

TCS WORLD 10K BENGALURU 2024

Philanthropy Structure

#CauseItMatters





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 **World Athletics Gold Label Road Race** has also been graced by the presence of sporting legends like Sanya Richards Ross, 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 phenomenal influence on social change. Over 600 NGOs representing various SDG causes, be it Health, Environment, Animals, Education, Human Rights, Skill Development or Community Development, Women Empowerment, Girl Child Education, Child Sexual Abuse, Disability, etc., have utilized this sporting event as a platform to cumulatively fundraise more than ₹ 51.88 crore since inception. The event prides itself as the largest sporting philanthropy platform in South India.

The mantle as the **official philanthropy partner** of TCS World 10K Bengaluru is taken care of by **aidbees - the world's first social kindness platform**. On **28th April 2024**, the city will come alive with renewed energy and passion, renewed vigor to achieve more, and a renewed hope for a better and a more compassionate tomorrow!

Philanthropy Partner





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.
- Engage the youth from educational institutes and corporate workforce in multiple institutional and corporate social initiatives and engagement activities respectively.

aidbees is aiming to make an impact on each individual and transform the world to a more compassionate and kinder space. For more information, please visit <https://aidbees.org>



THE TCSW 10K 2024 PHILANTHROPY STRUCTURE

This Philanthropy Structure provides the flow of processes for funds being raised at the 2024 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 2024 **only through aidbees**, and not directly nor through any other crowdfunding platform. Funds received by NGOs directly will not be considered as funds raised through the event.

CORPORATE TEAM PARTICIPATION

The **CORPORATES TEAMS** category is specially designed for companies to field team/s of employees at the TCS World 10K Bengaluru, and support a cause/NGO of their choice through charitable contributions. The event presents opportunities for a company to engage employees and invest in their overall well-being and drive awareness on the cause supported by the company.

Companies can choose any of the NGOs listed with aidbees for the Event, to support. If a company's preferred NGO is not registered with the event, aidbees will assist the NGO in completing its registration formalities.

Fielding a Corporate Team.

At TCS World 10K Bengaluru 2024, companies can choose to field corporate teams of following sizes and make respective upfront (non-refundable) contributions in favour of chosen NGO.

	Non-refundable contribution	No. of employees a company can field
Team 10	INR 1,50,000	Upto 10 employees
Team 20	INR 2,50,000	Upto 20 employees
Team 30	INR 3,50,000	Upto 30 employees
Team 50	INR 5,50,000	Upto 50 employees

Please Note,

- 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.
- NGOs supported by companies and fielding Corporate Teams, are required to pay to aidbees an amount of 10% +(GST) of the upfront contribution, as service charge.

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 Wednesday, 5th April 2024 and it will be over and above the service charges retained by aidbees.

Privileges for Corporate Teams.

✓ Regular pre-race day communication from aidbees.

✓ Meetings with team leaders to give Event updates, pledge raising tips, standardized presentations which they can use to motivate their team members.

✓ Acknowledgement on aidbees' website and social media.

✓ Companies who complete the process of registering, i.e. making the upfront contribution, completing the online run registration process by 25th March 2024 and paying the requisite entry fees to Procam International by 05th April 2024 will have the company name printed on their team member's running bibs.

✓ Event digital visibility –

- Top 3 contributing companies will be featured on the homepage of the event website every 10 days leading up to 29th March 2024.
- All corporate teams will be listed in the philanthropy section of the event website.
- Top 3 contributing companies will be featured on event's social media platforms every 10 days leading up to 29th March 2024.

✓ Visibility for companies and NGOs being supported within the event venue.

✓ In addition to the above , Corporate Teams contributing INR 5 lakh and more for their chosen NGO, will have a banner on the race route featuring their name and the NGO chosen.

✓ Furthermore, 2 senior management representatives of companies contributing INR 10 lakh and above in the 2024 edition will be hosted in the Procum Marquee on race day.

Top 10 contributing companies will be featured as a leaderboard on television during live telecast of the race.

✓ 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 *29th March 2024*.

✓ Top 2 contributing companies and top 2 fundraising corporate employees (provided minimum funds raised by the company's employees is INR 1,00,000), will be featured in the Event Docket published post-race day.

✓ All other contributing companies will be mentioned in the said Docket.

✓ Dedicated **Corporate Tents** will serve as a hub for employees to network and build relationships. It can increase your company's visibility and awareness among a large crowd of attendees. It gives employees a unique Race Day experience and facilitates team bonding activities in the corporate tents. Companies can access corporate tents pre or post the Run.

Registration Process for Corporates.

- | | |
|----|--|
| 1. | Choose the NGO the team wishes to support (each company can choose only one NGO to support). |
| 2. | Fill the Corporate registration form and submit it to aidbees / NGO chosen |



3.	Make the upfront contribution basis the team size (as given in the table on page 15) directly to the chosen NGO. The NGO needs to submit payment proof to aidbees to further process the team's registration.
4.	On receiving payment proof from the NGO, aidbees will generate the necessary link and codes for individual team member registrations. Aidbees will share this with company SPOC (special point of contact) and guide in the process of individual run registration process.
5.	The last date for the company SPOC to finally submit the team run registration is 25 th March 2024. No changes will be accommodated in the individual registrations post this date.
6.	On completion of individual runner registrations, applicable race fees (based on the number of team members and the race categories chosen by each) have to be paid to Procam International during team submission against the invoice generated by Procam International.
7.	Such fees can be paid via a cheque/DD in favor of " <u>Procam International Pvt. Ltd.</u> " or through NEFT. This will be one payment consolidating entry fees of all team members.
8.	The run registration fees must be remitted to Procam International no later than Friday, 05 th April 2024 failing which, Procam International has the right to withhold the running number bibs of the relevant corporate team.

Important:

- ▶ NGOs must pay to aidbees the service charge of 10% of the upfront contribution made by the companies no later than Friday, 22nd March 2024
- ▶ Where employees of companies wish to further fundraise for the NGO supported, standard service charges of 5.5%+GST (3% being aidbees service charges and 2.5% payment gateway charges) will be levied on every donation made online (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 2024.

Employee Fundraising**



Employees from participating corporates have the option to enhance their philanthropic engagement in the TCSW 10K by fundraising for causes and NGOs of their choice. 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.

The process for raising funds as an employee fundraiser is exactly 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 3 corporates with the highest number of employee fundraisers will get a scroll at the Philanthropy Awards Nite

*All other privileges are applicable to employee fundraisers as per their achieved individual fundraiser level

**Employee Fundraising is only applicable if the said employee's corporate is registered on the Philanthropy partner's website

Additional benefits to the companies who have employee fundraisers:

- Philanthropy Awards Nite where the company representative will be given a shout-out as well.
- Employee fundraisers who have collectively raised above INR 1 Lakh on Company name will be featured in the special section of the Corporate Tent on race day.

Contact person for Corporate Team participation: Akanksha Tawde

Call: 9820445536

Email: tcs10k@aidbees.org

SERVICE CHARGES OF AIDBEES

For NGO registration with aidbees	INR 9,500 (Incl all)
For Corporate Team participation (payable to aidbees by respective NGOs)	
- Team 10	INR 17,700 (10%+ GST of INR 1.50 lakhs of upfront contribution)
- Team 20	INR 29,500 (10%+ GST of INR 2.50 lakhs of upfront contribution)
- Team 30	INR 41,300 (10%+ GST of INR 3.50 lakhs of upfront contribution)
- Team 50	INR 64,900 (10%+ GST of INR 5.50 lakhs of upfront contribution)
For all donations (online and offline)	5.5%+ GST [3% being aidbees service charges and 2.5% approx payment gateway charges]
For (Individual) Young Leader and Kindness fundraiser categories	There is no amount retained/charged by aidbees in addition to the 5.5%+GST against donations made as above.
For the Top Up Donation pool	a deduction of approx 10% will be made as payment gateway charges and processing fee. aidbees will distribute 90% of the funds received to the common pool of NGOs

- Donations once made will not be refunded under any circumstances whatsoever.
- Service charges mentioned above are inclusive of GST.
- NGOs will be responsible to issue applicable tax exemption certificates directly to the



donor.

RUN CATEGORIES & RUN REGISTRATION FEES

Run Categories	Distance	*Run Registration Fees	
		Domestic Participant	Overseas Participant
World 10K <i>(only for elite athletes)</i>	10 km		
Open 10K	10 km	INR 1800	USD 50
Majja Run	5 km	INR 900	USD 30
Champions With Disability - PwD participants - Buddies	4.2 km	INR 350	USD 10
		INR 175	USD 5
Senior Citizens Run (Silver Run)	4.2 km	INR 350	USD 10

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

IMPORTANT TIMELINES

NGO Related	
Wednesday, 6th December 2023	Start of NGO registrations with aidbees
Sunday, 14th April 2024	Last date for aidbees to submit donor data to respective NGOs of individuals donating on or before 31st March 2024 for issuance of 10BE forms.
Friday, 29th March 2024	Only NGOs registered with aidbees by this date will be included in the Charity Corridor on race day.
Friday, 19th April 2024	Last date for NGOs to register with aidbees to participate and fundraise at the event.
Friday, 19th April 2024	Last date for NGOs to issue 10BE forms to donors for donations received on or before 31st March 2024
Sunday, 30th June 2024	Last date for aidbees to submit donor data to respective NGOs for issuance of tax exemption certificates

Individual Fundraising	
Wednesday, 6th December 2023	Start of fundraising/donations online and offline (only through aidbees)
Friday, 05th April 2024	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 benefits</u> .
Monday, 25th March 2024	Last date for Kindness fundraiser to submit 3 options, in order of preference, for 6-digit bib number to aidbees.
Friday, 10th May 2024	Last date to fundraise/donate online on tcs10k.aidbees.org and to submit donation cheques/DD to aidbees.

Corporate Team participation

Friday, 15th December 2023	Start of Corporate Team registration with aidbees (filling of corporate team form + upfront contribution to chosen NGO)
Wednesday, 20th December 2023	Start of individual team run registrations on event website (code & link will be provided by aidbees as per the process given in this document earlier)
Monday, 25th March 2024	Last date for company SPOC to finalise and <u>submit</u> its team's run registrations.
Friday, 5th April 2024	Last date for the company to pay applicable run registration fees for its team members to Procam International.



Macro Event Timelines	
February 2024 (TBC)	Start of Event run registrations on event website
March 2024 or once running places are filled	Last date for event run registrations
25th – 27th April 2024 (TBC)	Running number bib collection from Mirchi Get Active Expo.
Sunday 28th April 2024	RACE DAY

THE PHILANTHROPY AWARDS

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 Procarn International

Individual Fundraisers	Top 5 Fundraisers
	Top 2 Young Leader
Corporates Teams	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)
NGO Awards	Top 3 Fundraising NGOs

* Judged by aidbees and Procarn International, basis funds raised by Friday 10th May 2024



aidbees Private Limited

Website- tcs10k.aidbees.org

Helpline Number: +91 98204 45536

Email id- 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/>



Twitter:

https://twitter.com/_aidbees_