

Website Restructure Donor-Ready Blueprint

From grassroots credibility to international NGO presentation standards
— homepage, pages, donor journey, transparency, and launch sprint.

Reviewed: feedindia.org live site

Fast execution: 1–2 hour sprint



What the live website says today

Current public structure

- About Us / About FEEED
- People: Leadership, Mentors, Partners
- Our Work: Education, Health, Women, HIV/AIDS
- Campaign, Blog, Press, Newsletter, Annual Report
- Get Involved: Contact, Volunteer / Internship

Audit observations

	Trust gap	Impact counters show “0+” for villages, lights, families, and desks.
	Copy gap	Generic programme text, grammar issues, and spelling errors such as “Mision”.
	Donor gap	Donate is present, but no clear donor journey, CSR proposal library, or fund-use proof.
	Freshness gap	Copyright still says 2024; recent work needs better 2025–26 evidence.
	Speed/reliability	Some pages timed out during review, including Health and Partners.

Evidence from review: the live homepage lists major navigation and partners, presents “Who we are”, impact counters, programme areas, blog and volunteer sections; this is a strong base but needs donor-grade presentation and factual update.

What serious donors expect in 2026

1

Clarity

Within 5 seconds: who you serve, where, what changed.

2

Proof

Numbers, photos, locations, certificates, audits, partners.

3

Transparency

Annual reports, audited statements, CSR compliance, fund-use.

4

Action

Donate, partner, volunteer, refer a school/village.

Donor mindset: “Can I trust this NGO with funds, reports, execution, and impact?”

International NGO sites lead with mission, impact, accountability and a frictionless action path. Financial transparency is strongly linked with donor trust and perceived performance.

New positioning: from service list to impact promise

Recommended headline

Building dignity through education, health, safety and sustainable communities.

FEEED partners with CSR teams, government institutions and communities to deliver accountable, ground-level development projects across Tamil Nadu and beyond.

Messaging pillars

-  **Grassroots access** We understand village realities and government systems.
-  **CSR execution** We convert CSR funds into measurable infrastructure and lives touched.
-  **Human dignity** Every project protects dignity, safety and opportunity.
-  **Compliance confidence** Reports, photos, acknowledgements, audits and handover proofs.

Recommended site map — donor-first, simple and strong

HOME

Hero / impact numbers / focus areas / project proofs / partners / call to action

ABOUT

Story, registration, leadership, governance, values, compliance

OUR WORK

Education, Health & Sanitation, Environment, Women & Child Safety, HIV/AIDS, Disaster Relief

PROJECTS

Completed, ongoing, CSR partner pages, districts, photo proof, outcomes

IMPACT & REPORTS

Annual reports, audited statements, utilization certificates, impact dashboard

PARTNER WITH US

CSR proposal bank, process, due diligence pack, contact form

MEDIA

News, blogs, press, videos, newsletters, events

GET INVOLVED

Donate, volunteer, internships, refer a school/village, contact

Top menu should not be crowded. Keep 6–7 main labels, and put all old pages inside these groups.

Homepage section order — grassroots to top-page story

01	Hero	Powerful image, headline, 2 CTAs: Partner with FEEED / View Impact
02	Impact strip	Villages, schools, toilets, desks, RO units, solar lights, lives touched
03	Who we are	Founder credibility + community trust + CSR execution
04	Focus areas	Education, Health/Sanitation, Environment, Women Safety, HIV/AIDS
05	Featured projects	3 flagship proofs with before/after images and outcomes
06	Transparency	Annual report, audits, registration, CSR-ready documents
07	Partners	Verified logos + one-line partner impact
08	Final action	Book CSR discussion / Download profile / Donate

Homepage mantra

**Problem →
Solution → Proof →
Trust → Action**

Every section should answer: why
FEEED, why now, why trust, and what
next?

Page-by-page content plan

About

Vision, mission, legal status, history, values, governance, founder note.

Leadership

Founder profile, board/trustees, mentors, advisory strength.

Our Work

One umbrella page with six cause areas and SDG alignment.

Project Library

Filter by partner, district, year, theme, status, budget range.

Impact Dashboard

Verified totals, map, beneficiaries, photos, testimonials.

CSR Partner Page

Why partner, process, compliance pack, proposal download.

Reports

Annual reports, audited accounts, 80G/12A/FCRA status if applicable.

Contact

Dedicated CSR enquiry form, WhatsApp, office map, response promise.

Keep the old pages, but rewrite and regroup them so donors find proof faster.

Project page template — make every CSR project fundable

Project narrative structure

1. Need: what problem existed?
2. Location: district, block, school/village, geo tag
3. Partner: CSR donor, government office, panchayat
4. Intervention: what was delivered?
5. Impact: beneficiaries, outcomes, before/after
6. Evidence: photos, handover letter, media, UC
7. Sustainability: maintenance and community ownership

Recommended project card

Modern Classroom & Science Lab

Kancheepuram | Education | Completed 2025–26

200+

students impacted

1

school upgraded

100%

handover proof

CTA: “Download this project report” + “Sponsor a similar project”.

Trust & transparency centre — must be visible



Registration & legal

Trust deed, PAN, 12A/80G, CSR-1, FCRA status if applicable



Financial proof

Audited statements, annual reports, utilization certificates



Governance

Board/trustee profiles, conflict-of-interest statement, policies



Project proof

MOU, PO, photos, bills summary, handover acknowledgements

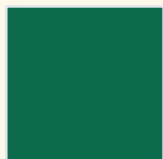


Partner confidence

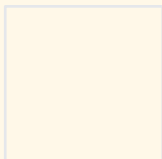
CSR process, reporting timeline, partner testimonials

Place “Transparency” in the top menu and footer. Do not hide it only inside Annual Report.

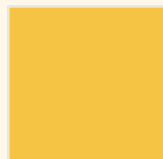
Visual design direction — Indian roots, international confidence



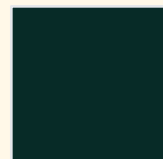
Deep Green



Earth Cream



Hope Gold



Dark Teal



Clean White

Typography

Headings: bold, warm, human. Body: simple, readable, mobile-first. Avoid long paragraphs.

Image style

- Real beneficiaries and government school/community photos
- Before–after evidence; donor branding only where needed
- Photos with consent; avoid pity-based imagery
- One strong hero image, not clutter

International NGO resemblance

- Large human hero section
- Impact numbers above the fold
- Short, powerful project stories
- Trust center and report downloads
- Mobile-first donation / contact journey

Ready-to-use homepage copy

Hero headline

Grassroots projects. Corporate trust. Dignified lives.

FEEED Trust works with CSR partners, government institutions and vulnerable communities to deliver education, health, sanitation, environment, safety and livelihood initiatives with measurable impact.

Primary CTAs

[Partner with FEEED](#)[View Impact Reports](#)[Download NGO Profile](#)

Proof line

Trusted by CSR partners and local administrations for community infrastructure, school development, sanitation, health support and environmental programmes.

Content assets to collect immediately

Numbers

Final verified counts: schools, villages, toilets, desks, RO units, solar lights, CCTV, beneficiaries.

Proof

Before/after photos, handover letters, PO/MOU/UC, partner logos, media clippings.

Profiles

Founder profile, trustees, mentors, key staff, implementation team.

Reports

Annual reports 2022–23, 2023–24, 2024–25, audit PDFs, CSR-1/80G/12A.

Stories

3 beneficiary stories: student, woman, elderly/health, with location and consent.

Proposals

CSR proposal bank: school infrastructure, solar, toilets, RO, health, safety.

Rule: do not publish “0+” or approximate claims. Use only confirmed and defensible numbers.

1–2 hour emergency execution plan

●	0–15 min	Freeze menu + homepage order
●	15–35 min	Replace hero, headline, CTA and verified impact strip
●	35–60 min	Fix About, Leadership, Work pages copy and grammar
●	60–80 min	Create Impact & Transparency page with downloads
●	80–105 min	Add 3 project cards + partner logos
●	105–120 min	Mobile QA, links, forms, SEO title, publish

Minimum launch standard

- ✓ No dead links
- ✓ Mobile clean
- ✓ Verified numbers
- ✓ Donation/contact works
- ✓ Reports downloadable
- ✓ Partner logos aligned

Launch checklist and responsibility split

Website team

Implement menu, sections, mobile layout, forms, speed, SSL, backups.

FEED team

Provide verified impact numbers, photos, reports, legal documents.

CSR team view

Check if the site answers due diligence questions in under 3 minutes.

Final review

Read every page aloud; remove grammar errors, broken promises and old dates.

Immediate publishing instruction

Launch today as Version 1.0. Continue improvements weekly with new project pages, fresh blogs, annual reports, and donor stories.