TCS World 10K Bengaluru

Race Day: 28th April 2024

tcsw10k.aidbees.org

Index

tcsw10k.aidbees.org

About aidbees

Corporate Consultations & Retail Fundraising

Kindness Curriculum & Implementation

Volunteering for a Cause

NGO Campaigning & Amplification

aidbees -one stop destination

2023 Edition- TCSW 10K

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 runners competing for the coveted podium finish, and mass participation of **thousands of runners** from across the country and world, all soaking in the Bengaluru energy and camaraderie. The year 2023 was aidbees first year with the event. Below are the highlights of the run.

Rs. 2.7 crores+
Total funds raised

27,000+
Footfall in 2023

80+
participating NGOs

29
Participating Corporates

65+
Individual Fundraisers

tcsw10k.aidbees.org

NEW things in this edition

Charity Bibs

Top Up Donations

All funds will have to be raised only via the event philanthropy platform
(tcsw10k.aidbees.org)

Kindness Influencer Category

Revised Fundraising Target for Young Leaders

Corporate Tent

tcsw10k.aidbees.org

# 5 Ways for NGOs to raise funds at TCSW 10K 2024
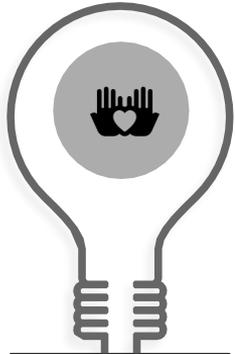
NGO pages

Individual Fundraising
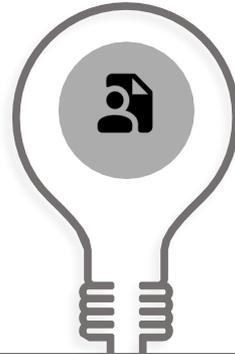
Corporate Fundraising

Charity Bibs
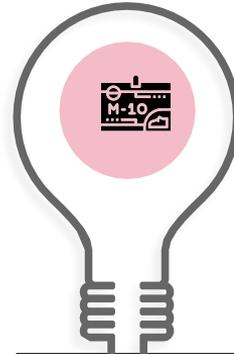
Top Up Donations
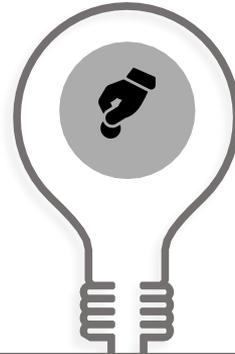
tcsw10k.aidbees.org

Eligibility Criteria for NGOs

Registered and based in India

Working with beneficiaries from India

Verified and due diligence checked (https://tcsw10k.aidbees.org/)

NGO Registration Process

1

2

3
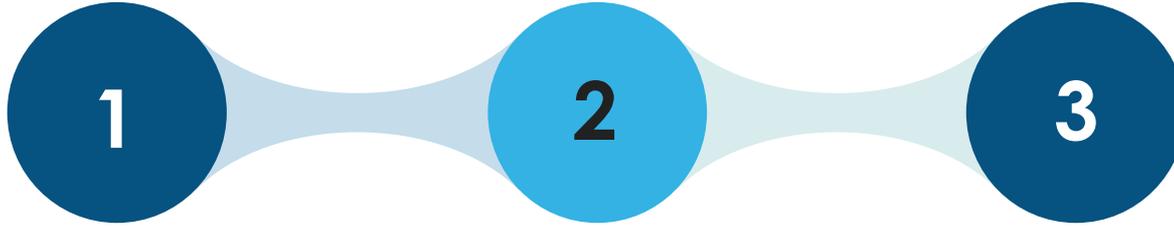
Step 1:
Create Account

Step 2:
Fill in details &
Upload the
documents

Step 3:
Start Fundraising

NGO Registration fees- ₹9,500/- inclusive of GST

Registration Requirements

- High resolution logo (JPEG/PNG, not more than 5 MB)
- Photo archive (drive link or website upload)
- A compelling storyline
- Registration Documents- listed below
- Project Details along with impact data from the raised amount and pictures

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

1 Certificate of registration of the NGO (as a Trust/Society/Section-8 Company)
2 Open file format of NGO logo in EPS/Illustrator/CorelDraw/PDF format and high-res jpg/ png format
3 12A; 10BE; PAN Card copy – this is mandatory for participation as a fundraising NGO
4 Audited Financial Statements 2022-23
5 Annual report of 2022-23
6 Fund Utilisation Report for Returning NGOs

tcsw10k.aidbees.org

What's in it for the NGOs?

- A reason to reach out and engage all stakeholders

- Strengthen existing relations

- Build new donor base and partnerships

- Get more visibility through the event

- Contribution from Top Up Donation

- Opportunity to raise donations via Charity bibs

tcsw10k.aidbees.org

Causes

Children & Education

Community Development

Animal welfare

Youth & Livelihood

Health & Well-Being

Women Empowerment

Environment

Senior Citizen Welfare

Diversity & Inclusion

Differently abled

Charity Bibs at the TCS World 10K, 2024

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. 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.

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

tcsw10k.aidbees.org

Individual Fundraising

Individuals who wish to make a difference can raise funds for the participating NGOs by running and supporting a cause (total retention percentage 5.5%)

Individuals Fundraisers & Target	In the name of beneficiary NGO
Young leader - Rs 1 Lakh (upto 18 years)	Rs. 94,500
Kindness Advocator- Rs 1.75 lakh	Rs. 1,65,375
Kindness Leader- Rs 3 lakhs	Rs. 2,83,500
Kindness Ambassador - Rs 5 lakhs	Rs.4,72,500
Kindness Influencer - Rs 7.5 Lakhs	Rs. 7,08,750
Kindness Champion Rs 10 lakhs	Rs.9,45,000

tcsw10k.aidbees.org

Corporate Participation

The event presents opportunities for a company to engage employees and invest in their overall well-being, and drive awareness for a cause supported by the company.(total retention percentage 10%)

Corporate Team Size & Donation	In the name of beneficiary NGO- INR
Team of 10 - Rs 1.5 lakh	1,35,000
Team 20 - Rs 2.5 lakhs	2,25,000
Team 30 - Rs 3.5 lakhs	3,15,000
Team 50 - Rs 5.5 lakhs	4,95,000

Important Rules for Corporate Teams

☑ They can add up to 5 members per team. In case of more than 5 members, register as a new team.

☑ The team will register these 5 added employees at INR 10,000 per employee

☑ Codes for employee participation will only be allotted once the proof of the received funds has been provided by the NGO

tcsw10k.aidbees.org

Highlights from Corporate Tent
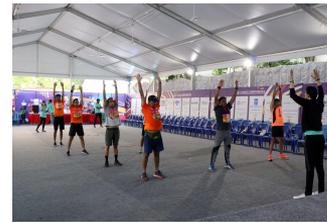
TCSW 10K Event Entry Fees

TCS WORLD 10K	2024	
	INDIAN	OVERSEAS
OPEN 10K	INR 1800	USD 50
MAJJA RUN (12 YRS AND ABOVE)	INR 900	USD 30
SILVERS' RUN	INR 350	USD 10
CWD	INR 350	USD 10
CWD BUDDY	INR 175	USD 5

tcsw10k.aidbees.org

Important Dates & Events

Date	Events	Date	Events
Wednesday, 6th December 2023	Start of fundraising/donations	**Thu-Sat, 25th to 27th April**	Get Active Expo + Running Number Bib distribution at the Expo
February 2024	Start of Run Registration on event website (from 8 am onwards)	**Sun, 28th April 2024**	TCS World 10K Bengaluru 2024 Race Day
Mon, 25th March 2024	Final submission of run registrations of Corporate team members.	**Friday, 10th May**	Last date to fundraise and submit donation cheques/DDs to aidbees where fundraised offline.
Fri, 5th April 2024	Last date for Corporate Teams to remit run registration fees to Procam International	**Sunday , 30th June**	Last date for aidbees to submit donor data to respective NGOs for issuance of tax exemption certificates
	Last date for individuals (Young Leaders + Kindness category fundraisers) to reach relevant minimum fundraising targets for race day privileges	**Fri, 14th July**	Last date for respective NGOs to issue tax exemption certificates to their donors.

*subject to change

Contact Us

Ms Zamrooda Khanday

📞 9819929189

✉️ tcsw10k@aidbees.org

Registration Website: www.tcsw10k.aidbees.org

Thank You!