TCS World 10K Bengaluru

Race Day: 28th April 2024

tcs10k.aidbees.org
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About aidbees

Corporate Consultations & Retail Fundraising

Volunteering for a Cause

Kindness Curriculum & Implementation

NGO Campaigning & Amplification

aidbees - one stop destination
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

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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

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

- NGO pages
- Individual Fundraising
- Corporate Fundraising
- Charity Bibs
- Top Up Donations

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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

Step 1: Create Account

Step 2: Fill in details & Upload the documents

Step 3: Start Fundraising

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

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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
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
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.

<table>
<thead>
<tr>
<th>Race Category</th>
<th>Retention on Donation (INR)</th>
<th>Minimum Donation Amount* (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>15/12/2023 to 15/02/2024</td>
</tr>
<tr>
<td>Open 10K</td>
<td>500</td>
<td>5,500</td>
</tr>
<tr>
<td>Majja Run</td>
<td>500</td>
<td>3,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15/02/2024 to 15/03/2024</td>
</tr>
<tr>
<td>Open 10K</td>
<td></td>
<td>6,000</td>
</tr>
<tr>
<td>Majja Run</td>
<td></td>
<td>3,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15/03/2024 to 10/04/2024</td>
</tr>
<tr>
<td>Open 10K</td>
<td></td>
<td>7,000</td>
</tr>
<tr>
<td>Majja Run</td>
<td></td>
<td>4,500</td>
</tr>
</tbody>
</table>
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%)

<table>
<thead>
<tr>
<th>Individuals Fundraisers &amp; Target</th>
<th>In the name of beneficiary NGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young leader - Rs 1 Lakh (upto 18 years)</td>
<td>Rs. 94,500</td>
</tr>
<tr>
<td>Kindness Advocate- Rs 1.75 lakh</td>
<td>Rs. 1,65,375</td>
</tr>
<tr>
<td>Kindness Leader- Rs 3 lakhs</td>
<td>Rs. 2,83,500</td>
</tr>
<tr>
<td>Kindness Ambassador - Rs 5 lakhs</td>
<td>Rs.4,72,500</td>
</tr>
<tr>
<td>Kindness Influencer - Rs 7.5 Lakhs</td>
<td>Rs. 7,08,750</td>
</tr>
<tr>
<td>Kindness Champion Rs 10 lakhs</td>
<td>Rs.9,45,000</td>
</tr>
</tbody>
</table>
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%)

<table>
<thead>
<tr>
<th>Corporate Team Size &amp; Donation</th>
<th>In the name of beneficiary NGO- INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team of 10 - Rs 1.5 lakh</td>
<td>1,35,000</td>
</tr>
<tr>
<td>Team 20 - Rs 2.5 lakhs</td>
<td>2,25,000</td>
</tr>
<tr>
<td>Team 30 - Rs 3.5 lakhs</td>
<td>3,15,000</td>
</tr>
<tr>
<td>Team 50 - Rs 5.5 lakhs</td>
<td>4,95,000</td>
</tr>
</tbody>
</table>
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.
Highlights from Corporate Tent
## TCSW 10K Event Entry Fees

<table>
<thead>
<tr>
<th>Event</th>
<th>INR</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>TCS WORLD 10K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPEN 10K</td>
<td>1800</td>
<td>50</td>
</tr>
<tr>
<td>MAJJA RUN (12 YRS AND ABOVE)</td>
<td>900</td>
<td>30</td>
</tr>
<tr>
<td>SILVERS' RUN</td>
<td>350</td>
<td>10</td>
</tr>
<tr>
<td>CWD</td>
<td>350</td>
<td>10</td>
</tr>
<tr>
<td>CWD BUDDY</td>
<td>175</td>
<td>5</td>
</tr>
<tr>
<td>Date</td>
<td>Events</td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Wednesday, 6th December 2023</td>
<td>Start of fundraising/donations</td>
<td></td>
</tr>
<tr>
<td>Thu-Sat, 25th to 27th April 2024</td>
<td>Get Active Expo + Running Number Bib distribution at the Expo</td>
<td></td>
</tr>
<tr>
<td>Sun, 28th April 2024</td>
<td>TCS World 10K Bengaluru 2024 Race Day</td>
<td></td>
</tr>
<tr>
<td>Mon, 25th March 2024</td>
<td>Final submission of run registrations of Corporate team members.</td>
<td></td>
</tr>
<tr>
<td>Sun, 28th April 2024</td>
<td>Last date to fundraise and submit donation cheques/DDs to aidbees where fundraised offline.</td>
<td></td>
</tr>
<tr>
<td>Friday, 10th May</td>
<td>Last date for aidbees to submit donor data to respective NGOs for issuance of tax exemption certificates</td>
<td></td>
</tr>
<tr>
<td>Friday, 14th July</td>
<td>Last date for respective NGOs to issue tax exemption certificates to their donors.</td>
<td></td>
</tr>
</tbody>
</table>

*subject to change*
Contact Us

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Registration Website: www.tcs10k.aidbees.org
Thank You!