

Philanthropy Partner



TCS WORLD 10K, BENGALURU 2025

Philanthropy Structure

#CauselMatters



Index

About TCS World 10K Bengaluru	Pg. 02
The Official Philanthropy Partner –aidbees	Pg. 03
The TCS World 10K 2025 Philanthropy Structure – An Introduction	Pg. 04
Individual Fundraising <ul style="list-style-type: none"> • Individual Fundraisers • Young Leaders • Kindness Fundraisers Level I • Kindness Advocator • Kindness Leader • Kindness Ambassador • Kindness Influencer • Kindness Champion • Kindness - Fundraiser Incentives 	Pg. 05 Pg. 05 Pg. 06 Pg. 08 Pg. 09 Pg. 09 Pg. 09 Pg. 09 Pg. 09-11
Run Categories and Run registration fees	Pg. 12
Important Timelines	Pg. 13-15
The Philanthropy Awards	Pg. 16
aidbees Contact Details	Pg. 18

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"> - PwD participant - Buddy 			
Senior Citizen Run		4.2 km	

INDIVIDUAL FUNDRAISING

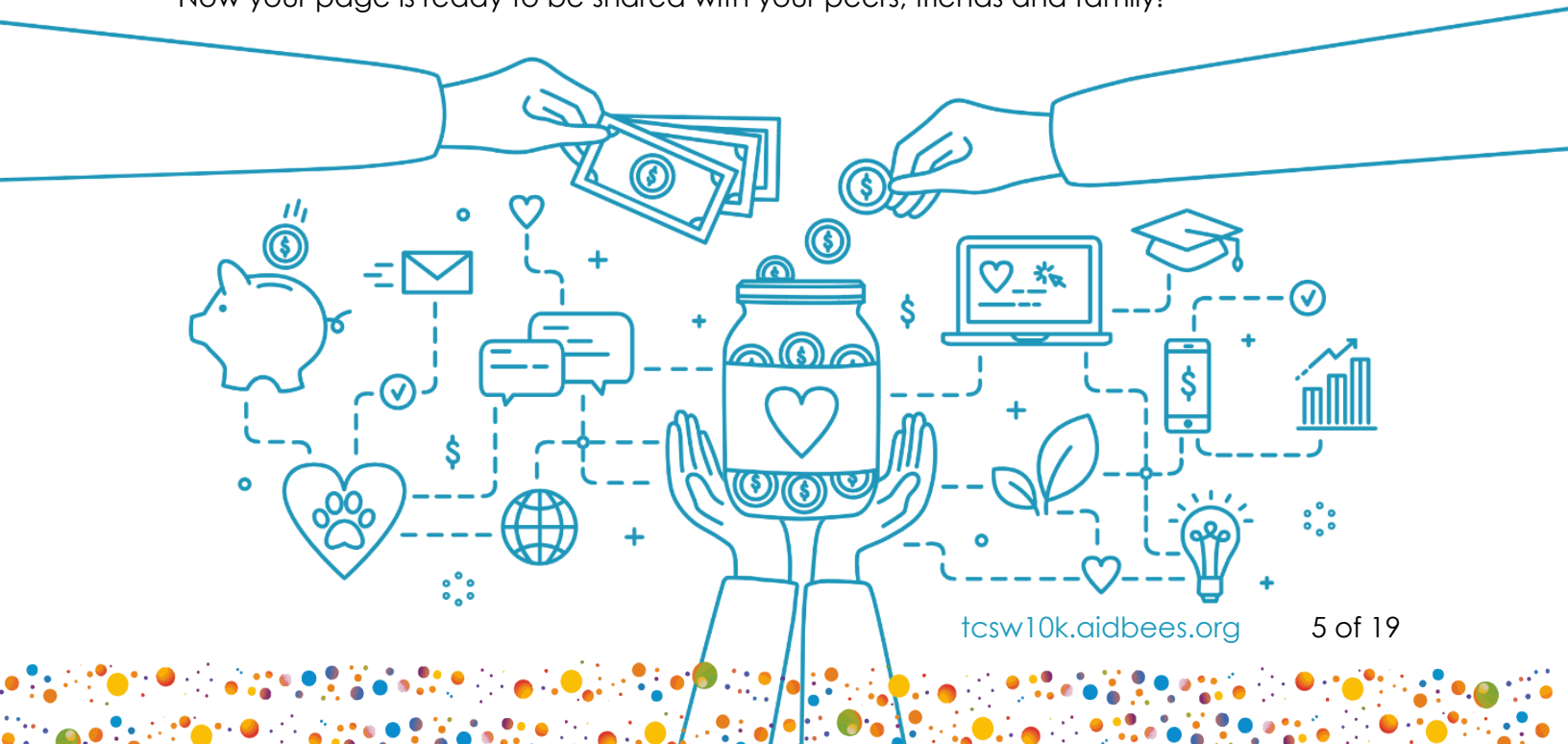
Committed individuals raising funds for a cause of their choice are the backbone of the philanthropic endeavor of the TCS World 10K Bengaluru 2025. An individual fundraiser is someone who seeks to make a difference by raising funds for an NGO to support a cause they are passionate about. aidbees supports 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. 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 > 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 9th 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 27th 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 4th 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 9th 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
Minimum Fundraising (INR)	20,000-49,999	50,000-99,999	1,00,000-1,49,999
Privileges	Promotions on aidbees philanthropy website	Promotions on aidbees website and social media	Promotions on aidbees website + social media + special mention in the Event docket.
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 & conditions apply			

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, 28th March 2025
- Top 3 fundraisers will be featured on event's social media platforms every 15 days leading up to Friday, 28th 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, 28th March 2025.
- ** Provided the fundraising target for the relevant Kindness category is met on or before Friday, 9th 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, 24th 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



RUN CATEGORIES & RUN REGISTRATION FEES

Race Categories	Distance	Min. Age Eligibility (as on 27/4/2025)	Run Registration *Fees	
			Domestic Participant	Overseas Participant
World 10K (only for elite athletes)	10 km	18 years		
Open 10K	10 km	15 years	INR	USD
Majja Run	5 km	12 years	INR	USD
Champions With Disability – – PwD participant – Buddy	4.2 km	12 years 18 years	INR INR	USD USD
Senior Citizens Run	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	
ALREADY STARTED	NGO Registrations with aidbees
18th December 2024	NGO Meet Up
29th March 2025	Only NGOs registered with aidbees by this date will be included in the Charity Corridor on race day.
12th April 2025	Last date for NGOs to register with aidbees to participate and fundraise at the event.
15th April 2025	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.
17th April 2025	Last date for NGOs to issue 10BE forms to donors for donations received on or before 31st March 2025
30th June 2025	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 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.

4th April 2025	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
24th -26th April 2025	Running number bib collection from the Get Active Expo.
Sunday, 27th April 2025	RACE DAY 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.*



Individual Fundraisers	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	
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

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



aidbees Corporate 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/>



X (Formerly Twitter):

https://twitter.com/_aidbees_