

Philanthropy Partner



TCS WORLD 10K, BENGALURU 2025

# Philanthropy Structure

**#CauselMatters**



# Index

<b>About TCS World 10K Bengaluru</b>	Pg. 03
<b>The Official Philanthropy Partner –aidbees</b>	Pg. 04
<b>The TCS World 10K 2025 Philanthropy Structure – An Introduction</b>	Pg. 05
<b>NGO Participation</b>	Pg. 06
• Registration Formalities	Pg. 06
• Mandatory Documents	Pg. 07
• Important Points for NGOs	Pg. 08
• Visibility Opportunities for NGOs at Event	Pg. 09
• General Benefits of association with the Event	Pg. 11
<b>5 Ways for NGOs to raise funds at the TCSW 10K 2025</b>	Pg. 12
<b>NGO Pages for TCSW10K, 2025 and their benefits</b>	Pg.14
<b>Individual Fundraising</b>	Pg. 15
• Individual Fundraisers	Pg. 15
• Young Leaders	Pg. 16
• Kindness Fundraisers Level I	Pg. 18
• Kindness Advocator	Pg. 19
• Kindness Leader	Pg. 19
• Kindness Ambassador	Pg. 19
• Kindness Influencer	Pg. 19
• Kindness Champion	Pg. 19 - 21
• Kindness - Fundraiser Incentives	
<b>Charity Bibs</b>	Pg 22
• Charity Bib Introduction	Pg. 22
• Allocated Bibs	Pg. 22
• Bibs Retention Amount	Pg. 23
• Charity Bib Submission Process	

<ul style="list-style-type: none"> <li>• Runner Registration &amp; Collection Process</li> </ul>	Pg. 23 Pg. 24-25
<b>Top Up Donations</b>	Pg 26
<b>Top Up Donation Grant &amp; Privilege Levels for NGOs</b>	Pg 27-28
<b>Corporate Team Participation</b> <ul style="list-style-type: none"> <li>• Fielding a Corporate Team</li> <li>• Service Charges on Corporates</li> <li>• Privileges of a Corporate Team</li> <li>• Registration Process for Corporates</li> <li>• Employee Fundraising</li> <li>• Employee Matching Grant</li> </ul>	Pg. 29 Pg. 29 Pg. 30 Pg. 30 Pg. 33 Pg. 35 Pg. 36
<b>Service Charges of aidbees</b>	Pg. 37
<b>Run Categories and Run registration fees</b>	Pg. 38
<b>Important Timelines</b>	Pg. 39-41
<b>The Philanthropy Awards</b>	Pg. 42
<b>aidbees Contact Details</b>	Pg. 44

## ABOUT TCS WORLD 10K BENGALURU

Bengaluru has been a proud host of the World's Premier 10K Run – the TCS World 10K Bengaluru – since 2008.

The event has had the distinction of having some of the fastest international and Indian athletes competing for the coveted podium finish, and thousands of runners from across Bengaluru, the country and world, all soaking in the Bengaluru energy and camaraderie. This race has also been graced by the presence of sporting legends like Sanya Richards Ross, Valerie Adams, Carl Lewis, Mike Powell and Arantxa Sanchez who have endorsed the event as ambassadors and got extensively involved with the races and the local community.

**Over the years, the event has sparked a running revolution in the city of Bengaluru and beyond. More importantly it has led the way for promoting an active and healthy lifestyle, and importantly social good.**

**The Tata Consultancy Services World 10K, Bengaluru has been a remarkable force for social change. Since its inception, over 650 NGOs across diverse SDG causes—ranging from Health, Environment, and Animal Welfare to Education, Human Rights, Skill Development, Women Empowerment, Girl Child Education, Child Sexual Abuse Prevention, Disability, and more—have used this event as a platform to collectively raise more than ₹55.37 crore. The event proudly stands as the largest sporting philanthropy platform in South India.**

**aidbees, the world's first social kindness platform, proudly holds the mantle as the official philanthropy partner of the TCS World 10K Bengaluru.** On April 27th, 2025, the city will come alive with vibrant energy, renewed passion, and a strengthened commitment to achieving more and building a kinder, more compassionate tomorrow!



## THE OFFICIAL PHILANTHROPY PARTNER: Aidbees

Started in 2020, aidbees is the world's first social kindness platform striving to make the world kinder with its various initiatives.

At aidbees, we provide a comprehensive and one destination safe space for all social work needs:

- Connect and share acts and aspects of kindness with like-minded peers.
- Donate to verified NGOs across 10 social themes.
- Volunteer one's time and skill for a noble cause, even remotely.
- Allocate your CSR funds to meaningful causes with our Corporate Consultation services.
- Measure Kindness at workplace with our unique tool- Kindness Quotient- KQ™
- Engage the youth from educational institutes and corporate workforce in multiple institutional & corporate social initiatives and engagement activities respectively.

aidbees is aiming to make an impact on each individual & transform the world to a more compassionate and kinder space.

For more information, please visit <https://aidbees.org>

# THE TCSW 10K 2025

## PHILANTHROPY STRUCTURE

**This Philanthropy Structure** provides the flow of processes for funds being raised at the 2025 edition of TCS World 10K Bengaluru. It gives an overview of the philanthropic potential of the event, documenting important processes, dates, and fundraising opportunities for NGOs.

**Important:** Individuals can undertake crowdfunding and donate for an NGO of their choice at the back of TCS World 10K Bengaluru 2025 **only through aidbees**, and neither directly nor through any other crowdfunding platform. Funds received by NGOs directly will not be considered as funds raised through the event.

### Race Day & Categories:

This year, there are five on-ground race categories at the TCS World 10K, Bengaluru.

Race Day		27th April 2025	
Race Categories		Distance	
World 10K( <i>only for elite athletes</i> )		10 km	
Open 10K		10 km	
Majja Run		5 km	
Champions With Disability –		4.2 km	
<ul style="list-style-type: none"> <li>- PwD participant</li> <li>- Buddy</li> </ul>			
Senior Citizen Run		4.2 km	

## NGO PARTICIPATION

NGOs who wish to utilize the platform of the TCS World 10K Bengaluru 2025, need to register with a participating cause(s) with the Event's Philanthropy Partner, **aidbees**.

### Registration Formalities.

#### New NGOs

If you are an NGO that has not participated in the 2023 or 2024 edition ,please sign up for the NGO registration through the website:

<https://tcs10k.aidbees.org/ngo-registration>

- \* Fill the online form and submit mandatory Documents.
- \*Add Organizational Details.
- \*Pay the NGO registration fees
- \* Once aidbees reviews & verifies the details, the page will be active!

#### Returning NGOs


\*If the NGO has participated in the 2023 or 2024 edition of TCS World 10K , please login with your existing credentials or email [tcs10k@aidbees.org](mailto:tcs10k@aidbees.org) for the same and complete your 2025 registration .

**\*Important: Returning NGOs must update fund utilization for funds raised in TCSW10K 2023 & 2024.**



## Mandatory Documents to complete NGO Registration Formalities

The following documents must be uploaded to complete the registration process:



Sr.No	Documents
1.	Certificate of registration of the NGO (having charitable purpose and registered under The Indian Trust Act, 1882, Societies Registration Act, 1860 or under Section 8 of Companies Act, 2013)
2.	Trust Deed/Memorandum of Association
3.	Board resolution authorizing the signing authority (for signing agreements/MOUs, etc.), if the signing authority is different from the one mentioned in the Trust Deed/MOA. If it is the same, this should be stated on the organization's letterhead.
4.	Renewed 12A registration certificate for income tax. If not available, please provide the existing one.
5.	PAN Card.
6.	Canceled cheque for a domestic bank account.
7.	Address proof (Electricity/Telephone/Internet Bill, Front Page of the updated Passbook, Lease agreement, etc.). Please note the organization's name should be present on the proof.
8.	Last 3 years audited annual accounts including auditor's report (FY 2021-22, FY 2022-2023, FY 2023-24). This should include (Auditors report/Statement of Particulars, Form 10B, Balance Sheet, Income & Expenditure
9..	Form 10B (FY 2021-22, FY 2022-2023, FY 2023-24). It needs to be physically/digitally signed.
10.	ITR Acknowledgement FY 2021-22, FY 2022-2023, FY 2023-24.

11.	CSR Form 1
12.	<p><b>NGO Registration Fees:</b> The NGO registration fee, which is <b>INR 9,500/-</b> (all-inclusive), must be paid at the time of registration, either online or via cheque/DD to aidbees. <b>(Please note that the registration fee is non-refundable.)</b></p> <p>The registration fees can be paid by NEFT or via cheque/DD made out to Aidbees Corporate Private Limited. The payment details are as follows:</p> <p><b><u>aidbees' bank details</u></b></p> <p>*Account Name- Aidbees Corporate Private Limited          *Account Number- 005705023288          *IFSC Code- ICIC00000057</p>

Once all registration formalities are complete, the NGO will receive an email confirmation with their page links.

## Important Points.

1. NGO registrations for TCS World 10K Bengaluru 2025 have already commenced and they end on Friday, 18th April 2025
2. (a) Fundraising has already begun from Sunday, 9th December 2024  
(b) The last date to fundraise is Friday, 9th May 2025
3. For donations made on aidbees platform till 31st March 2025, NGOs would be responsible to file and dispatch the 10BE forms to their respective donors no later than 19th April 2025
4. All donations received on and after 1st April 2025 will fall into the financial year 2025-2026. NGOs will be responsible for providing the 10BE to the respective donors.
5. In addition to the above mentioned registration formalities, in order to complete the registration process with aidbees for the event, NGOs,
  - (i) will be required to read and accept the data protection policy of aidbees, and
  - (ii) pay the NGO registration fee to aidbees.
6. Terms and conditions as put out by aidbees at the time of NGO registration, and the event rules and regulations, will be applicable to all NGOs registered with aidbees for the 2025 edition of TCS World 10K Bengaluru.

7. Service charges of **3.54% (aidbees service charges)** and **2.5% approx payment gateway charges** will be levied on every donation made online (on the various NGO pages on [tcs10k.aidbees.org](https://tcs10k.aidbees.org), or offline (via cheques/DD/NEFT).  
**Cash WILL NOT be accepted by aidbees.**
8. Donations made will be directly transferred to the NGOs' account, after deducting the service charges above, via the payment gateway partner, Razor pay; **aidbees will not hold any donations in their bank account.**
9. aidbees will forward all legally required details of donors to respective NGOs within 15 days of the donations made.
10. Donations made will not be refunded for reasons whatsoever.
11. Procam International (Event Promoter) will oversee all event registration and event related queries.

## VISIBILITY OPPORTUNITIES FOR THE NGOS

- Each NGO will be mentioned under the 'Philanthropy Section' of the event website, with a hyperlink directed to the NGO page on the aidbees website.
- 3 NGOs raising the highest funds during a week (Thursday to Wednesday) will be promoted on event social media platforms and featured on event's website, leading up to 9<sup>th</sup> April 2025. Such NGOs must have fundraised a minimum of INR 25,000 in the week defined.
- Select Showcase: Selected stories will showcase those NGOs who have chosen to utilise the platform and have fundraised a minimum of INR 50,000, and reached out to donors in a unique and different manner. Content needs to be provided by the respective NGO.  
*\*Stories will be selected at the sole discretion of the Event Promoter and aidbees's social media team.*
- 20-second AVs of the highest fundraising NGO in each cause category will be played on rotation basis at the Event's Media Center and at the Mirchi Get Active Expo. The NGO should have raised a minimum of INR 25,000 by 1<sup>st</sup> April 2025. AVs need to be provided by the NGO.



- Top 10 fundraising NGOs as on 1<sup>st</sup> April 2025 will be featured\*\*
  - (a) on Wall of Change at the Event Media Center, Expo and within the Procam Marquee,
  - (b) on the Philanthropy leaderboard on television during live telecast.
- Logo/name on the Charity Corridor on the race route, provided a minimum of INR 25,000 is fundraised by NGOs on or before 1<sup>st</sup> April 2025.\*
- NGOs having at least one corporate company supporting them will have access to the Corporate Tent to interact with the supporting corporate (not more than 2 representatives per NGO).

**Note:** \*Subject to NGOs raising a minimum of INR 25,000 on or before 28<sup>th</sup> March 2025. If no high-resolution logo is provided, the name of the NGO will be carried.

\*\* To determine the top 10 NGOs, only funds raised by 1st April 2025, including cheques/DD cleared in aidbees bank account, will be considered.

## GENERAL BENEFITS OF PARTICIPATING IN THE EVENT

- The NGOs participating in the TCSW10K 2025 will benefit by associating with a premiere sporting event of the country. The event will help in increasing NGO visibility and help cement relationships between individuals, corporates and NGOs.
- **The NGOs corresponding to the Top fundraising individuals will be invited for the Gala Dinner of the TCSW10K Philanthropy Awards.**
- aidbees will be empowering the participating NGOs in the TCSW10K 2025, by amplifying their social media presence and promoting the work of the NGOs through creative posts.
- aidbees will support the NGOs for creating proposals and any assistance with fundraising training, which will help them in further reaching out to corporates/ Individual /Fundraisers etc for fundraising. As registered NGOs, they can reach out to all stakeholders and strengthen relations.

### Contact person for NGO Relations -

Rupali Yerunkar

Call: +91 8149088676

Email: [rupali@aidbees.org](mailto:rupali@aidbees.org)

## FIVE (5) WAYS FOR NGOs TO RAISE FUNDS AT TCSW 10K, BENGALURU 2025

The 2025 edition of TCS World 10K Bengaluru presents 5 (Five) ways in which NGOs can raise funds. These modes are further elaborated in this structure. We encourage NGOs to recognize their own strengths and choose all or a combination of modes which will work best for the organization.

### 1. **NGO Pages**

On registering with aidbees for the event, a personalized page for each NGO is created on the aidbees website [tcs10k.aidbees.org](https://tcs10k.aidbees.org). The page features the NGO's appeal, total amount being raised, fundraisers, and a donate button for individuals to directly donate on the page.

### 2. **Individual Fundraisers**

Individuals who are motivated and are willing to raise funds for the participating NGOs can do so by registering themselves on the aidbees platform. The fundraisers are free to support any cause of the NGOs as per their interests. The NGOs are listed on the website and based on the interest, one can start fundraising for them.

### 3. **Charity Bibs**

These are running slots exclusively reserved for NGOs participating in the TCSW 10K event. These bibs enable the NGOs to engage with their current supporters and prospective donors, enhance visibility for their cause, and generate funds for the same. These Bibs, along with other opportunities, serve as a means to encourage philanthropy by empowering NGOs to gather funds via TCSW 10K. Runners can avail of these Bibs by making a donation to an NGO of their choice that is registered for the TCSW 10K, Bengaluru 2025.

### 4. **Top Up Donations**

To inspire runners to give back for a meaningful cause while registering for their run, the registration process allows all runners to donate towards a common pool for participating NGOs. It also enables runners to create fundraising profiles if they want to raise funds for an NGO. During registration, runners can donate to this pool as "Top Up Donation" and support the causes the NGOs are raising funds for.

## 5. Corporate Participation

The corporates who are willing to participate and make a difference can join in with their runner teams. They can raise funds for a noble cause and support an NGO of their choice by registering through the aidbees platform.

**Important:** Please note, Procam International blocks a certain number of running places (of each race category) for philanthropy with aidbees, who in turn further assigns these for individual fundraisers, corporate participation and charity bibs. These philanthropy running places will be available till the last date mentioned in timelines ahead , or until running places of desired race category last, whichever is earlier.



## NGO PAGES FOR THE TCS WORLD 10K, BENGALURU 2025

All registered NGOs on the TCSW-aidbees website have personalized pages for their campaign. These pages showcase the NGO's work and appeal to their donors along with photos & videos of the projects they are raising funds for.

The main features of the NGO pages are: **Donation:** A "Donate" button on the NGO page allows for online donations. Interested individuals can visit the NGO's page and contribute directly using this button. All donation amounts are transferred directly to the NGO's account; aidbees retains only the service charges and payment gateway fees. Donors' names are displayed at the bottom of the page under "Supporters".

### Other Features of the NGO pages:

Charity Bibs Request	NGO Information, Appeal and Fund Utilisation	Privilege Level of the NGO
Interested runners would be able to request for Charity Bibs on the NGO page through a button. NGOs receive an email with the requestor's details to facilitate contact. This medium helps NGOs to build donor relationships as runners often seek Charity Bibs when they don't qualify for timed race or due to early close of general registrations	The NGO pages offer detailed utilization reports, publicly viewable, showing how funds from previous TCSW10K editions were utilized by the NGO. Potential donors can assess the NGO's credibility. They can also view the NGO's performance in previous editions of the Run and decide whether to fundraise or donate based on the appeal	The NGO page mentions the privilege level, vis a vis Gold, Silver & Bronze, which is not a rating of their work but indicates their participation level in the Run. Achieving a privilege level qualifies the NGO for various incentives during the event.

## INDIVIDUAL FUNDRAISING

Committed individuals raising funds for a cause of their choice are the backbone of the philanthropic endeavor of the TCS World 10K Bengaluru 2025. An individual fundraiser is someone who seeks to make a difference by raising funds for an NGO to support a cause they are passionate about. aidbees supports these individuals by providing an efficient and empowering platform to raise funds. As the fundraising amount increases, individuals can achieve higher levels of recognition.

Fundraisers begin by creating their own fundraising page on the aidbees TCSW website- [tcs10k.aidbees.org](https://tcs10k.aidbees.org). These pages are user-friendly, feature-rich, and free to set up. All online donations made through these pages are automatically disbursed to the NGOs directly.

### Process of Becoming a Fundraiser

1. Register here on [tcs10k.aidbees.org](https://tcs10k.aidbees.org) > Individual Fundraisers
2. Click on Fundraiser Registration to complete the initial process & make your account
3. Re-login with username and password
4. Create your page by filling in the appeal and select an NGO to raise funds for
5. Share your campaign with your network to start raising funds!

Now your page is ready to be shared with your peers, friends and family!





## IMPORTANT DETAILS:

Any individual, whether running in the race or not, can use the philanthropy platform of the TCS World 10K Bengaluru 2025 to support an NGO of his/her choice and raise funds, therefore. One can start a fundraising page on the aidbees-TCSW10K website and become a 'Fundraiser'.

### What Individual Fundraisers\* can look forward to:

- Recognition will be given on the aidbees website to the top 10 individual Fundraisers every month.
- Top two Fundraisers, provided they have raised a minimum of INR 1,00,000 by 9<sup>th</sup> May 2025 will be featured in the Event Docket.
- Fundraisers who have raised more than INR 75,000 will be listed in the Event Docket released at the Philanthropy Awards.

\*Person who doesn't fall under the Young Leader or any of the Kindness categories.

## Categories of Individual Fundraisers

### YOUNG LEADERS

**This fundraising category celebrates young philanthropists and their commitment to make a difference.**

Fundraisers below the age of 18 years (as on 27<sup>th</sup> April 2025) and fundraising a minimum amount of INR 75,000 for their chosen NGO/s fall under this category and are entitled to the following incentives.

#### Young Leaders reaching their minimum target by 4<sup>th</sup> April 2025.

- Top 10 Young Leaders will be featured on the Wall of Change at the Get Active Expo and the Event Media Center.
- Event tees to top 10 Young Leaders (subject to available sizing).

- Race day photograph minimum one (digital copy) – only where photograph is captured by the official photographer, OneGlint.

### Young Leaders completing their minimum target by 9<sup>th</sup> May 2025.

- Top 10 Young Leaders get a shout-out on social media from the Event.
- Appreciation Certification from the Event recognizing their fundraising efforts.
- Mention in the post Event Docket. The highest fundraising Young Leader will be featured in the Event Docket.
- TCSW10K 2025 Philanthropy Award to the top 2 fundraising Young Leaders.
- Invitation to the top 5 fundraising Young Leaders at the Philanthropy Awards Night.
- Top 2 fundraising Young Leaders to receive signed memento of International Event Ambassador

**Important:** Where a Young Leader raises funds more than INR 1.50 lakh, s/he will be entitled to the benefits reserved for the relevant Kindness Fundraiser category/ies.



A new category is being introduced in the 2025 edition of TCSW10K, Bengaluru. The philanthropy pillar encourages every one to raise funds and make a difference, whether the amount is big or small. Individuals who raise minimum amounts as mentioned below fall in the Gold, Silver or Bronze category:



## i) KINDNESS FUNDRAISERS (BRONZE | SILVER | GOLD) : LEVEL 1

Level	Bronze	Silver	Gold
<b>Minimum Fundraising (INR)</b>	20,000-49,999	50,000-99,999	1,00,000-1,49,999
<b>Privileges</b>	Promotions on aidbees philanthropy website	Promotions on aidbees website and social media	Promotions on aidbees website + social media + special mention in the Event docket.
<b>The Top 100 fundraisers across Bronze, Silver and Gold levels will be allotted a confirmed bib for their chosen race category (subject to bib availability). Event fee &amp; conditions apply</b>			

## ii) KINDNESS FUNDRAISERS : LEVEL 2

### 1. KINDNESS ADVOCATOR

An individual who fundraises a minimum of ₹ 1.50 lakh in donations for a chosen NGO.

### 2. KINDNESS LEADER

An individual who fundraises a minimum of ₹ 2.5 lakhs in donations for a chosen NGO.

### 3. KINDNESS AMBASSADOR

An individual who fundraises a minimum of ₹ 5 lakhs in donations for a chosen NGO.

### 4. KINDNESS INFLUENCER

An individual who fundraises a minimum of ₹ 7.5 lakhs in donations for a chosen NGO.

### 5. KINDNESS CHAMPION

An individual who fundraises a minimum of ₹ 10 lakhs in donations for a chosen NGO.

## Participation Privileges for Kindness Fundraisers : LEVEL 2

### 1. Kindness Advocator (INR 1.5 Lakhs & above)

- Individual fundraising page on aidbees website.
- Promotion on social media by the event and aidbees.
- Featured on Wall of Change at the Get Active Expo\*
- Event Tee\*
- Race day photograph ( maximum 1- where captured by official photographer) \*
- Certificate of Appreciation\*\*
- Mentioned in Event Docket, featuring the highest fundraiser of the category\*\*

### 2. Kindness Leader (INR 2.5 Lakhs & above)

- Individual fundraising page on aidbees website.
- Promotion on social media by the event and aidbees.

- Featured on Wall of Change at the Get Active Expo\*
- Event Tee\*
- Race day – car parking\* (close to the Event Venue)
- Race day – Procam Grand Stand invite for self\*
- Race day – priority line-up (for participants of Majja Run)\*
- Race day photograph (where captured by official photographer) \*
- Certificate of Appreciation\*\*
- Mentioned in Event Docket, featuring the highest fundraiser of the category\*\*

### 3. Kindness Ambassador (INR 5 Lakhs & above)

- + Event tracksuit \*
- + Event shoes \*
- + Race day – Procam Grandstand invite for self
- + Featured in the Event Docket\*\*

### 4. Kindness Influencer (INR 7.5 Lakhs & above)

- + Invite for Meet & Greet with International Event Ambassador
- + Invitation to the TCSW10K 2025 Philanthropy Awards self + 1\*\*
- + Race day Procam marquee invite self

### 5. Kindness Champion (INR 10 Lakhs & above)

- + Race day – Procam marquee invite for self + 1
- + Invitation for self + 2 to the TCSW10K 2025 Philanthropy Awards \*\*
- + Signed Souvenir by Event Ambassador

In addition to the above-

- Top 3 fundraisers will be featured on the homepage of the event website every 15 days leading up to Friday, 28<sup>th</sup> March 2025
- Top 3 fundraisers will be featured on event's social media platforms every 15 days leading up to Friday, 28<sup>th</sup> March 2025.
- Top 5 Kindness fundraisers\* will be featured on television during live telecast. (TBD)
- Constant support from the team at aidbees
  - Pre and Post race day communications
  - Team Support on call/email

- Features in aidbees' social media posts

- \* Provided the minimum fundraising target is met on or before Friday, 28<sup>th</sup> March 2025.
- \*\* Provided the fundraising target for the relevant Kindness category is met on or before Friday, 9<sup>th</sup> May 2025.
- # The Kindness fundraiser will need to submit 3 options, in order of preference, for their 6-digit bib number to aidbees latest by Monday, 24<sup>th</sup> March 2025.
- \*\*All Individual Fundraisers' category kitting will be handed over to the fundraisers at the Active Expo before the Race Day

**Contact person for Individual Fundraisers:**

**Rupali Yerunkar**

**Call: +91 81490 88676**

**Email: [tcs10k@aidbees.org](mailto:tcs10k@aidbees.org)**





## CHARITY BIBS

To enable philanthropy, special running slots (Bibs) are reserved for NGOs participating in TCSW 10K, 2025. These are unique bibs that allow runners to support a cause and NGOs can sell these bibs at a higher cost to willing runners.

Runners can obtain them directly from the NGOs to support their causes. TCSW10K attracts numerous participants but has limited slots; availing of Charity Bibs is the only option for runners especially when general registrations fill up quickly. There is a minimum donation amount per race category to ensure fairness among NGOs. NGOs can request higher amounts from donors. Runners with Charity Bibs proudly display the NGO's name on their running bibs, demonstrating their support for the cause.

- The charity bibs are issued on a first come first serve basis to the NGOs. The NGOs can ask for more bibs till the charity bibs are available with the organisers.
- **The NGOs will have to pay a flat fee of INR 300/- to aidbees for every bib they block for the runners** (non refundable)
- The donation paid by the donor for a charity bib will go only via the NGO page on the aidbees-TCSW10K website (<https://tcs10k.aidbees.org/>). The NGO will have to inform aidbees via email of the donation received. After the email confirmation is done, only then will aidbees release the URL and code for the runner to proceed with registering themselves for the race. The NGO will be responsible for issuing a donation receipt.
- **The NGOs should sell the bibs for not less than the amount arrived upon by the Philanthropy Partner. The NGOs can decide the cost of the bibs but it should be equal or more to what aidbees has suggested.**

## Allocated Bibs

In this edition, each participating NGO can utilise as many Bibs as they require on a first come first served basis. But only one bib will be issued at a time to new NGOs. They can convert this Bib to any race category they require until Bibs of that category are available with aidbees. A new bib will only be allocated once an NGO secures a donation and uses the previously allocated bib.

## Charity Bib Retention Amount

aidbees has set a minimum donation amount for Charity Bibs. The race category-wise minimum donation will progressively increase as per the table below:

		Minimum Donation Amount* (INR)	
Race Category	Retention on Donation (INR)	January-February 15-01-2025-14-02-2025	February-April 15-02-2025 - 10 -04 -2025
Open 10k	300	5000	6000
Majja Run	300	3000	4000

\*\*To qualify for the minimum donation amount, the donation must reach the NGO on or before the last date of the respective month/period. Subsequently, the donation amount will increase progressively, as indicated above.

### Process for NGOs to reserve Charity bibs:

#### Important:

\*Only 1 bib is to be allotted at a time to a new NGO

\*NGOs falling in the Gold, Silver, or Bronze category in the previous editions will receive 2 charity bibs at a time.

#### Step 1:

Visit the Charity Bib page and fill in the required details, including Bib Type.

#### Step 2:

Complete the payment using the provided QR codes and upload the payment details via the designated link.

#### Step 3:

Aidbees will verify the payment and reserve the bib accordingly.

#### Step 4:

New bibs will not be issued to the NGO until the reserved bibs are utilized.

## Charity bib Runner Registration Process

### Step 1: Request a Charity Bib:

Charity runners can request a bib through the official website <https://tcs10k.aidbees.org/>. This can be done either via the "Charity Bib" tab or directly through the NGO's page.

NGO Verification: The NGO receives a notification of the runner's request and will verify the inquiry.

### Step 2: Complete Donation Process:

The donation paid by the donor for a charity bib will go only via the NGO page on the aidbees-TCSW10K website (<https://tcs10k.aidbees.org/>). The NGO will have to inform aidbees via email of the donation received. After the email confirmation is done, only then will aidbees release the URL and code for the runner to proceed with registering themselves for the race. The NGO will be responsible for issuing a donation receipt.

### Step 3: Issuance of Paid Code:

After the donation is confirmed, the runner will receive a paid code & registration link to complete their run registration. If the NGO is paying the run registration fees on behalf of the runner, they must inform aidbees in advance and provide the payment details for the run registration.

### Step 4: Finalize Run Registration Process

Runners must use the provided code and link to finalize their run registration. The registration process is managed by the event promoters on the official website: <https://tcsworld10k.procam.in/>. A separate run registration guide will be provided along with the code.

### Step 5: Bib Collection:

Upon registration approval, the runner is assigned a Bib, which they can collect at the Expo from the aidbees counter.

#### Please Note

\*All 10K timed runners must complete their run registration by selecting the timed run option. (If they are part of the timed run format) No requests to add a timing certificate later on will be accepted or processed from the backend.

\*aidbees does not accept physical runner forms for either online or offline donations.

## Charity Bibs Collection Process

All the Charity Bibs obtained through an NGO will be given to the NGO on the first day of the Expo at the aidbees counter for onward distribution to their runners. (NGO needs to submit prior mail confirmation OR letter from runner). Charity Bib runners need to connect with their NGOs for their Bibs.

In case an NGO is unable to facilitate the same, Runner can submit a letter/mail to aidbees requesting for distribution of their Charity Bibs from the aidbees counter at the Expo. Their runners will have to come to the Expo to collect the same from the aidbees counter.

## TOP UP DONATIONS

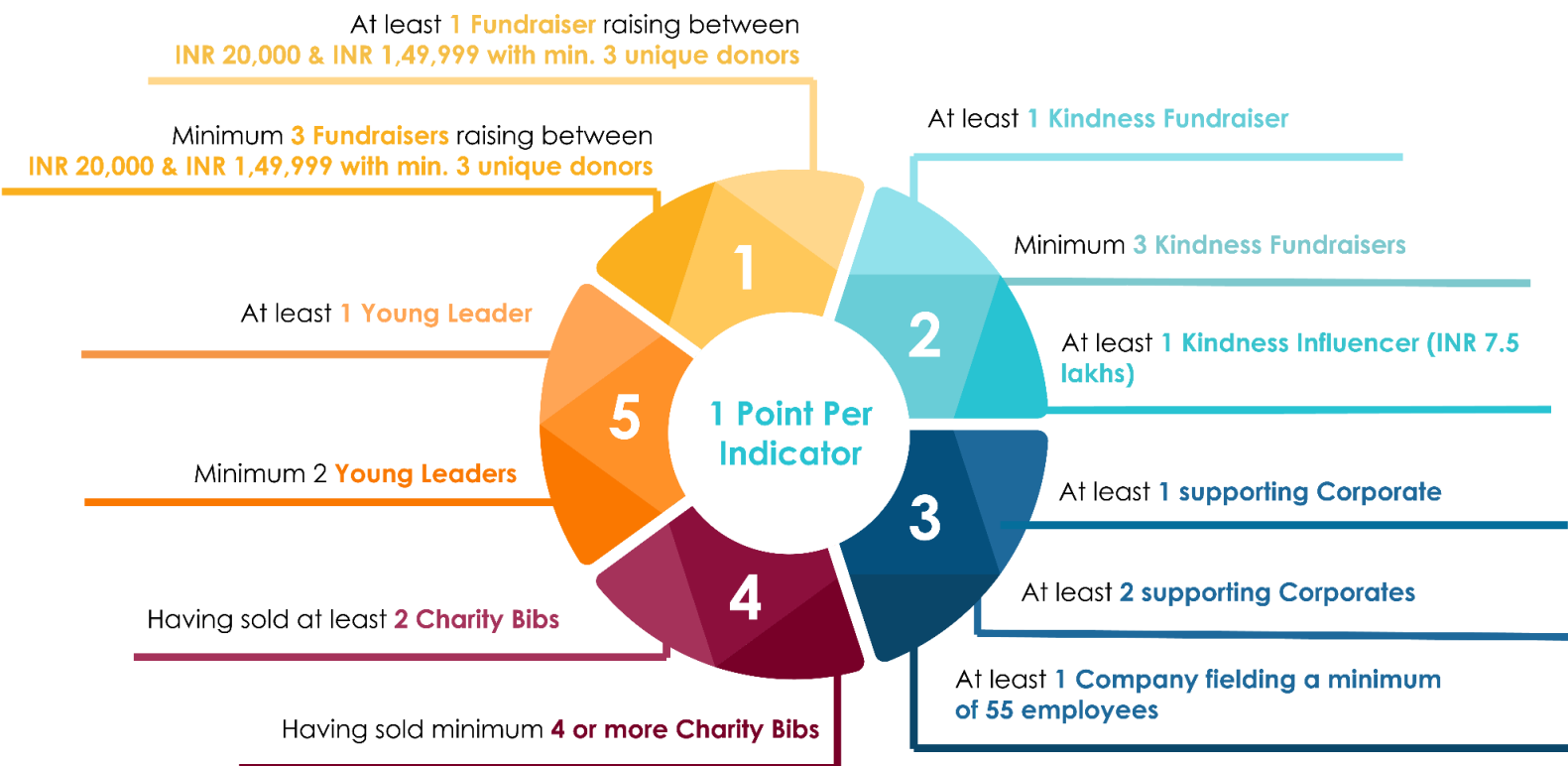
**Top Up Donation** is an avenue to donate towards a cause while registering to run at the TCSW10K Bengaluru 2025. The registration process allows all runners to donate towards a common pool for participating NGOs. It also enables runners to create fundraising profiles if they want to raise funds for an NGO. The donations in the shared pool will be distributed among NGOs based on privilege levels attained (explained ahead in this document).

- For the TCS World 10K Bengaluru 2025, aidbees has engaged a partner organisation as the Top Up Donation Facilitator.
- The Top Up facilitator shall be responsible to issue donation receipts to the donors within 15 days of making a donation. Additionally, the NGO shall be responsible to issue a 10BE certificate to the donor by 31<sup>st</sup> March 2025 (if the donation is made prior to 31<sup>st</sup> March 2025) or by 9th May 2025 (if the donation is made after 31<sup>st</sup> March 2025).
- In order to process donations made and to issue the necessary receipts and tax exemption certificates, required information of the donor as required by law, viz. name, address, email id and PAN details, will be shared with the facilitator organization for this limited purpose.
- Only Indian residents residing in India will be in a position to make a top-up donation.
- Donations once made are non-refundable, regardless of runner registration acceptance.
- Since this donation is handled outside of aidbees platform, a deduction of 11.72% will be made as payment gateway charges and processing fee to Top Up Facilitator. The organisation shall disburse the remainder donation amount, as a grant, in accordance with and on the instructions of aidbees, basis the privilege levels achieved by the NGOs. Within 7 days of such disbursement of funds to the NGOs, the facilitator shall give aidbees the proof of disbursal.
- However, for disbursements to be made, the NGOs awarded with the said grant will have to submit a letter of purpose for donation to aidbees and the facilitator.
- A letter of Utilisation within four (4) months of receiving the grant shall be submitted to aidbees and the facilitator organisation.
- NGOs are expected to thoroughly go through all information mentioned on the event website regarding runner registration on <https://tcsworld10k.procam.in/>.

## Top Up Donation Grant for participating NGOs

To reward participating NGOs that make full use of the aidbees and TCSW10K platforms, we will identify indicators that translate into levels of privilege for each NGO. These levels will determine the NGO's standing for the top up grant at TCSW10K 2025. The privilege level is not a rating of the NGO's work but simply reflects their level of participation. NGOs can aim to improve their privilege level until 9th May 2025. However, race day benefits will be based on the privilege level determined on 29th March 2025. Each indicator below carries 1 point.

**These points can be earned through three categories: Fundraisers, Charity bibs and Corporates. A maximum of 12 points can be earned by an NGO through this system.**



**Bronze - 3 to 5 Points | Silver - 6 to 8 Points | Gold- 9 to 12 Points**



## Incentives for NGO Privilege Levels:

Privilege Level	Incentives
<b>Bronze Level</b>	<ul style="list-style-type: none"> <li>• Bronze level badge on NGO page</li> <li>• Included on Wall of Change at the Expo (if the level is reached by 12th April 2025)</li> <li>• Invitation to the Philanthropy Awards</li> <li>• Identified as a Bronze Level NGO in the Event Docket</li> <li>• Top Up Donation Grant</li> </ul>
<b>Silver Level</b>	<ul style="list-style-type: none"> <li>• Silver level badge on NGO page</li> <li>• 1 complimentary Majja Run bib</li> <li>• Included on Wall of Change at the Expo (if the level is reached by 12th April 2025)</li> <li>• Featured on Branding Wall within the event venue on Race Day ( if the level is reached by 12th April 2025)</li> <li>• Grand Stand invite for 1</li> <li>• Invitation to the Philanthropy Awards</li> <li>• Felicitation at the Philanthropy Awards</li> <li>• Quarter page feature in the Event Docket</li> <li>• Top Up Donation Grant</li> </ul>
<b>Gold Level</b>	<ul style="list-style-type: none"> <li>• Gold level badge on NGO page</li> <li>• 2 complimentary Majja Run bibs</li> <li>• Included on Wall of Change at the Expo (if the level is reached by 12th April 2025)</li> <li>• Prominently featured on Branding Wall within the event venue on race day (if the level is reached by 12th April 2025)</li> <li>• Grand Stand invite for 2</li> <li>• Invitation to the Philanthropy Awards</li> <li>• Felicitation at the Philanthropy Awards</li> <li>• Half page feature in the Event Docket</li> <li>• *90 second reel on event's social media handles talking about participation and their achievement at the event</li> <li>• *90 second AV on event website.</li> <li>• Top Up Donation Grant</li> </ul>

## CORPORATE TEAM PARTICIPATION

The **CORPORATES TEAMS** category is specially designed for companies to field teams of employees at the TCS World 10K Bengaluru and support a cause or NGO of their choice through charitable contributions. This event provides an opportunity for companies to engage employees, invest in their overall well-being, and raise awareness for the cause supported by the company.

Companies can choose to support any of the NGOs listed with the event's philanthropy partner, **aidbees**. If a company's preferred NGO is not registered for the event, aidbees will assist the NGO with the registration and onboarding process.

### Fielding a Corporate Team

At the TCS World 10K Bengaluru 2025, companies can choose to field corporate teams of following sizes and make an upfront (non-refundable) contribution in favor of the chosen NGO. Additional employee participation cost will be separate as below :

	Non-refundable contribution	No. of employees a company can field
<b>Team 10</b>	INR 1,50,000	Upto 10 employees
<b>Team 25</b>	INR 3,50,000	Upto 25 employees
<b>Team 35</b>	INR 4,50,000	Upto 35 employees
<b>Team 55</b>	INR 6,50,000	Upto 55 employees

- If a corporate wants to increase the team size apart from the above mentioned categories, it can add a maximum of 5 members to the team and have to pay an upfront contribution of INR 10,000 for each member added to the team.
- Donations once made will not be refunded under any circumstances whatsoever.  
**The amounts mentioned above do not include the event run registration fees for individual team members. These need to be paid additionally, depending upon the race category chosen by individual team members, to the event promoter (via cheque/ DD/ Bank Transfer) in favor of 'Procam International Pvt. Ltd.'** The applicable run registration fees must be paid to Procam on or before the deadline (to be informed) and it will be over and above the service charges retained by aidbees.

## SERVICE CHARGES OF AIDBEES

### (Corporate Participation)

NGOs supported by companies and fielding Corporate Teams, are required to pay a percentage to aidbees, of the upfront contribution, as service charge.

For Corporate Team participation *(payable to aidbees by respective NGOs)*

<b>Team 10</b>	INR 17,700 (10%+ GST of INR 1.50 lakhs of upfront contribution)
<b>Team 25</b>	INR 41,300 (10%+ GST of INR 3.50 lakhs of upfront contribution)
<b>Team 35</b>	INR 51,507 (9.7%+ GST of INR 4.50 lakhs of upfront contribution)
<b>Team 55</b>	INR 74,399 (9.7%+ GST of INR 6.50 lakhs of upfront contribution)

\*Service charges mentioned above are inclusive of GST.

\*NGOs will be responsible to issue applicable tax exemption certificates directly to the donor.

### Participation Privileges for Corporate Teams

#### Event Digital Visibility

- An exclusive corporate page on aidbees' website will highlight contributions under corporate participation.
- Acknowledgement on social media by aidbees
- Meetings with team leaders to give Event updates, pledge raising tips, standardized presentations which they can use to motivate their team members
- Top 3 companies confirming a Corporate Team and contributing the highest within the fortnight, will be featured on the event's social media platforms fortnightly leading up to 15th March 2025.

#### Company name printed on their team member's Running Bibs.

##### (Exclusively for Contributing corporates)

- Companies who complete the process of registering, i.e. making the upfront

contribution, completing the online run registration process by 15th March 2025 and paying the requisite entry fees to Procam International by 31st March 2025 will have the company name printed on their team member's running bibs.

### Race Day Visibility

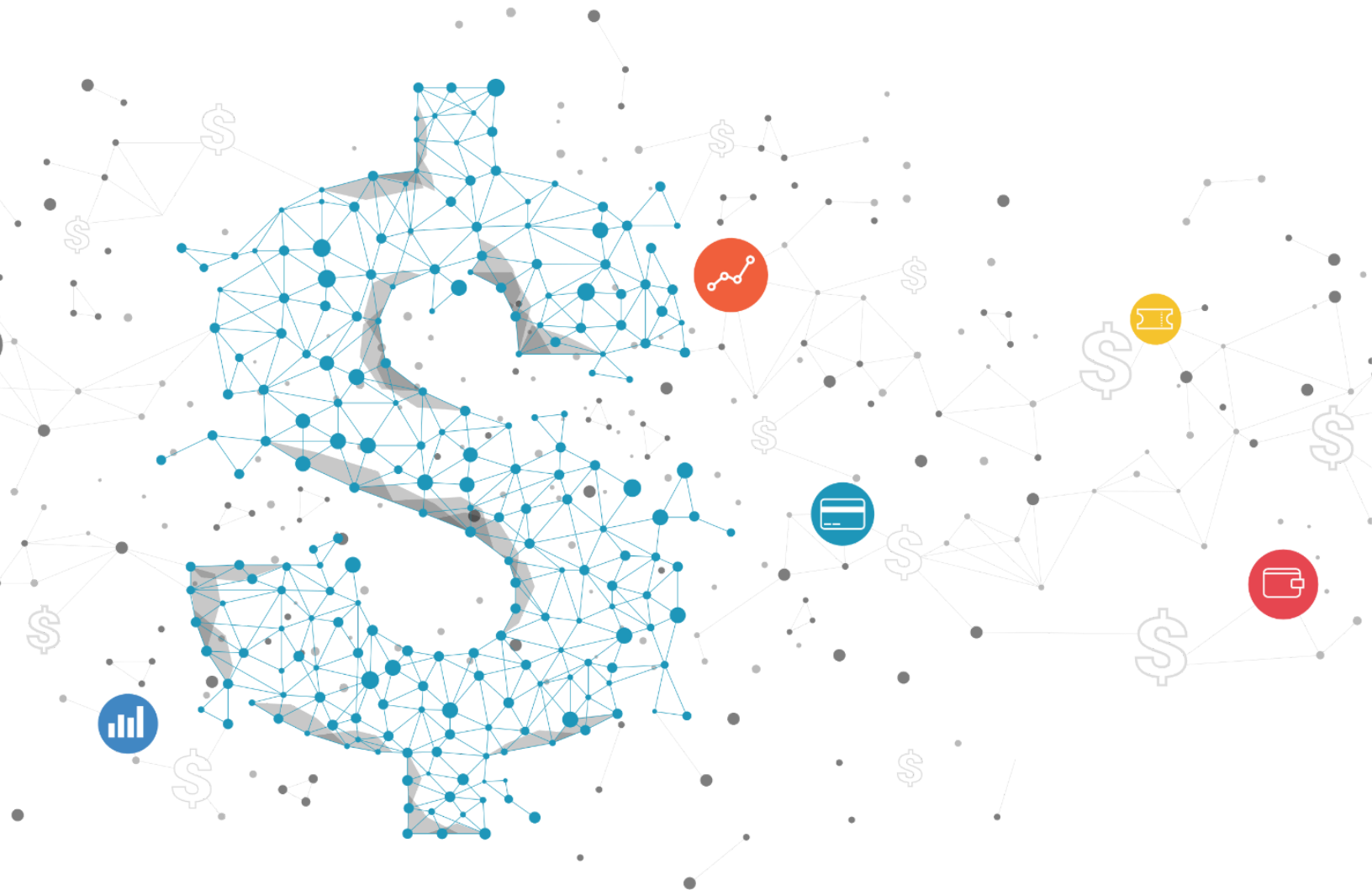
- Top 10 contributing companies will be featured as a leaderboard on television during a live telecast of the race.
- Company name will be acknowledged in the Corporate Tent.
- In addition to the above, Corporate Teams contributing **INR 6 lakh** and more for their chosen NGO, will have their presence with the Charity Corridor on race route, featuring their name and the NGO chosen.
- Furthermore, 2 senior management representatives of companies (CXOs) contributing INR 10 lakh and above in the 2025 edition will be hosted in the Grand Stand on race day and representatives contributing over INR 20 Lakhs will be hosted on the Procam Marquee
- Race day photographs for top 2 fundraising members in a Corporate team (provided captured by event's official photographer). To be eligible for this, the team member must have raised a minimum of INR 1,00,000 for his/her chosen cause and such funds must have been submitted and reported to aidbees on or before 10th May 2025.

- All contributing and fundraising companies will be mentioned in the event docket.
- The top two contributing companies and the top two fundraising companies (provided their employees have collectively raised a minimum of INR 1,00,000) will be prominently featured in the Event Docket, published after race day.
- For a larger number of employees participation, fundraising workshops will be conducted by aidbees and the beneficiary NGO upon prior request.
- Easy single point collection of Bibs for all employees irrespective of race category from the aidbees counter at the Expo.

### Corporate Tent

- On race day, event promoters will set up a dedicated tent in the holding area exclusively for Corporate Teams participating through philanthropy. This tent will be the perfect opportunity for employee engagement & networking. The tent

will also be the one stop destination on race day for employees to collect their medals and refreshment. The highlight of this tent will be enjoyable activities such as games, Zumba sessions, photo booths, team challenges. These offerings ensure that corporate team participants have a memorable and unique experience at the TCSW 10K 2025 Run ,enhancing their overall event participation beyond the run itself.



## Philanthropy Page & Onboarding Process for Corporates

<b>Step 1</b>	If the corporate has participated in the 2023 or 2024 edition of TCSW10K, please login with your existing credentials or email <a href="mailto:tcsw10k@aidbees.org">tcsw10k@aidbees.org</a> for the same.
<b>Step 2</b>	If you are participating for the first time, please sign up as a corporate: <a href="https://tcsw10k.aidbees.org/corporate-registration">https://tcsw10k.aidbees.org/corporate-registration</a>
<b>Step 3</b>	Upon receiving confirmation from the corporate entity regarding TCSW team participation, the corporate representative must proceed to create a profile on <a href="http://www.tcsw10k.aidbees.org">www.tcsw10k.aidbees.org</a> under the corporate partner section. They should provide all necessary details and select the supporting NGO
<b>Step 4</b>	Make the upfront contribution basis the team size (as given in the table(Pg. No 22) directly to the chosen NGO. The NGO needs to submit payment proof to aidbees to further process the team's registration.
<b>Step 5</b>	Once the contribution is made, the NGO needs to introduce the corporate Point of Contact (POC) to the philanthropy partner, aidbees, for the run registration process.
<b>Step 6</b>	Corporate runner run registration applications are handled through the official online portal managed by the EventPromoter - <b>Procam International Pvt. Ltd.</b> Runners can register using company-specific unique codes. *Detailed login process for team run registration will be sent to the POC in a PowerPoint presentation, covering employee registration. *If a runner is participating in the timed run, they must submit a timing certificate with aidbees before completing their application.
<b>Step 7</b>	The last date for the company SPOC to finally submit the team run registration is 14th March 2025. No changes will be accommodated in the individual registrations post this date. Please note, running places for a desired race category by team members can be availed if only until running slots are available or 14th March 2025, whichever is earlier.



### Important:

- ▶ Please note, the NGO contribution does not include the event run registration fees for individual team members. This fee must be paid separately by the corporate entity, depending on the race category chosen by each team member, to the event promoter (via cheque/DD/Bank Transfer) in favor of '**Procam International Pvt. Ltd.**' on or before Wednesday, 4th April 2025
- ▶ The run registration fees must be remitted to Procam International no later than 4th April 2025 failing which, Procam International has the right to withhold the running number bibs of the relevant corporate team.
- ▶ NGOs must pay the services charges as mentioned above to aidbees no later than Friday, 7th March 2025
- ▶ Where employees of companies wish to further fundraise for the NGO supported, standard service charges of **3.54% (3% being aidbees service charges) and 2.5% payment gateway charges** will be levied on every donation made online ([tcs10k.aidbees.org](https://tcs10k.aidbees.org)) or offline (cheque/DD).
- ▶ Donations and upfront contributions made by companies will not be refunded for reasons whatsoever.
- ▶ Run registrations of individual team members will be subject to the Entry Rules & Regulations of the TCS World 10K Bengaluru 2025.
- ▶ Employees from participating corporates can further enhance their philanthropic engagement in the TCSW10K by fundraising for causes and NGOs of their choice from the listed options.





## Employee Fundraising

Fundraising for a cause is a fulfilling and gratifying experience, offering a valuable opportunity to contribute to underserved communities.

For NGOs, employee fundraising presents an opportunity to engage new fundraisers who support their cause. NGOs can request a session with the Corporate SPOC to explain their project and requirements to employees, fostering direct interaction.

Upon request, aidbees can also participate in these sessions to provide guidance on the fundraising platform for employees.

**Important:** Employee Fundraising is only applicable if the said employee's corporate has fielded a Corporate Team supporting an NGO.



**The process for raising funds as an employee fundraiser is the same as Individual Fundraiser with some added benefits mentioned below:**

- Top 3 employee fundraisers get a shout-out on social media from Event & aidbees.
- Top 5 Employee fundraisers who have raised above INR 1 Lakh on Company name will be featured in the special section of the Corporate Tent on race day.
- All other privileges are applicable to employee fundraisers as per their achieved fundraiser level.
- The highest individual fundraiser from a corporate team, who raises a minimum of INR 1,00,000, will receive an award at the Philanthropy Awards Night.
- Feature in the TCSW 10K, 2025 Event docket.

## Employee Matching Grant - New Addition

The concept of a matching grant for the TCSW10K Run is where employees collect donations for a dedicated NGO, which is then matched by their corporate. A single donation will be made by the corporate/SPOC on behalf of the employee(s) via the aidbees website. The last date for the company to donate the matching grant and be eligible for benefits is March 15th, 2025. The respective corporate will have to collect all Employee grant donations and make a one time payment via the aidbees- TCSW website. Platform charges apply as mentioned earlier. Minimum amount raised via employee and corporate has to be- INR 50,000 to avail benefits.

### Benefits:

- Presence with Matching Grant Amount on TCSW- aidbees website
- Shout Out on Social media
- Company logo featured in a prominent section of the Corporate Tent on race day
- Listed in the TCSW10K 2025 Event Docket.
- Scroll of Appreciation

**Contact person for Corporate Team participation:**

**Akanksha Tawde**

**Call: 9820445536**

**Email: [tcsw10k@aidbees.org](mailto:tcsw10k@aidbees.org)**

## SERVICE CHARGES OF AIDBEES

### Category Wise Retention Amounts

<b>For NGO registration with aidbees</b>	<b>INR 9,500</b> (all inclusive)
<b>For Corporate Team Contribution</b>	As referred to in the Corporate section
<b>For all donations (online and offline)</b>	3.54 % being aidbees service charges and 2.5% approx. payment gateway charges
<b>For (Individual) Young Leader and Kindness fundraiser categories</b>	There is no amount retained/charged by aidbees in addition to the 3.54 % + 2.5 % against donations made as above.
<b>For the Charity Bib</b>	Rs.300 + Standard website charges
<b>For the Top Up Donation common pool</b>	A deduction of 11.47% will be made as payment gateway charges and processing fee of the NGO Facilitator

\*Service charges mentioned above are inclusive of GST.

\*NGOs will be responsible to issue applicable tax exemption certificates directly to the donor.

\*Donations once made will not be refunded under any circumstances whatsoever.

## RUN CATEGORIES & RUN REGISTRATION FEES

Race Categories	Distance	Min. Age Eligibility (as on 27/4/2025)	Run Registration *Fees	
			Domestic Participant	Overseas Participant
<b>World 10K</b> (only for elite athletes)	10 km	18 years		
<b>Open 10K</b>	10 km	15 years	INR	USD
<b>Majja Run</b>	5 km	12 years	INR	USD
<b>Champions With Disability</b> – – PwD participant – Buddy	4.2 km	12 years 18 years	INR INR	USD USD
<b>Senior Citizens Run</b>	4.2 km	60 years	INR	USD

\* Amount inclusive of GST. Amount payable to Event Promoter, in favor 'Procam International Pvt. Ltd.'

\*The Run Registration Fee will be announced by the Event Promoter- Procam International



## IMPORTANT TIMELINES\*

NGO Related	
<b>ALREADY STARTED</b>	NGO Registrations with aidbees
<b>18th December 2024</b>	NGO Meet Up
<b>29th March 2025</b>	Only NGOs registered with aidbees by this date will be included in the Charity Corridor on race day.
<b>12th April 2025</b>	Last date for NGOs to register with aidbees to participate and fundraise at the event.
<b>15th April 2025</b>	Last date for aidbees to submit donor data to respective NGOs of individuals donating on or before 31st March 2025 for issuance of 10BE forms.
<b>17th April 2025</b>	Last date for NGOs to issue 10BE forms to donors for donations received on or before 31st March 2025
<b>30th June 2025</b>	Last date for aidbees to submit donor data to respective NGOs for issuance of tax exemption certificates

## Individual Fundraising

**18th December 2024**

Launch of individual registration and fundraising, both online and offline (exclusively through Aidbees).

**24th March 2025**

Last date for Kindness fundraiser to submit 3 options, in order of preference, for 6-digit bib number to aidbees.

**8th April 2025**

Last date for Young Leaders and Kindness Fundraisers to fundraise online and/or clearance of donation cheques/DDs in aidbees bank account, for race day privileges

## Last Date of Fundraising (NGO & Individual)

**9th May 2025**

Last date to fundraise/donate online on [tcs10k.aidbees.org](https://tcs10k.aidbees.org) and to submit donation cheques/DD to aidbees.

## Corporate Team Participation

**18th December 2024**

Start of Corporate Team registration with aidbees (filling of corporate team form + upfront contribution to chosen NGO)

**24th March 2025**

Last date for company SPOC to finalise and submit its team's run registrations.

<b>4th April 2025</b>	Last date for the company to pay applicable run registration fees for its team members to Procam International.
-----------------------	---

Macro Event Timelines (Run Registration)	
_____	Start of Event run registrations on event website
_____	Last date for event run registrations
<b>24th -26th April 2025</b>	Running number bib collection from the Get Active Expo.
<b>Sunday, 27th April 2025</b>	<b>RACE DAY</b> Start & Finish venue – __TBD__

\*subject to change



## THE PHILANTHROPY AWARDS

The TCS World 10K Run Philanthropy Awards Night, organized by Procam International, is the concluding event of the TCSW10K 2025 cycle. Its purpose is to acknowledge the remarkable passion and contributions made by individuals, corporations, and participating NGOs

The following awards\* will be presented at the awards function within 6-8 weeks of race day. *Please note: the categories given below are subject to change without any prior intimation at the sole discretion of aidbees and Procam International.*



<b>Individual Fundraisers</b>	Top 5 Fundraisers
	Top 2 Young Leaders
	Scroll of Appreciation to Top 5 Young leaders
Invitation to the Top 5 fundraisers of each category for the Philanthropy Awards Night	
<b>Corporates Teams</b>	Top 2 contributing companies
	Top 2 Fundraising companies (minimum funds to be raised by the employees of a corporate being INR 1,00,000)
	Highest Fundraiser Individual from a Corporate Team (minimum threshold is INR 1,00,000/- to be considered for this)
<b>NGO Awards</b>	Top 3 Fundraising NGOs

\* Awards will be finalized based on funds raised by Friday, 9th May 2025





# aidbees Corporate Private Limited

**Website-** [tcs10k.aidbees.org](https://tcs10k.aidbees.org)

**Helpline Number:** +91 98204 45536

**Email id-** [tcs10k@aidbees.org](mailto:tcs10k@aidbees.org)

## Social Media:



**Instagram:**

<https://www.instagram.com/aidbees/>



**Facebook:**

<https://www.facebook.com/aidbees>



**LinkedIn:**

<https://www.linkedin.com/company/aidbees/?viewAsMember=true>



**Website:**

<https://aidbees.org/user/home>



**Blog Website:**

<https://blog.aidbees.org/our-journey-with-kindness/>



**X (Formerly Twitter):**

[https://twitter.com/\\_aidbees\\_](https://twitter.com/_aidbees_)