

Philanthropy Partner



TCS WORLD 10K, BENGALURU 2025

# Philanthropy Structure

#CauseItMatters





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## 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 – <ul style="list-style-type: none"> <li>- PwD participant</li> <li>- Buddy</li> </ul>	4.2 km	
Senior Citizen Run	4.2 km	

## 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 Procams 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 Procams 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.

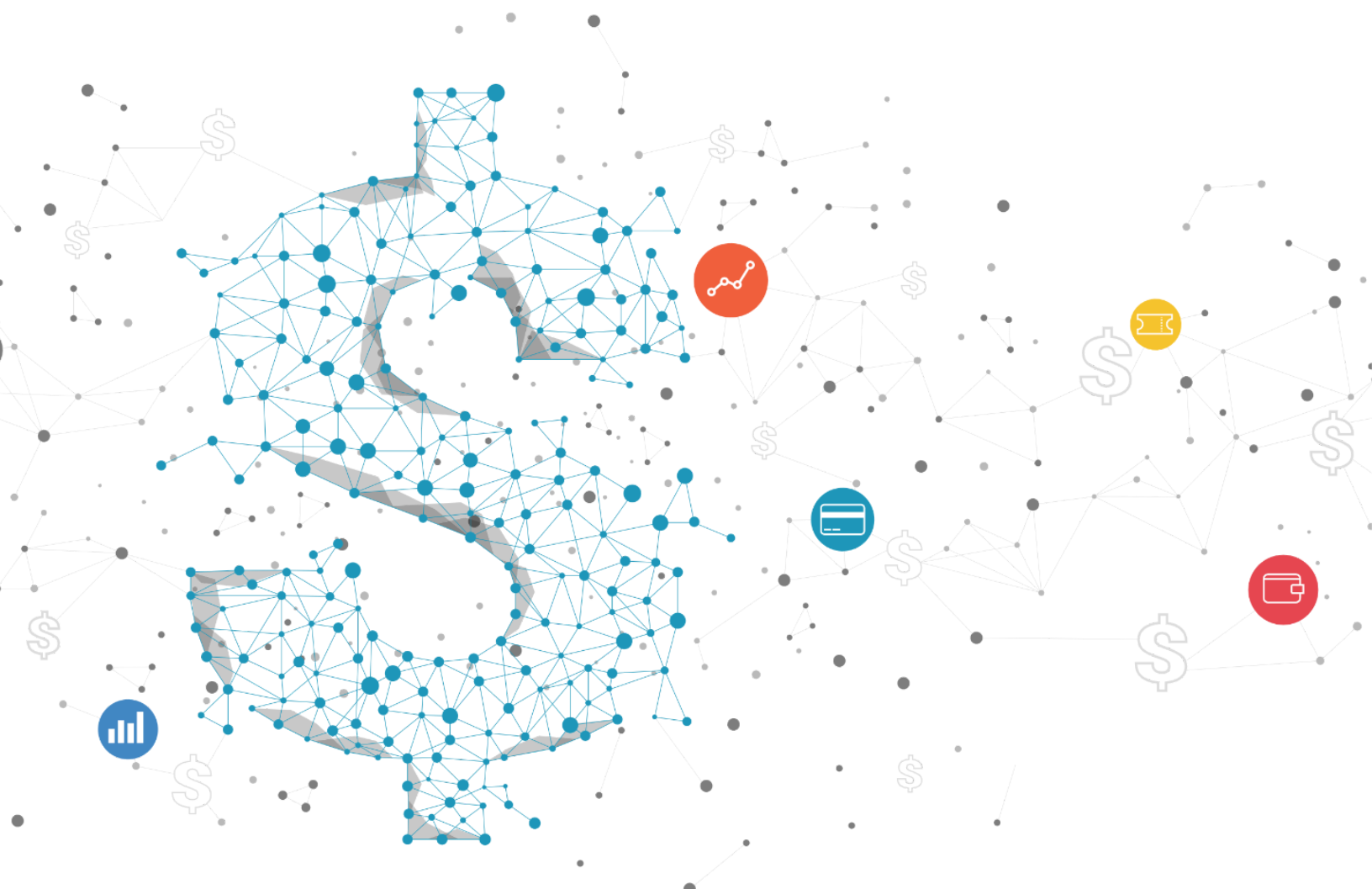
- All contributing and fundraising companies will be mentioned in the event docket.
- The top two contributing companies and the top two fundraising companies (provided their employees have collectively raised a minimum of INR 1,00,000) will be prominently featured in the Event Docket, published after 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>	4.2 km	12 years	INR	USD
- PwD participant		18 years	INR	USD
- Buddy				
<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

<b>18th December 2024</b>	Launch of individual registration and fundraising, both online and offline (exclusively through Aidbees).
<b>24th March 2025</b>	Last date for Kindness fundraiser to submit 3 options, in order of preference, for 6-digit bib number to aidbees.
<b>8th April 2025</b>	Last date for Young Leaders and Kindness Fundraisers to fundraise online and/or clearance of donation cheques/DDs in aidbees bank account, <u>for race day privileges</u>
<b>Last Date of Fundraising (NGO &amp; Individual)</b>	
<b>9th May 2025</b>	Last date to fundraise/donate online on <a href="https://tcs10k.aidbees.org">tcs10k.aidbees.org</a> and to submit donation cheques/DD to aidbees.

## Corporate Team Participation

<b>18th December 2024</b>	Start of Corporate Team registration with aidbees (filling of corporate team form + upfront contribution to chosen NGO)
<b>24th March 2025</b>	Last date for company SPOC to finalise and <u>submit</u> 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.
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<b>Macro Event Timelines (Run Registration)</b>	
_____	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 – <u>  TBD  </u>

**\*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

Philanthropy Partner





# aidbees Corporate Private Limited

**Website-** [tcsw10k.aidbees.org](https://tcsw10k.aidbees.org)

**Helpline Number:** +91 98204 45536

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