




Home > Cities > Chennai

Increasing appetite for donating funds to the needy

By Express News Service | Express News Service | Published: 02nd October 2016 02:15 AM |
 Last Updated: 02nd October 2016 03:47 AM | **A+ A A-** | 



People thronging the food kiosk at the Battle of Buffet-2016 organised at the Chennai Trade Centre, in the city on Saturday | Sunish P Surendran

CHENNAI: It's been eight years since Iyyappan Subramaniyan, founder and managing trustee of Sri Arunodayam, a NGO taking care of abandoned mentally challenged children in the city, organised a event to raise funds for his organisation.

"A fund-raiser event, involving a big team working behind the screen to ensure its success, takes so much effort but yields very little in funds actually raised after one discounts the money required to organise the event in the first place," he said.

He, however, has found a perfect platform which gives his organisation maximum public exposure, besides obviously raising enough funds at no expenses.

In its eighth edition, the Battle of Buffet, organised by the United Way Chennai and the Confederation of Indian Organisations for Service and Advocacy on Saturday as part of the Joy of Giving Week (Dhan Utsav) has raised an incredible amount of funds for several NGOs including that of Subramaniyan.

From its inception, eight years back when 34 NGOs benefited from the event, this year the number has gone up to 70. The funds, raised from the event, have also increased from ` 84 lakh to ` 4.7 crore this time around.

The way the funds are raised are unique as donors take passes (worth ` 7500) which then is passed to the NGOs. The passes give donors access to a buffet dinner sourced from some of the leading hotels and restaurants in the city.

With music played by KM Music observatory, founded by A R Rahman Foundation, the evening saw individual donors and corporate entities being exposed to the various activities of the participating NGOs.

"This event provides us huge exposure, besides obviously raising enough funds that there is no need to organise an event ourselves," Subramaniyan said adding that he was also able to network with other NGOs.

Republica Sridhar, Founder and Managing Trustee of RMD Pain and Palliative Care Trust, agreed with Subramaniyan and said networking was the biggest takeaway from the event.

Summing up the Battle of Buffet, which was organised at Chennai Trade Centre, she said in a nutshell, "It is a perfect platform where the needy meet with donors, followed by a sumptuous buffet dinner which fills everyone's appetite as well."

Stay up to date on all the latest **Chennai** news with The New Indian Express App. **Download now**

More From This Section



Chennai: Fruits worth Rs 2.5 lakh ripened using chemicals, seized