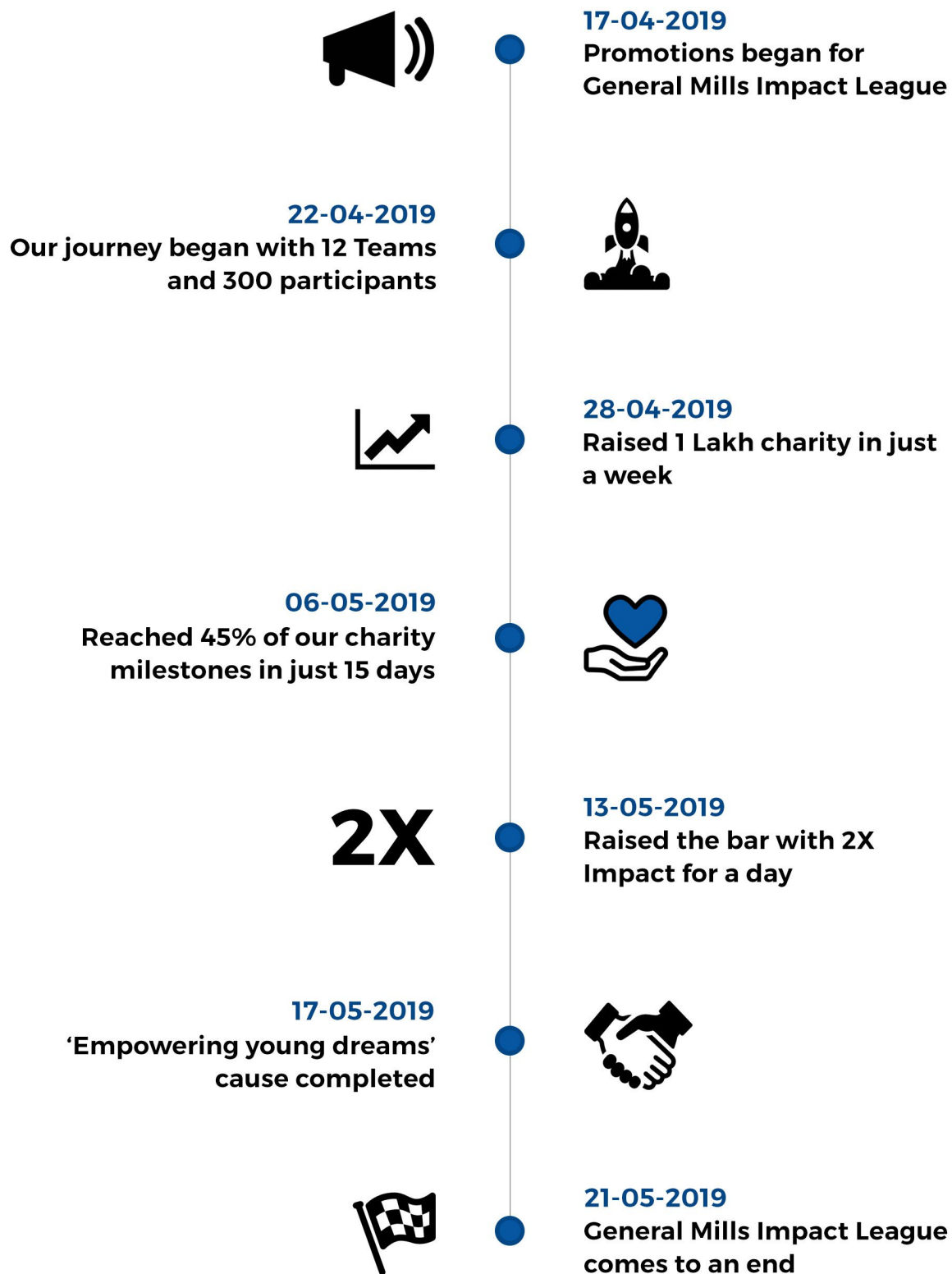




Impact League Report

Timeline



Causes

In the first season of General Mills Impact League, General Mills decided to support leadership skills and self-security alongside higher education for children with the charity raised by its employees' efforts. The associated projects were:

Creating Women Leaders (CORO India)

2168 Girls to be trained in leadership & self-security in the region of Delhi, Rajasthan & Maharastra.

Empowering Young Dreams (Akshara Centre)

37 Girls to receive higher education in rural Maharastra.

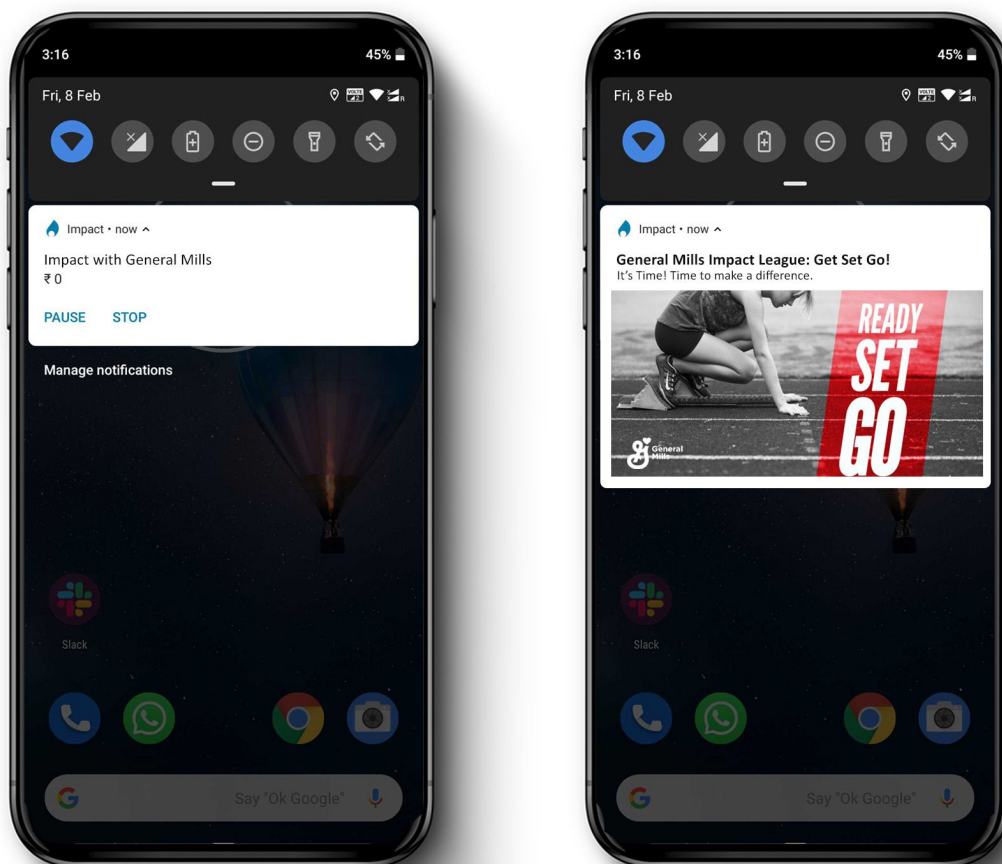


Communication

Promotions started 7 days before the start of the league.
Emails & Posters were circulated in their office.

Employees formed teams of 25 each & secret codes were shared with all the 12 teams. On 22nd April, 00:00 hours, the league started with 300 employees.

A total of 8 emails and 8 in-app notifications filled with rhetoric & motivation were sent to all participants across 30 days to keep the enthusiasm up.



Statistics



Total Charity Raised
₹5,28,586



Total Changemakers
352



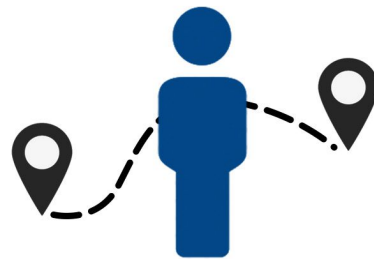
Lost calories equivalent to
1190 Pizzas



Circled the Earth
1 Time



Avg daily engagement time
3.45 Hrs



Avg km per day per employee
4.5 km

Results



Top 10 Changemakers

1.	Viral Bhatt	₹ 11,203
2.	Sachin Gaidhani	₹ 10,096
3.	Chandrabhan Sangale	₹ 9,325
4.	Suraj Dogra	₹ 8,838
5.	Chandra Rohit	₹ 8,625
6.	Sai Phatak	₹ 8,230
7.	Abhilash Roy	₹ 8,145
8.	Rabindranath Sahu	₹ 8,105
9.	Manisha Chandak	₹ 7,753
10.	Shiny Jacob	₹ 7,721

Testimonials

I have always loved walking since it heals my mind and allows me to connect with the natural surroundings. However, there are times when we start shunning such activities with the excuse of lack of time. It happened more so during my dual responsibility- kid and job. However, this event gave me an opportunity to go full throttle and identify every possible opportunity during the day to keep walking and burning extra calories. It makes me feel very positive with every step I walk. Adding to that, I also feel proud of the larger impact to the society. This is amazing when our personal goals are aligned with a larger cause and each of our step is leading to securing the future of a child. That sure has motivated me to keep on my toes

Pragya Gaur

It was indeed an adrenaline pumped, action filled, foot aching, sweaty and weight scale soothing month. The best part was the way in which the whole team motivated each other to walk whenever and wherever possible. Right from strategizing to stay at the top of the league to tracking each other every day-it was a unique experience of its kind. I have never seen such a team activity in the past which not only helped raise funds but also burn some calories gained from having those Pillsbury cookie cakes and pastries. Silently exchanging smiles with the people whom you don't know, but see walking on the 1st floor of the building, during breaks (for the same cause) was a cherry on the cake.

Kalyani Shelat

Firstly I would like to thank you for coming up with such a great concept. I personally liked it a lot "contributing by walking" – inspiring people towards fitness. Last 1 month I have been walking seriously and realised the fact that making up time and walking 15kms daily is cake walk. It just need 2 hrs contribution from me. I loved the competition – which keeps you going and push you to add and walk more. All break times were substituted towards walking and contributing to a cause. Thank You so much Guys! It's amazing. And my daily walk target of 15km for myself are clear. I am going to stick to it!

Manisha Chandak

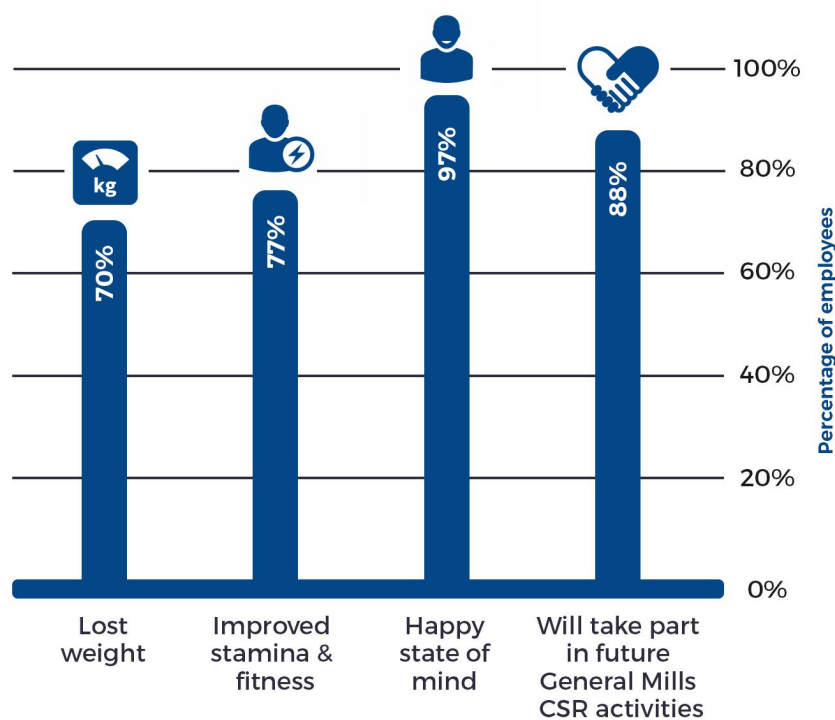
I had a great experience so far with the IMPACT league. There is a big IMPACT on my physical and mental health. Before the start of the IMPACT league, I was too lazy to wake up early in the morning. Now I have make it a habit of waking up early and walk in the morning. It motivates to push yourself daily as you want to contribute more for a cause and also to develop and maintain your physical fitness. Hope I can carry on with the same level of motivation once the league is over.

Abhilash Roy

General Mills Impact League have helped me to make walking an ingrained habit. Walking for a cause was an extra motivation and I tried to achieve a goal of 8,000 to 10,000 steps a day. Daily you get a positive reinforcement when you reach your goal. Thank you, General Mills, for improving our mental, physical and emotional health by creating habit of Walking each and every day.

Nitin Menon

Employee Feedback



Survey Responses

Pictures





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