

# TCS WORLD 10K BENGALURU 2024

## Philanthropy Structure

#CauselMatters



## Index

<b>About TCS World 10K Bengaluru</b>	Pg. 03
<b>The Official Philanthropy Partner –aidbees</b>	Pg. 05
<b>The TCS World 10K 2024 Philanthropy Structure – An Introduction</b>	Pg. 06
<b>NGO Participation</b>	Pg. 06
• Registration Formalities	Pg. 06
• Important Points	Pg. 07
• Visibility Opportunities for NGOs at Event	Pg. 08
• General Benefits of association with the Event	Pg. 09
<b>5 Ways for NGOs to raise funds at the TCSW 10K 2024</b>	Pg. 10
<b>Individual Fundraisers</b>	Pg. 11
• Fundraising	Pg. 11
• Young Leaders	Pg. 12
• Kindness Advocator	Pg. 12
• Kindness Leader	Pg. 12
• Kindness Ambassador	Pg. 12
• Kindness Influencer	Pg. 13
• Kindness Champion	Pg. 13
• Kindness - Fundraiser Incentives	Pg. 13-14
<b>Corporate Team Participation</b>	Pg. 15
• Fielding a Corporate Team	Pg. 15
• Privileges of a Corporate Team	Pg. 16
• Registration Process for Corporates	Pg. 17
• Employee Fundraising	Pg. 18
<b>Charity Bibs</b>	Pg. 20
• Charity Bib Introduction	Pg. 20
• Allocated Bibs	
• Charity Bib Submission Process	Pg. 20
• Bibs Retention Amount	Pg. 21



• Runner Registration	Pg 22
	Pg 22
<b>Top Up Donations</b>	Pg 23
<b>NGO Privilege Levels &amp; Incentives</b>	Pg 24
<b>Service Charges of aidbees</b>	Pg. 26
<b>Run Categories and Run registration fees</b>	Pg. 27
<b>Important Timelines</b>	Pg. 28
<b>The Philanthropy Awards</b>	Pg. 31
<b>aidbees Contact Details</b>	Pg. 34



## 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 TCSW10K 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.

## NGO PARTICIPATION

NGOs who wish to utilize the platform of the TCS World 10K Bengaluru 2024, need to register with a participating cause(s) with the Event's Philanthropy Partner, **aidbees**.

### Registration Formalities.

To register, the NGO participation form needs to be filled and submitted to aidbees on the aidbees website [tcsw10k.aidbees.org](https://tcsw10k.aidbees.org). Please fill in all the mandatory fields. Also, the following documents must be uploaded to complete the registration process:

- 1 Certificate of registration of the NGO (Societies Registration Act 1860 / Public Trust Act / Section 8-Companies Act)
- 2 Trust Deed/Memorandum of Association
- 3 Board resolution authorizing the signing authority (For signing agreements/MOUs etc.), if the signing authority is not the same as mentioned in Trust Deed/MOA. If it is the same then this has to be mentioned on a letterhead of the organization.
- 4 Renewed 12A registration certificate . If not available please share the existing one.
- 5 Renewed 80 G Certificate. If not available please share the existing one.
- 6 PAN Card
- 7 Cancelled cheque for domestic Bank A/c
- 8 Address proof (Electricity/Telephone/Internet Bill, Front Page of the updated Passbook, Lease agreement, etc. Please note the name of the organization should be there in the proof.
- 9 Last 3 years audited annual accounts including auditor's report (FY 2022-23; 2021-22; 2020-21). This should include (Auditors report/Statement of Particulars, Form 10B, Balance Sheet, Income & Expenditure certificate signed by the auditor and the



trustees).

- 10 Form 10B for FY 2021-22; FY 2022-23. It needs to be physically/digitally signed.
- 11 ITR Acknowledgement Assessment Year 2021-22 (FY 2020-21); 2022-23 (FY 2021-22); 2023-24 (FY 2022-23).
- 12 CSR Form 1

It's important that the NGO registration fee is paid, online or via cheque/DD, at the time of registration to aidbees. The registration fee for all participating NGOs is the same – **INR 9,500/- (all inclusive)**

Offline and Online donations can be received by NEFT, via cheque/DD in the name of **Aidbees Corporate Private Limited**

#### **aidbees' bank details**

Account Name- Aidbees Corporate Private Limited

Account Number- 005705023288

IFSC Code- ICIC00000057

Once all registration formalities are complete, the NGO will receive an email confirmation with their page links.

#### **Important Points.**

1. NGO registrations for TCS World 10K Bengaluru 2024 commence on Wednesday, 6th December 2023, and end on Friday, 19th April 2024
2. (a) Fundraising starts from Sunday, 10th December 2023  
(b) The last date to fundraise is Friday, 10th May 2024
3. For donations made on aidbees platform till 31st March 2024, NGOs would be responsible to file and dispatch the 10BE forms to their respective donors no later than 19th April 2024
4. All donations received on and after 1st April 2024 will fall into the financial year 2024-2025. NGOs will be responsible for providing the 10BE to the respective donors.
5. In addition to the above mentioned registration formalities, in order to complete the registration process with aidbees for the event, NGOs,
  - (i) will be required to read and accept the data protection policy of aidbees, and
  - (ii) pay the NGO registration fee to aidbees.
6. Terms and conditions as put out by aidbees at the time of NGO registration, and the event rules and regulations, will be applicable to all NGOs registered with aidbees for the 2024 edition of TCS World 10K Bengaluru.





7. Service charges of 5.5% + GST (3% being aidbees service charges and 2.5% approx payment gateway charges) will be levied on every donation made online (on the various NGO pages on [tcsworld10k.aidbees.org](https://tcsworld10k.aidbees.org), or offline (via cheques/DD/NEFT). **Cash WILL NOT be accepted by aidbees.**
8. Donations made will be directly transferred to the NGOs' account, after deducting the service charges above, via the (payment gateway partner) Razor pay; **aidbees will not hold any donations in their bank account.**
9. aidbees will forward all legally required details of donors to respective NGOs within 15 days of the donations made.
10. Donations made will not be refunded for reasons whatsoever.
11. Procam International (Event Promoter) will oversee all event registration and event related queries.

### **Visibility Opportunities at the Event.**

#### ■ **On the Event Website**

([tcsworld10k.procam.in](https://tcsworld10k.procam.in))

- Top 3 NGOs featured every 10 days, leading up to 29th March 2024 on the event's home page.
- Each NGO will be mentioned under the 'Philanthropy Section', with a hyperlink directed to the NGO page on the aidbees website.

#### ■ **On Event's Social Media platforms**

- Top 3 NGOs will be featured every 10 days, leading up to 29th March 2024
- Select Showcase: Select stories will showcase those NGOs who have chosen to utilise the platform and have fundraised and reached out to donors in a unique and different manner. (Main content to be provided by the respective NGO) – Stories to be selected at the sole discretion of the Event Promoter and aidbees's social media team.

#### ■ **On race day:**

- \*Logo/name on the Charity Corridor on the race route.
- \*\*Leaderboard of top 10 NGOs during the live telecast.
- NGOs having at least one corporate company supporting them will have access to the Corporate Tent (not more than 2 representatives per NGO).

Note:



- \*Subject to NGOs raising a minimum of INR 25,000 on or before 29<sup>th</sup> March 2024. If no high-resolution logo is provided, the name of the NGO will be carried.
- \*\* To determine the top 10 NGOs, only funds raised by 1st April 2024, including cheques/DD cleared in aidbees bank account, will be considered.

### **General Benefits of Association with the Event**

- The NGOs participating in the TCSW10K 2024 will benefit by associating with a premiere sporting event of the country. The event will help in increasing NGO visibility and help cement relationships between corporates and NGOs.
- The NGOs corresponding to the Top fundraising individuals will be invited for the Gala Dinner of the TCSW10K Philanthropy Awards.
- aidbees will be empowering the participating NGOs in the TCSW10K 2024, by amplifying their social media presence and promoting the work of the NGOs through creative posts. aidbees will support the NGOs by connecting them with volunteers and companies and assist in fundraising training, which will help them in further reaching out to corporates for fundraising. As registered NGOs, they can reach out to all stakeholders and strengthen relations. NGOs can also build new donor bases and become more visible for the initiatives.
- Through the platform, NGOs will become a part of a peer group consisting of companies, institutions and fundraisers alike, where they can create need-based campaigns.

**Contact person for NGO Relations - Zamrooda Khanday**

**Call: +91 98199 29189**

**Email: [tcsw10k@aidbees.org](mailto:tcsw10k@aidbees.org)**



## FIVE (5) WAYS FOR NGOs TO RAISE FUNDS AT TCSW 10K 2024

The 2024 edition of TCS World 10K Bengaluru presents 5 (Five) ways in which NGOs can raise funds. These modes are further elaborated in this structure.

We encourage NGOs to recognize their own strengths and choose all or a combination of modes which will work best for the organization.

### A. NGO Pages –

On registering with aidbees for the event, a personalized page for each NGO is created on the aidbees website **[tcs10k.aidbees.org](https://tcs10k.aidbees.org)**. The page features the NGO's appeal, total amount being raised, fundraisers, and a donate button for individuals to directly donate on the page.

### B. Individual Fundraisers –

Individuals who are motivated and are willing to raise funds for the participating NGOs by registering themselves on the aidbees platform. The fundraisers are free to support any cause of the NGOs as per their interests. The NGOs are listed on the website and based on the interest one can start fundraising for them.

### C. Corporate Participation -

The corporates who are willing to participate and make a difference can join in with their runner teams. They can raise funds for a noble cause and an NGO of their choice by registering through the aidbees platform.

### D. Charity Bibs –

These are running slots exclusively reserved for NGOs participating in the TCSW 10K event. These bibs enable the NGOs to engage with their current supporters and prospective donors, enhance visibility for their cause, and generate funds for the same. These Bibs, along with other opportunities, serve as a means to encourage philanthropy by empowering NGOs to gather funds via TCSW10K. Runners can avail of these Bibs by making a donation to an NGO of their choice that is registered for the TCSW 2024.

### E. 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.



Important: Please note, Procam International blocks a certain number of running places (of each race category) for philanthropy with aidbees, who in turn further assigns these for individual fundraisers, corporate participation and charity bibs. These philanthropy running places will be available till the last date mentioned in timelines on page 32, or until running places last, whichever is earlier.

## 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 [tcsworld10k.aidbees.org](https://tcsworld10k.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](https://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 10<sup>th</sup> 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 the Young Leader or 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 28<sup>th</sup> 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 by 5<sup>th</sup> April 2024.

- 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 10<sup>th</sup> 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.
- TCSW10K 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	<ul style="list-style-type: none"> <li>• Individual fundraising page on aidbees website.</li> <li>• Promotion on social media by the event and aidbees.</li> <li>• Featured on Wall of Change at the Get Active Expo*</li> <li>• Event Tee*</li> <li>• Race day – car park* (close to the Event Venue)</li> <li>• Race day – Procam marquee invite for self*</li> <li>• Race day – priority line-up (for participants of Majja Run)*</li> <li>• Race day photograph (where captured by official photographer) *</li> <li>• Certificate of Appreciation**</li> <li>• Mentioned in Event Docket, featuring the highest fundraiser of the category**</li> <li>• Invitation to top 5 fundraisers of this fundraising category to the TCSW10K 2024 Philanthropy Awards**</li> </ul>
Kindness Leader	+ Event tracksuit *
Kindness Ambassador	+ Event shoes * + Race day – Procam marquee invite for self + 1 * + Featured in the Event Docket** + Invited to the TCSW10K 2024 Philanthropy Awards **
Kindness Influencer	+ Invite for Meet & Greet with International Event Ambassador + Invited to the TCSW10K 2024 Philanthropy Awards self + 1 **
Kindness	+ Race day – Procam marquee invite for self + 2*

### Champion

- + Invitation for self + 2 to the TCSW10K 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, 29<sup>th</sup> March 2024
- Top 3 fundraisers will be featured on event's social media platforms every 10 days leading upto Friday, 29<sup>th</sup> 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, 29<sup>th</sup> March 2024.

\*\* Provided the fundraising target for the relevant Kindness category is met on or before Friday, 10<sup>th</sup> 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, 25<sup>th</sup> March 2024.

**Contact person for Individual Fundraisers: Rupali Yerunkar**

**Call: +91 81490 88676**

**Email: [tcsw10k@aidbees.org](mailto:tcsw10k@aidbees.org)**

## 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
<b>Team 10</b>	INR 1,50,000	Upto 10 employees
<b>Team 20</b>	INR 2,50,000	Upto 20 employees
<b>Team 30</b>	INR 3,50,000	Upto 30 employees
<b>Team 50</b>	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, 5<sup>th</sup> 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 25<sup>th</sup> March 2024 and paying the requisite entry fees to Procam International by 05<sup>th</sup> 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 philanthropy section of the event website every 10 days leading up to 29<sup>th</sup> March 2024, on rotational basis.
  - 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 29<sup>th</sup> 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, as part of the charity corridor, 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 Procam 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 75,000 for his/her chosen cause and such funds must have been submitted and reported to aidbees on or before 29<sup>th</sup> 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 <sup>th</sup> 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 " <b><u>Procam International Pvt. Ltd.</u></b> " 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 <sup>th</sup> 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 TCSW10K 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 the company to conduct a session to explain their project and requirements to the 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 post the event.
- \*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:

- Company representatives (upto 3) will be invited to the Philanthropy Awards function post the event.
- Where employee fundraisers who have collectively raised above INR 1 Lakh as part of the corporate team, the 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: [tcsw10k@aidbees.org](mailto:tcsw10k@aidbees.org)**

## CHARITY BIBS

To enable philanthropy, special running slots (Bibs) are reserved for NGOs participating in TCSW10K 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 NGO will be responsible for issuing a donation receipt.
- 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**

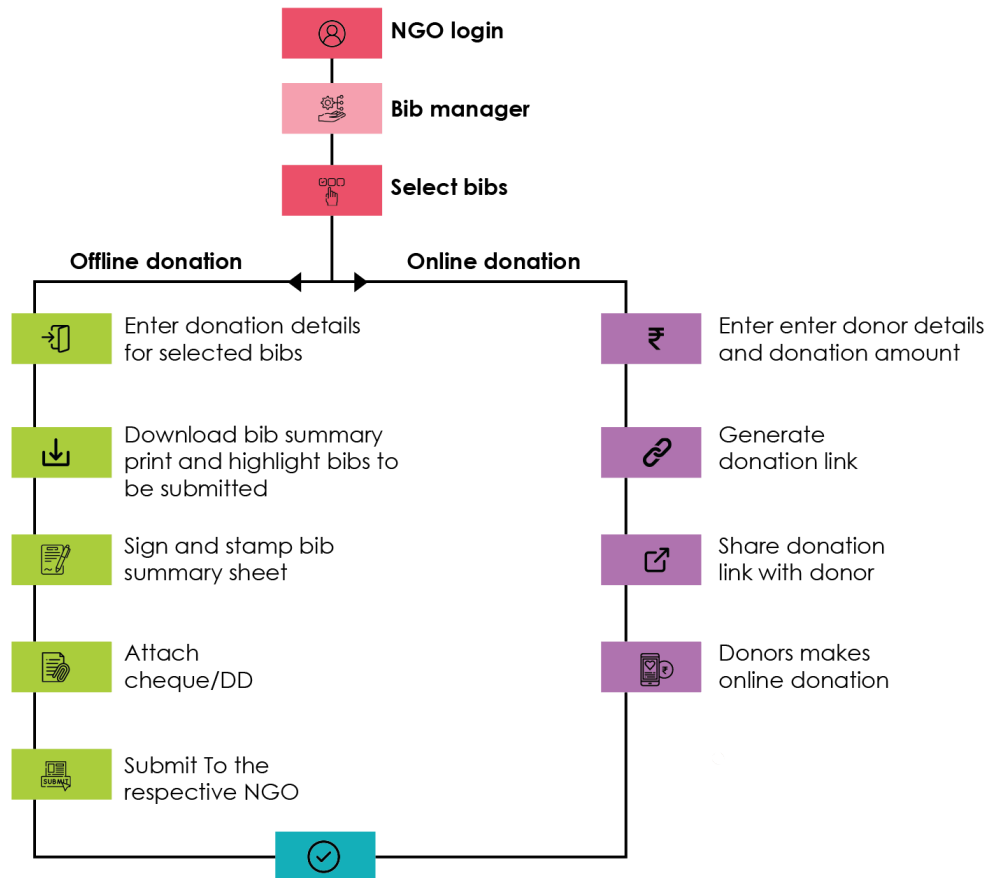
In this edition, each participating NGO can utilise as many Bibs as they require on a first come



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 has 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://tcsworld10k.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 (on 25<sup>th</sup> April 2024) 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

**Top Up Donation** is an avenue to donate towards a cause while registering to run at the TCSW10K. 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. The donations in the shared pool will be distributed among NGOs based on privilege levels attained (explained ahead in this document).

- For the TCS World 10K Bengaluru 2024, aidbees has engaged **Goodbye Leprosy Trust (GBL)** as the Top Up Donation Facilitator.
- GBL shall be responsible to issue donation receipts to the donors within 15 days of making a donation. Additionally, the Trust shall be responsible to issue a 10BE certificate to the donor by 31<sup>st</sup> March 2024 (if the donation is made prior to 31<sup>st</sup> March 2024) or by 31<sup>st</sup> March 2025 (if the donation is made after 31<sup>st</sup> March 2024).
- In order to process donations made and to issue the necessary receipts and tax exemption certificates, required information of the donor as required by law, viz. name, address, email id and PAN details, will be shared with GBL for this limited purpose.
- Only Indian residents residing in India will be in a position to make a top-up donation.
- Donations once made are non-refundable, regardless of runner registration acceptance.
- Since this donation is handled outside of aidbees platform, a deduction of 11.72% will be made as payment gateway charges and processing fee to GBL. The Trust shall disburse the remainder donation amount, as a grant, in accordance with and on the instructions of aidbees, basis the privilege levels achieved by the NGOs. Within 7 days of such disbursement of funds to the NGOs, the Trust shall give aidbees the proof of disbursal.
- However, for disbursements to be made, the NGOs awarded with the said grant will have to submit a letter of purpose for donation to aidbees and Goodbye Leprosy Trust.
- A letter of Utilisation within four (4) months of receiving the grant shall be submitted to aidbees and Goodbye Leprosy Trust.
- NGOs are expected to thoroughly go through all information mentioned on the event





website regarding runner registration on <https://tcsworld10k.procam.in/>.

## NGO PRIVILEGE LEVELS & INCENTIVES

To reward participating NGOs that make full use of the aidbees and TCSW10K platforms, we have identified indicators that translate into levels of privilege for each NGO. These levels determine the NGO's standing for the top up grant at TCSW10K 2024. The privilege level is not a rating of the NGO's work but simply reflects their level of participation. NGOs can aim to improve their privilege level until 10th May 2024. However, race day benefits will be based on the privilege level determined on 29th March 2024.

Privilege Level	Criteria
<b>Bronze Level</b>	<ul style="list-style-type: none"> <li>▶ At least 1 individual fundraiser raising a min. of INR 75,000</li> <li>▶ 3 Charity Bibs</li> <li><b>OR</b></li> <li>▶ Total funds raised INR 5 lakhs</li> </ul>
<b>Silver Level</b>	<ul style="list-style-type: none"> <li>▶ 2 individual fundraisers raising a min. of INR 75,000 each</li> <li>▶ 1 Corporate Team</li> <li>▶ 3 Charity Bibs</li> <li><b>OR</b></li> <li>▶ Total funds raised INR 7 lakhs</li> </ul>
<b>Gold Level</b>	<ul style="list-style-type: none"> <li>▶ 1 Kindness level fundraiser (raising a min. of INR 1.75 lakhs)</li> <li>▶ 2 Corporate Teams</li> <li>▶ 3 Charity Bibs</li> <li><b>OR</b></li> <li>▶ Total funds raised INR 9 lakhs</li> </ul>

### NGO Privilege Level Incentives

Privilege Level	Incentives
<b>Bronze Level</b>	<ul style="list-style-type: none"> <li>• Bronze Level badge on the NGO page.</li> <li>• *Name to be featured on the Wall of Change at the TCSW10K 2024 Mirchi Get Active Expo.</li> <li>• Philanthropy Awards invite for the NGO CEO.</li> </ul>



	<ul style="list-style-type: none"><li>• Logo presence and special highlight in the post event docket.</li><li>• Top Up Donation grant.</li><li>• Better Bib allocation at TCSW10K 2025.</li></ul>
--	---

<b>Silver Level</b>	<ul style="list-style-type: none"> <li>• Silver Level badge on the NGO page.</li> <li>• *Invite one NGO representative to the Corporate Tent on race day.</li> <li>• *Marquee invite for the NGO CEO (for self only).</li> <li>• *Name to be featured on the Wall of Change at the TCSW10K 2024 Mirchi Get Active Expo.</li> <li>• Philanthropy Awards invite for the NGO CEO plus One.</li> <li>• Quarter page feature in the post event docket.</li> <li>• Top Up Donation grant</li> <li>• Better Bib allocation at TCSW10K 2025.</li> </ul>
<b>Gold Level</b>	<ul style="list-style-type: none"> <li>• Gold Level badge on the NGO page</li> <li>• *Additional 2 complimentary Majja Run Bibs (provided run registration process is completed by the applicant by 5<sup>th</sup> April 2024)</li> <li>• 30 sec AV from the NGO to be featured on official social media handles of the event/philanthropy partner</li> <li>• *Additional invite to the Corporate Tent on race day (total 2)</li> <li>• *Marquee invite for the NGO CEO plus One</li> <li>• Philanthropy Awards invite for the NGO CEO plus Two</li> <li>• Half page feature in the post event docket</li> <li>• Top Up Donation grant</li> <li>• Better Bib allocation at TCSW10K 2025</li> </ul>

## SERVICE CHARGES OF AIDBEES

For NGO registration with aidbees	<b>INR 9,500</b> (all inclusive)
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 common pool	A deduction of approx 12% will be made as payment gateway charges and processing fee of Goodbye Leprosy Trust (GBL). GBL will distribute 90% of the top-up donation funds received to NGOs as grants under instruction of aidbees and subject to receiving utilization letters from respective NGOs.

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

## RUN CATEGORIES & RUN REGISTRATION FEES

Race Categories	Distance	Min. Age Eligibility (as on 27/4/2024)	Run Registration *Fees	
			Domestic Participant	Overseas Participant
<b>World 10K</b> (only for elite athletes)	10 km	18 years		
<b>Open 10K</b>	10 km	15 years	INR 1800	USD 50
<b>Majja Run</b>	5 km	12 years	INR 900	USD 30
<b>Champions With Disability –</b> - PwD participant - Buddy	4.2 km	12 years	INR 350	USD 10
		18 years	INR 175	USD 5
<b>Silvers' Run</b>	4.2 km	60 years	INR 350	USD 10

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



## IMPORTANT TIMELINES

### NGO RELATED

<b>Wednesday, 6th December 2023</b>	Start of NGO registrations with aidbees
<b>Friday, 29th March 2024</b>	Only NGOs who have registered with aidbees and fundraised a minimum of INR 25,000 by this date will be included in the Charity Corridor on race day.
<b>Sunday, 14th April 2024</b>	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.
<b>Friday, 19th April 2024</b>	Last date for NGOs to register with aidbees to participate and fundraise at the event.
<b>Friday, 19th April 2024</b>	Last date for NGOs to issue 10BE forms to donors for donations received on or before 31st March 2024
<b>Sunday, 30th June 2024</b>	Last date for aidbees to submit donor data to respective NGOs for issuance of tax exemption certificates

### INDIVIDUAL FUNDRAISING

<b>Wednesday, 6th December 2023</b>	Start of fundraising/donations online and offline (only through aidbees)
<b>Monday, 25th March 2024</b>	Last date for Kindness Fundraiser to submit 3 options, in order of preference, as preferred 6-digit bib number to aidbees.
<b>Friday, 05th April 2024</b>	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> .
<b>Friday, 10th May 2024</b>	Last date to fundraise/donate online on <a href="https://tcs10k.aidbees.org/">tcs10k.aidbees.org</a> and to submit donation cheques/DD to aidbees.

### CORPORATE TEAM PARTICIPATION

<b>Friday, 15th December 2023</b>	Start of Corporate Team registration with aidbees (filling of corporate team form + upfront contribution to chosen NGO)
-----------------------------------	---



<b>Wednesday, 20<sup>th</sup> December 2023</b>	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)
<b>Monday, 25<sup>th</sup> March 2024</b>	Last date for company SPOC to finalise and <u>submit</u> its team's run registrations.
<b>Friday, 5<sup>th</sup> April 2024</b>	Last date for the company to pay applicable run registration fees for its team members to Procam International.

Macro Event Timelines	
<b>14<sup>th</sup> February 2024</b>	Start of Event run registrations on event website
<b>29<sup>th</sup> March 2024 or until running places are filled, whichever is earlier</b>	Last date for event run registrations
<b>25<sup>th</sup> – 27<sup>th</sup> April 2024</b>	Running number bib collection from Mirchi Get Active Expo.
<b>Sunday 28<sup>th</sup> April 2024</b>	<b>RACE DAY</b>

## 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.

<b>Individual Fundraisers</b>	Top 5 Fundraisers
	Top 2 Young Leader
<b>Corporates Teams</b>	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 basis funds raised by Friday, 10th May 2024.



**aidbees Private Limited**

**Website-** [tcs10k.aidbees.org](https://tcs10k.aidbees.org)

**Helpline Number:** +91 98204 45536

**Email id-** [tcs10k@aidbees.org](mailto: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\\_](https://twitter.com/_aidbees_)