



# TCS World 10K Bengaluru

**Race Day: 21st May 2023**

[tcs10k.aidbees.org](https://tcs10k.aidbees.org)

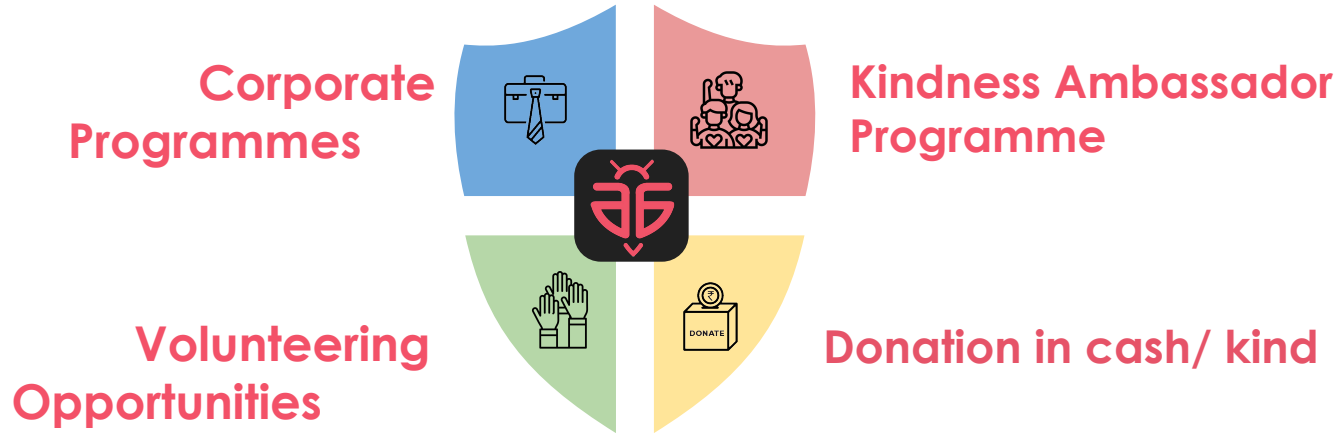


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# About aidbees



**aidbees -one stop destination**



## About the run - 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.



**Total funds raised**  
Rs. 46 crore +



**Footfall over the years**  
22,000+



600+  
**participating**  
**NGOs**

**This year, aidbees is the official philanthropy partner  
for the TCSW 10K**

[tcs10k.aidbees.org](http://tcs10k.aidbees.org)



# Summary of Funds Raised: TCSW 10K 2019 & 2020



Care Champions  
**₹ 2,37,98,150**



By Corporate Care  
**₹ 1,34,00,000**



Individual Funds/Donors  
**₹ 1,74,12,939**

Total Funds Raised  
**₹ 5,46,11,089**



# Summary of Funds Raised: TCSW 10K 2022



Care Champions

**₹ 86,89,830**



By Corporate Cares

**₹ 79,75,000**



Individual Funds/Donors

**₹ 1,43,91,945**



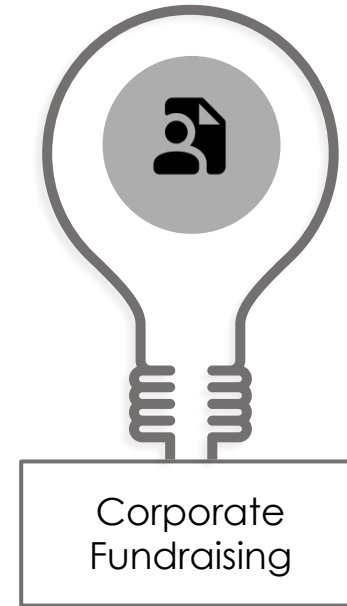
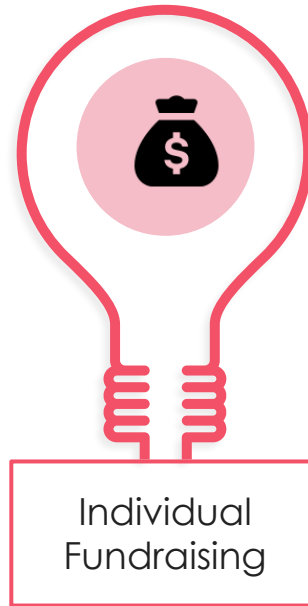
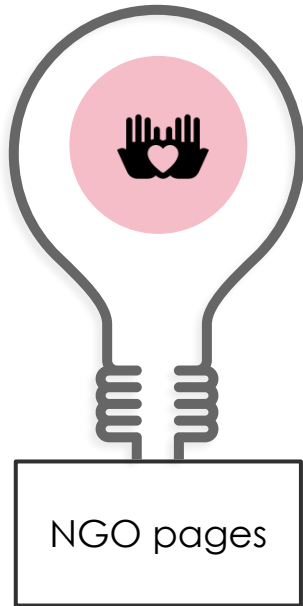
By Top Up Donations

**₹1,79,592**

**Total Funds Raised:  
₹ 3,12,36,367**



## 3 Ways for NGOs to raise funds at TCSW 10K 2023



## Eligibility Criteria for NGOs



**Registered and based in India**



**Working with beneficiaries from India**



**Verified and due diligence checked**

(<https://tcs10k.aidbees.org/>)





## NEW things in this edition

No upfront  
contributions  
from individuals

Auto elevation in  
fundraisers

All funds will  
have to be raised  
only via the event  
philanthropy  
platform  
([tcs10k.aidbees.org](https://tcs10k.aidbees.org))



# What's in it for the NGOs?



- A reason to reach out and engage all stakeholders



- Strengthen existing relations



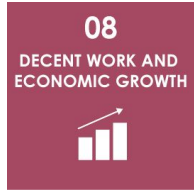
- Build new donor base and partnerships



- Get more visibility through the event



# Sustainable Development Goals



# Causes



**Children & Education**



**Community Development**



**Animal welfare**



**Youth & Livelihood**



**Health & Well-Being**



**Women Empowerment**



**Environment**



**Senior Citizen Welfare**



**Diversity &  
Inclusion**



**Differently abled**



# NGO Registration Process



**NGO Registration fees- ₹8000/- 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 2021-22
- 5 Annual report of 2021-22



# The Philanthropy Structure



**Self Motivated  
Individuals**



**Corporate**



**Society at large**



# Individual Fundraising

Individuals who wish to make a difference can raise funds for the participating NGOs by running and supporting a cause

Individuals Fundraisers & Target	In the name of beneficiary NGO
Young leader - Rs 50 thousand (upto 18 years)	Rs.48,500
Kindness Advocator- Rs 1 lakh	Rs.97,000
Kindness Leader- Rs 2.50 lakhs	Rs.2,37,500
Kindness Ambassador - Rs 5 lakhs	Rs.4,85,000
Kindness Champion Rs 10 lakhs	Rs.9,70,000





# 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.

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**



# Important Dates & Events

**Race Venue:**  
**Sree Kanteerava Stadium, Bengaluru**

Date	Events	Date	Events
<b>Mon, 6<sup>th</sup> February</b>	Start of fundraising/donations	<b>Thu-Sat, 18th-20th May</b>	Get Active Expo + Running Number Bib distribution at the Expo
<b>1st March 2023</b>	Start of Run Registration on event website (from 8 am onwards)	<b>Sun, 21st May</b>	TCS World 10K Bengaluru 2023 Race Day Venue- Sri Kanteerava Stadium
<b>Mon, 21st April</b>	Final submission of run registrations of Corporate team members.	<b>Sat, 9th June</b>	Last date to fundraise and submit donation cheques/DDs to aidbees where fundraised offline.
<b>Fri, 28th April</b>	Last date for Corporate Teams to remit run registration fees to Procam International	<b>Fri, 30th June</b>	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	<b>Fri, 14th July</b>	Last date for respective NGOs to issue tax exemption certificates to their donors.

\*subject to change

## Contact Us

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**Thank You!**

