



TCS World 10K Bengaluru

Race Day: 21st May 2023

tcs10k.aidbees.org

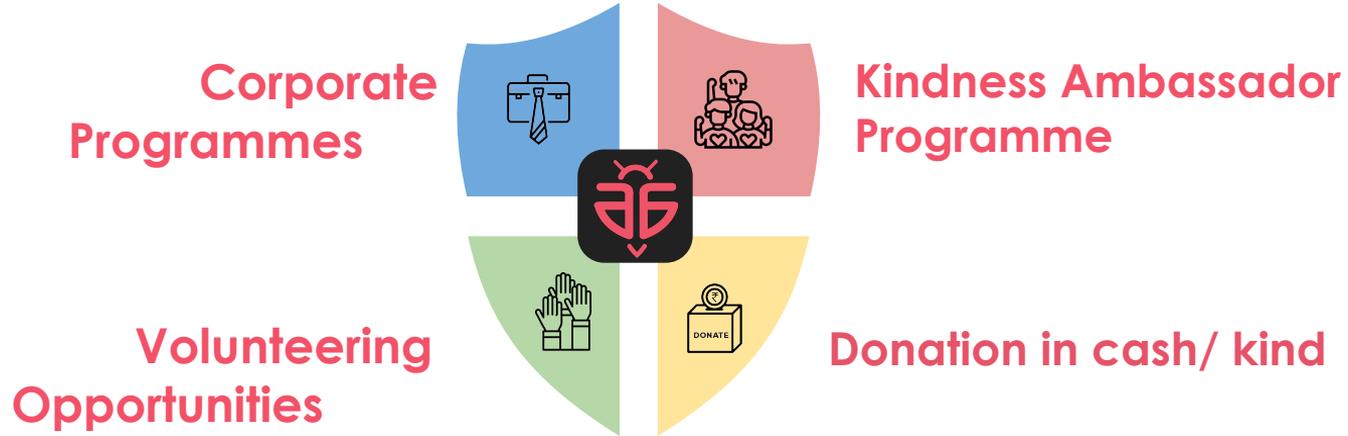


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About aidbees



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**

tcsw10k.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

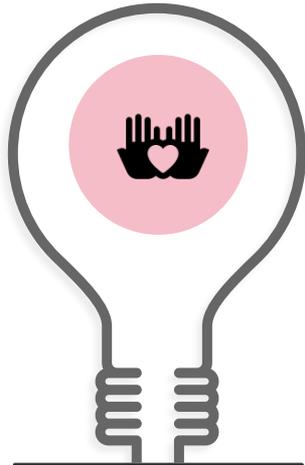


By Top Up Donations
₹1,79,592

Total Funds Raised:
₹ 3,12,36,367



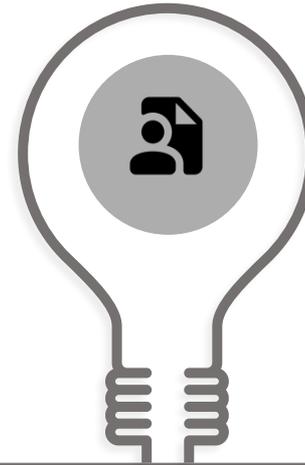
3 Ways for NGOs to raise funds at TCSW 10K 2023



NGO pages



Individual
Fundraising



Corporate
Fundraising



Eligibility Criteria for NGOs



Registered and based in India



Working with beneficiaries from India



Verified and due diligence checked

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



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



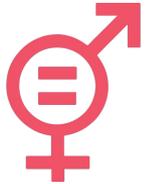
Animal welfare



Youth & Livelihood



Health & Well-Being



Women Empowerment



Environment



Senior Citizen Welfare



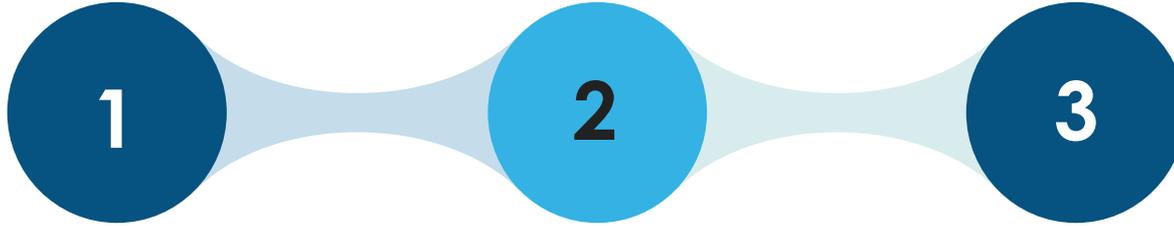
Diversity & Inclusion



Differently abled



NGO Registration Process



Step 1:
Create Account

Step 2:
Fill in details &
Upload the
documents

Step 3:
Start Fundraising

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



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Thank You!

