs over two years.

CSR 5: Students engage with issues of local and global importance.

Students develop a deeper understanding of the social or environmental cause that they are working for (e.g., inequitable access to quality education, livelihood problems, etc.). They learn about some of the causes, implications, and solutions related to their issue (e.g., why do young boys become rag pickers, how does this affect their lives economically and emotionally, what does ACORN do for them?)

CSR 6: Students consider the way their actions affect others, the community, and the environment.

The way students communicate and the integrity they demonstrate in their behavior will affect their relationship with NGO partners and their peers. As with the first CSR outcome, students learn to reflect on how their actions affect others. We want students to become more empathetic and learn to make ethical decisions along the way.

CSR 7 Students develop new skills

New skills can include any of the 21st century skills- communication, information fluency, creativity and innovation, collaboration, critical thinking, managing complexity, global awareness, multicultural literacy and taking personal responsibility. As with new challenges, new skills may be shown in activities that the student has not previously undertaken, or in increased expertise in an established area.

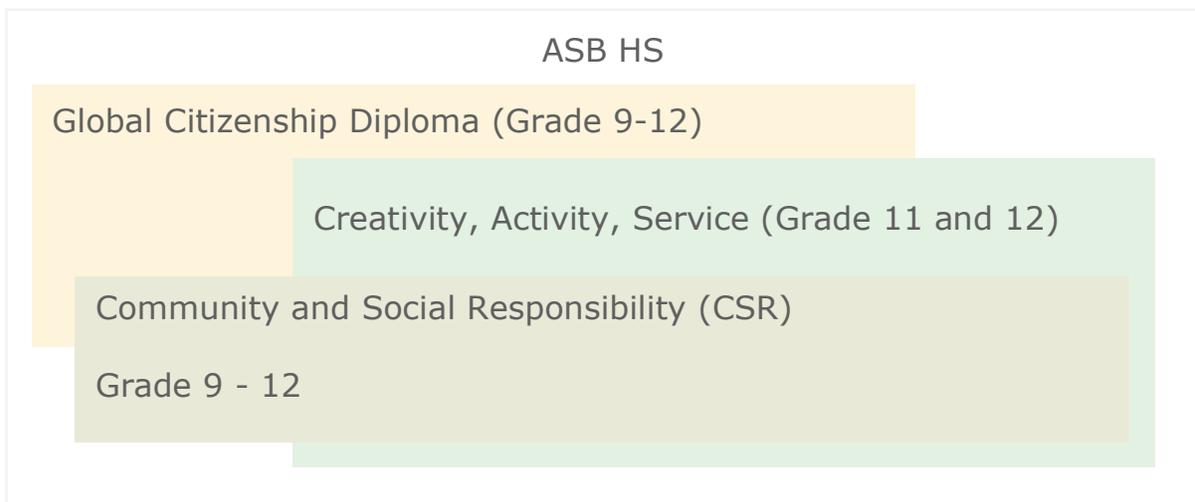
ARE CSR OUTCOMES DIFFERENT FROM CAS/GCD OUTCOMES? HOW?

They are not. HS CSR has outcomes aligned with CAS/GCD programs offered to students at ASB. For all reporting purposes at GCD or CAS, students can utilize their CSR experiences to reflect upon.

HOW?

THE METHOD

Service at ASB HS is situated within the framework of 'action and reflection.' In that context, CSR is designed not to be a separate program, but one that feeds into/prepares for CAS and GCD program. CSR is primarily driven through student-led CSR clubs in ASB HS. All Grade 9 and 10 students seek membership to a CSR club of their choice. Grade 11 and 12 students can participate/lead the CSR clubs. Their contribution to the club feeds into the service component of CAS. They must consult their CAS coordinator for the same. Also, all the



CSR work undertaken at ASB from grade 9 to grade 12 can feed into the community engagement piece of GCD (Global Citizenship Diploma) program.

FOUNDATIONAL VALUES

Sustainability (in the processes and planning) and ***authenticity*** (in our intentions, need analysis, programming, and reflections of CSR) serves as the foundation for all CSR.

Some of the examples for evidence of sustainability could be:

- *Sustainable programming of CSR activities*
- *Long term vision for engagement with the NGO or the issue*
- *Following process and policies such as fundraising (accountability for raising and using the money), procurement of PE equipment, art/other stationary materials, space booking*
- *Efficient operations such as coordination with NGOs, teacher-mentor, CSR/CAS coordinator, transport, with team members*

Some of the examples for evidence of authenticity could be:

- *Using in-depth and cyclic empathy phase (design thinking) to understand the authentic need of the audience*
- *Reviewing personal and club's purpose from time to time*
- *Reflections in ManageBac – for Self and Team members, especially guide the 9th and 10th graders in your respective teams, hold them accountable (with empathy towards them) for authentically reflecting and logging the same in ManageBac for review*

GOAL-DRIVEN CSR

All CSR clubs/initiatives must define their goals in the beginning of the school year. The goals must consider the authentic need of the organizations they aim to serve in alignment with the club's skill sets.

Each goal must be specific, measurable, achievable, relevant and timely (SMART). The goals and the supporting plan must be reviewed each semester. If the club/students feels a need to revise the goal, they can do it at the beginning of the second semester. At the end of the year, the club/students must provide evidence of the activities conducted and goals met in order to get approval to continue running the club/initiative in the following year. The same will be reflected in CAS approval for juniors and seniors. Due to any unexpected event, if the goals are not met, the club/students will initiate timely action to review the situation with the teacher-mentor and CSR/CAS coordinator.

CSR OPTIONS

CSR is operated primarily through student-led CSR clubs at ASB High School. Students also have the choice to lead an individual project/initiative. If any student wishes to do so, he/she must consult with CSR Coordinator. All individual initiative/project, a student may lead such a project after principal's approval. All Grade 9 and 10 students' individual projects will be supervised by the CSR Coordinator. All Grade 11 and 12 individual service projects will be supervised by CAS Coordinator. All CSR Clubs will be supervised by their respective teacher-mentors along with the CSR Coordinator.

ALL CSR CLUBS

- Every club must identify a teacher who will act as a mentor for the year. The mentor should be made aware of his/her responsibilities.
- Every club must have a minimum of 5 students and maximum of 15 students as primary members. If the club needs to have more than 15 members, the same must be discussed and approved by the teacher-mentor and CSR coordinator.

- Every club must select a leader (and max 2) and a treasurer (if needed). The leader(s) will be the main point of contact for the CSR coordinator.
- Every club must have a regular meeting time and place and these should be communicated to the CSR coordinator.
- Club members (primary and secondary) must meet at least twice a month, apart from CSR advisories. The office of extracurricular activities can help clubs find a time and place to meet.
- Club Leaders are responsible for marking attendance at EVERY meeting.
- If your activities require travel, you MUST fill out a travel permission form and submit it to CSR Coordinator a WEEK in advance. All travel plans must be coordinated through or communicated to CSR Coordinator.
- Every club must submit a plan before Sept 30th to their mentor and the CSR coordinator outlining their goals for the year and associated activities. At the end of the year, the club must provide evidence of the activities conducted and goals met in order to get approval to continue running the club in the following year.
- All active CSR clubs will participate in HS CSR fair to present their work and recruit new members or re-enroll continuing members.
- Clubs may not use any screening procedures to refuse membership, if a student chooses to join the club. In case of conflict (inactive or disruptive member, limited seats in the club, etc), the decision will be taken in consultation with teacher-mentor and CSR coordinator.
- Any money needed for club activities (stationery, material for activities, snack for NGO kids, etc) must be raised by the club. Please refer to fundraising process for more details.

- Every club must submit a report to CSR coordinator at the end of the year. The report will include:

- *Description of activities carried out through the year*
- *Photographs or other artifacts*
- *Club achievements, successes, and challenges*
- *New leadership for the next year*
- *Summary of accounts – money raised and spent*
- *No. of hours contributed by each member*

NEW CSR CLUBS

- *If a student(s) wish to start a new CSR club, they will submit a proposal for the same to the CSR Coordinator. The form is labeled 'NEW CSR CLUB PROPOSAL' and can be found on the student portal.*
- *New Clubs can ONLY be started by sophomores, juniors and seniors.*
- *Any student initiating a new CSR club must have done sufficient pre-work in consultation with the CSR Coordinator and teacher-mentor. Following is an illustrative, but not exhaustive, list of work done before a club can be launched as new CSR:*
 - *The concept of the CSR club must be unique. The students must have done detailed study of existing CSR clubs and should have tried to align the new idea with an existing club, before decide to start it as a new club*
 - *Establish relationship with the NGO you wish to work with*
 - *Have worked with the NGO kids/ beneficiaries for at least 3-4 months (just) before starting the club, independently or with a group*
 - *Worked with the initiating team to develop a clear process and program before offering it to other students during CSR fair*

- *The CSR Coordinator will consult with the teacher mentor, HS Principal and Assistant Principal and revert within 20 days.*
- *All new CSR clubs for an academic year must be approved by the HS Principal before CSR fair (before the summer break) and must be offered to students as a choice during the fair.*
- *CSR Guidelines outlined in the previous section ALSO apply to all new clubs.*

CSR FAIR

Each year, HS holds a CSR fair (mostly in month of May) for students to learn about and select a CSR club of their choice. While selecting a club, students are advised to consider:

- 1) *Is the club working towards a cause you are passionate about?*
- 2) *Is the club working through the talent/skills you are great at (that you can offer as a service) or you wish to develop (and have honest intentions to invest yourself in)?*
- 3) *How can you best contribute towards the club's goals?*

CSR ADVISORIES

All students will attend CSR advisories for their primary CSR clubs. The advisories are led by CSR leaders and mentored by teacher-mentors. Students who are not part of CSR clubs but are leading individual projects, will be mentored as below:

- *Grades 9 and 10 – CSR Coordinator*
- *Grades 11 and 12 – CAS Coordinator*

MANAGEBAC REFLECTIONS

After each new CSR experience (weekly activities, CSR club related events, visits, etc.), students will be expected to make an entry in ManageBac. Teacher-mentors are expected to read and provide feedback on student entries and have conversations with students about their experiences.

Please note, grade 11 and 12 students use ManageBac for CAS. Their CSR club reflections will be part of “service” aspect of CAS and will be finally reviewed by CAS coordinator.

For Grade 9 and 10, this is the third year of ManageBac reflection. This will help the students to learn the art of meaningful reflections. Teacher-mentors and Club leaders are requested to guide 9th and 10th grade students for effective use of ManageBac.

ROLES: CSR CLUB TEACHER-MENTORS

Teacher-mentors/supervisors are instrumental in the success of a CSR club. They provide essential mentoring to the members and leaders of the club and help set the vision. Any High School teacher can be approached by students to be their club’s teacher-mentor. Teachers can choose a club of their interest to mentor. Some of the key responsibilities of a teacher-mentor are:

- Gain an understanding of the ASB CSR program, know the expectations from teacher-mentor, club members and overall CSR program.
- Participate in meetings with NGO coordinators to plan for the annual CSR goals for the club.
- Help the club develop S.M.A.R.T. goals and set up processes to achieve them.
- Guide students to appropriate resources - material and human.
- Visit the NGO/site when students are running their activities.

- Ensure that leaders inform you of their travel plans and that necessary travel permission forms are submitted to the CSR coordinator.
- Guide students in choosing CSR activities that interest them but also help them develop new skills and undertake new challenges
- Use advisory time to plan and teach critical reflection; invite students to consider the implications of their activities in terms of learning outcomes and impact on communities/people.
- Guide new students in creating and maintaining ManageBac reflections and provide feedback at regular intervals
- Meet with students as per schedule (advisory, club meetings, etc.) or need
- Communicate with CSR coordinator in case of concerns, suggestions or questions
- Hold students accountable for their role within the club

ROLES: CSR CLUB LEADERS

The student leaders are the chosen representatives of the club. Towards the end of the 2nd semester (March/April), each club finalizes its leadership. If a 12th grader is leading a club, students plan for transition. Those interested in leading their CSR club should submit a pitch (written, video, photo journal, etc.) to their outgoing leaders, teacher-mentor, and CSR coordinator. The club can choose to have various democratic ways to decide (voting, interviews or a mix of different options). One student can lead only one club at a time. However, they can choose to participate in other secondary clubs actively. A CSR club can have one or two leaders. For larger CSRs, the club can decide to have manageable branches led by branch/activity leaders. However, one club may not have more than two leaders in an academic year.

Some of the key responsibilities of CSR club leaders are:

- *Envision and lead goal setting and planning processes*

- *Create supporting structures (meetings, tech platforms, etc) to help support team members*
- *Collaborate and coordinate with teacher-mentors, CSR Coordinator and NGO representatives to review and redirect club activities*
- *Lead by example – Attend at least 80% of planned activity sessions and 100% of club meetings (unless there’s an emergency)*
- *Ensure each member’s active participation; hold the team accountable*
- *Participate in annual CSR leaders’ retreats and CSR meetings (as and when communicated)*
- *And most importantly, enjoy and learn from the process of leading an exciting journey of being a CSR leader! 😊*

FUNDRAISING

Fundraising in High School is open only for CSR Clubs and for NGOs the clubs have long-term relationship. Students leading individual projects, will have to consult with CSR Coordinator for any fundraising opportunity within their initiatives.

All fundraising efforts will be directed to the CSR Coordinator as a first step in the approval process. The CSR Coordinator will regularly consult with the Divisional Principal, and the Leadership Team regarding fundraising efforts to ensure agreement and coordination.

Any CSR club who wishes to solicit funds will fill out an application form (CSR Fundraising Application Form) found on the CSR portal page and email it to the CSR Coordinator. The CSR Coordinator will communicate the decision with the applicants within 15 working days.

All fundraising must be goal based. During the fundraising event, the contributors must be made aware of the cause and exact purpose for

which the funds are being sought (to build a school library, to buy a projector, to build a home for habitat, etc.).

All fundraising should be directed towards NGO partner of the CSR club. No cash donations will be made to any NGO. All donations are to be in kind (either through collection drives or gathering needs of the NGO and working with school' supplies team to procure what is required from the NGO).

Direct phone calls or emails to the ASB community as a method of fundraising is not permitted and will only be allowed with approval from the CSR Coordinator.

Displaying posters or banners to advertise on behalf of or for sponsors is not permitted.

Any exceptions to this should be approved by the CSR Coordinator and divisional principal.

For bake-sales: Consider this -

- As you would know from health lessons, an increase in refined sugar is not good for brain development functions and concentration. *While we are working to learn and commit ourselves to social responsibility towards our larger community, how "responsible" is our action if we sell junk food to our internal community?*
- The value to a service bake sale is the time and effort that the goes into preparation for this. *What is the "service value" in buying products and selling them at a higher price?*
- We do understand that sometimes it may be hard to make everything that can be sold during bake sale. But let's have a rule of thumb that at least 70-80% of products are home-made.
- We need to limit the amount of deliveries – this has been problematic and we are really trying to prevent multiple deliveries during the day. Please bring bake-sale items in the morning (like Krispy Kremes, etc) – not delivered mid-day.

- The reason we don't have a HS CSR policy (we have one for MS) around bake sale is that we hope you all are responsible, service-minded individuals.

Depositing Money

Once the fundraising event is over, all money must be deposited to the cashier on the SSC (Ground floor reception). Please submit the following information at the time of deposit:

- 1. Total amount of funds*
- 2. Name of the CSR club*
- 3. Date of fundraising event*
- 4. Name of fundraising event*

Withdrawing Money

Should a club/fundraising group (MS) wish to access funds that have been raised by them, they can follow this process:

1. Get a "Fund Request" slip from Ms. Minal Kale, Cashier (at the SSC reception).
2. Fill out the slip and get it signed by the CSR Coordinator.
3. Submit the slip to Ms. at least THREE working days before you need the money.
4. For all cheque requests, indicate the name of the payee on the cash fund request slip.
5. For online donations (in case of special approvals), provide the online bank details.
6. All supplies procurement, for donation or for club's usage, must be routed through school's supply department (Mr. Ashpak)

If you withdraw cash, you MUST submit receipts for the full amount to Ms. Minal Kale within 30 days of withdrawal. Failure to do so may result in your club's account being frozen.

CSR APPROVAL DOCUMENTS

- *Proposal form to start a new club/process at ASB*
- *Fundraising approval form*
- *PE equipment procurement guideline*
- *Other policies on funding, food, dress code, ordering supplies, etc.*

All of these are available on the Veracross >> High School >> Pages >> Community and Social Responsibility

WHAT?

THE ACTION

**“If you have come here to help me, you are wasting your time.
But if you have come because your liberation is bound up with mine, then let us work together.”**

- *Australian aboriginal groups*

In 2016-17, ASB HS has 15 active CSR clubs and one provisional CSR. All HS students are expected to active participate in their primary CSR. Additionally, if they have chosen an additional/secondary CSR, they must participate in the activities of the club as committed.

While most clubs organize activities, there are a few clubs which organize out-of-Mumbai experiences twice/thrice in a year. To know more about each club’s operations, please visit www.asbcsr.org. A list of all active clubs is given below:

	TEACHER- MENTOR	STUDENT LEADER(S)
ACORN	Karen Fish	Ravi Patch and Diya Jhangiyani
Dance With India	Kylie O, Margaret Patterson	Nirmiti Naik and Shweta Khorana
Empowerment Project	Anita Churchville	Jade Cleary and Sophie Amiton
First Step (Provisional CSR)	Thomas Forsgren	Sachin Chanchani and Laveena Yarlagadda
Magic4Kids	Scott Devore	Aashay Sanghvi and Karan Jain
NutriSport	Erik Kehl	Simran Arora and Yuya Kumasako
Pawsitive	David C.	Anna Bae and Arjun Kohli

	TEACHER- MENTOR	STUDENT LEADER(S)
Plugged In	Mickee Witt	Dojin Kim and Harry Grubman
Rural India	Meena Bajaj	Paavani Agarwal and Ritika Kacholia
Share The Music	David Williamson	Aditi Vora
The Girl Effect	Megan Settle	Ha Young Cho and Tina Chang
The Project	JohnKilbane	Giacomo Senese and Saurabh Joshi
Weekly Waves	Brandon Gunn	Lachlan Smithies

For more information, write to Mr. Kumar at KumarR3@asbindia.org.