

TCS WORLD 10K BENGALURU 2024

Philanthropy Structure

#CauselMatters





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!



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.

INDIVIDUAL FUNDRAISERS

Individuals raising funds for a cause of their choice are the backbone of the philanthropic endeavor of the TCS World 10K Bengaluru. An individual fundraiser assumes the role of championing the cause of the chosen NGO and garnering support in terms of funds, in an effort to make a tangible difference. Depending upon the amount of funds raised, the individuals get elevated to higher levels.

All fundraisers start by creating a fundraising page on aidbees' website – aidbees supports these individuals in their endeavor by providing relevant assistance and guidance along the way.

Process:

1. Login at tcs10k.aidbees.org > Individual Fundraisers
2. Click on Fundraiser Registration
3. Create your page by filling in the appeal and select an NGO to raise funds
4. Share your campaign with your network to start raising funds

FUNDRAISING

Any individual, whether running in the Race or not, can use the philanthropy platform of the TCS World 10K Bengaluru 2024 to support an NGO of his/her choice and raise funds, therefore. One can start a fundraising page on the aidbees event website and become a 'Fundraiser'.



In order to run at the TCS World 10K Bengaluru 2024, a Fundraiser needs to independently register on the event website (tcsworld10k.procam.in) before the published registration end date.

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 10th May 2024 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 young leader of any of the Kindness categories

YOUNG LEADERS

This fundraising category celebrates young philanthropists and their commitment to make a difference. Fundraisers below the age of 18 years (as on 29th April 2024) and fundraising a minimum amount of INR 1,00,000 for their chosen NGO/s fall under this category and are entitled to the following incentives.

Young Leaders reaching their minimum target.

- 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).
- Top 5 Young Leaders will be promoted on the event's social media handles.
- Race day photograph (digital copy) – only where photograph is captured by the official photographer, OneGlint.

Young Leaders completing their minimum target by 10th May 2024.

- 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.
- TCSW 10K 2024 Philanthropy Award to only the top 2 fundraising Young Leaders.

- Invitation to the top 3 fundraising Young Leaders at the awards function.

Important: Where a Young Leader raises funds more than INR 1.75 lakh, s/he will be entitled to the benefits reserved for the relevant Kindness Fundraiser category/ies.

KINDNESS ADVOCATOR

An individual who fundraises a minimum of ₹ 1.75 lakh in donations for a chosen NGO.

KINDNESS LEADER

An individual who fundraises a minimum of ₹ 3 lakhs in donations for a chosen NGO.

KINDNESS AMBASSADOR

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

KINDNESS INFLUENCER (New Category)

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

KINDNESS CHAMPION

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

Kindness – Fundraiser Incentives

Kindness Advocator

- 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 park* (close to the Event Venue)
- Race day – Procam marquee invite for self*
- Race day – priority line-up*
- Race day photograph (where captured by official photographer) *
- Certificate of Appreciation**
- Mentioned in Event Docket, featuring the highest fundraiser of the category**
- Invitation to top 5 fundraisers of this fundraising category to the TCSW10K 2024 Philanthropy Awards**

Kindness Leader

+ Event tracksuit *

Kindness Ambassador	+ Event shoes * + Race day – Procum marquee invite for self + 1 * + Featured in the Event Docket** + Invited to the TCSW10K 2024 Philanthropy Awards **
Kindness Influencer	+ Race Day- Procum marquee invite for self + 1 + Mention in the Event docket + Invite for Meet & Greet with Event Ambassador + Invited to the TCSW10K 2024 Philanthropy Awards
Kindness Champion	+ Race day – Procum marquee invite for self + 1 * + Invitation for self + 1 to the TCSW 10K 2024 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 10 days leading up to Friday, 29th March 2024
- Top 3 fundraisers will be featured on event's social media platforms every 10 days leading upto Friday, 29th March 2024.
- Top 5 Kindness fundraisers* will be featured on television during live telecast.
- Constant support from the team at aidbees
 - Pre and Post race day communications
 - Team Support on call/email
 - Mentions in aidbees' social media posts

* Provided the minimum fundraising target is met on or before Friday, 29th March 2024.

** Provided the fundraising target for the relevant Kindness category is met on or before Friday, 10th May 2024.

The Kindness fundraiser will need to submit 3 options, in order of preference, for their 6-digit bib number to aidbees latest by Monday, 25th March 2024.

Contact person for Individual Fundraisers: Rupali Yerunkar

Call: +91 81490 88676

Email: tcsw10k@aidbees.org

CHARITY BIBS

To enable philanthropy, special running slots (Bibs) are reserved for NGOs participating in TCSW 10K, 2024. These unique Bibs allow registration even after general registrations close. 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.

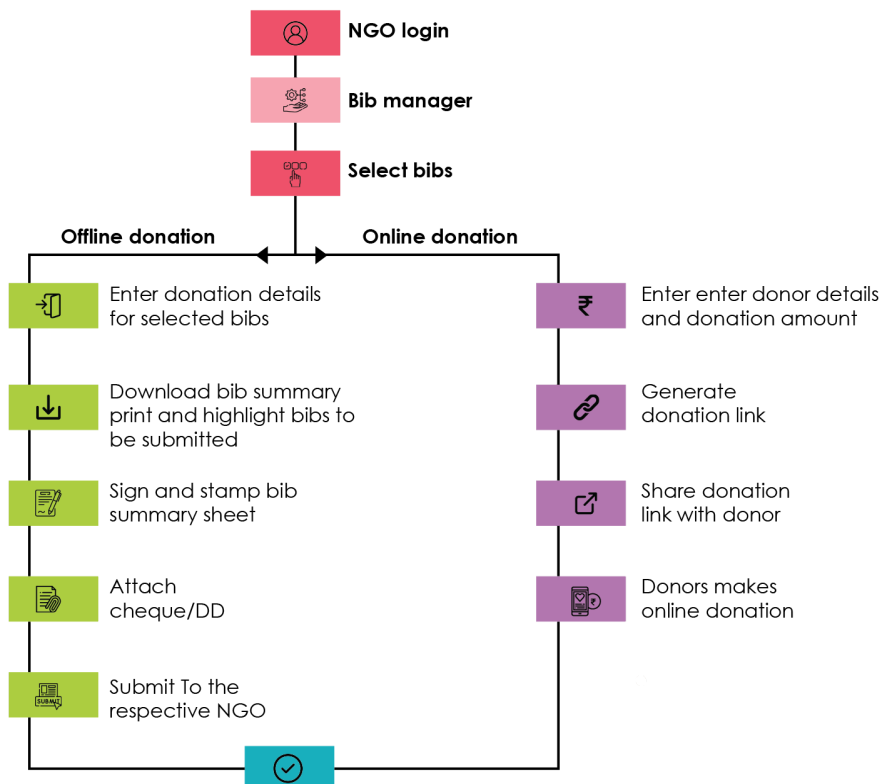
- The charity bibs are issued on a first come first serve basis to the NGOs. The NGOs can ask for more bibs till the charity bibs are available with the organisers.
- **The NGOs will have to pay a flat fee of INR 500/- to aidbees for every bib they block for the runners (non refundable)**
- The amount charged by the NGOs for a charity bib will go directly to the NGO, 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 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. Upon registration, each participating NGO will be assigned one Bib. They can convert this Bib to any race category they require until Bibs of that category are available with aidbees. Once an NGO secures a donation and uses the Bib allocated to them, a new Bib will be allocated automatically

CHARITY BIB SUBMISSION PROCESS

Log into your NGO account page go to the bib manager



Upon realising the donation the runner will receive a voucher code for registration. The code will also be visible to the NGO on their dashboard against the bib and if applicable a new bib is allocated automatically in the individual bib section

Charity Bib Retention Amount

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

Race Category	Retention on Donation (INR)	Minimum Donation Amount* (INR)		
		15/12/2023 to 15/02/2024	15/02/2024 to 15/03/2024	15/03/2024 to 10/04/2024
Open 10K	500	5,500	6,000	7,000
Majja Run	500	3,000	3,500	4,500



****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.**

Runner Registration Process

After a donation is confirmed as successful on the Bib Manager, a voucher code is generated and sent directly to the runner for registration via email. The registration process happens at the Event Promoters' end on <https://tcs10k.procam.in/>. The voucher code will also be visible in the Bib Manager next to the corresponding Bib. NGOs can share this code with their runners to register directly on the event website. This online registration method saves time and allows runners to register quickly, receiving a confirmation email immediately. aidbees does not accept physical runner forms for either online or offline donations.

****The runner and the donor can be different people and thus NGOs need to provide the runner's email address in the Bib Manager to ensure they receive the voucher code once the donation is confirmed as successful.**

Charity Bibs Collection Process

All the Charity Bibs obtained through an NGO will now be given to the NGO on the first day of the Expo at the aidbees counter for onward distribution to their runners. Charity Bib runners need to connect with their NGOs for their Bibs.

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. The donations in the shared pool will be distributed among NGOs based on privilege levels attained.

- Donations are non-refundable, regardless of runner registration acceptance.
- Since this donation is handled outside of aidbees platform, 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
- An 80G receipt and/or 10BE certificate will be issued for the total donation amount to the donor by the NGOs.
- NGOs are expected to thoroughly go through all information mentioned on the event website regarding runner registration on www.tcs10k.aidbees.org

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,



	for race day benefits.
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 Procam 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 Procam International, basis funds raised by Friday 10th May 2024



aidbees Private Limited

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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_