



TCS WORLD 10K BENGALURU 2023

Philanthropy Structure

#CauselMatters





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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 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 ₹ 46.10 crore since inception. The event prides itself as the largest sporting philanthropy platform in South India.

From the 2023 edition onwards, the mantle as the **official philanthropy partner** of TCS World 10K Bengaluru has been taken over by **aidbees**. On Sunday 21st May 2023, 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 50+ verified NGOs across 10 social themes.
- Volunteer one's time and skill for a noble cause, even remotely.
- Shop eco-friendly products made with love by our partner NGOs from the aidbees marketplace.
- 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 2023 PHILANTHROPY STRUCTURE

This Philanthropy Structure provides the flow of processes for funds being raised at the 2023 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 its choice at the back of TCS World 10K Bengaluru 2023 **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.

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

Bank Details:

Account Name- Aidbees Corporate Private Limited

Account Number- 058105006620

IFSC Code- ICIC0000581



NGO PARTICIPATION

NGOs who wish to utilize the platform of the TCS World 10K Bengaluru 2023, need to register as a participating cause 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**. 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 (as a Trust/Society/Section-8 Company)
- 2 Open file format of NGO logo in EPS/Illustrator/Corel Draw/PDF format and high-res jpg/ png format
- 3 12A; 10BE; PAN Card copy – this is mandatory for participation as a fundraising NGO
- 4 If the name of the NGO is longer then they should provide an acronym of maximum 5 letters.
- 5 Audited Financial Statements 2021-2022
- 6 Annual report of 2021-2022

It's important that the NGO registration fee is paid, online or vide cheque/DD, at the time of registration to aidbees. The registration fee for all participating NGOs is the same – **INR 8,000** (incl. of GST).

Offline donations can be received by NEFT, vide cheque/DD in the name of **Aidbees corporate Private Limited**

aidbees' bank details

Account Name- Aidbees Corporate Private Limited

Account Number- 058105006620

IFSC Code- ICIC0000581

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



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Important Points.

1. NGO registrations for TCS World 10K Bengaluru 2023 commence on Wednesday, 6th February and end on Monday, 15th May 2023.
2. No donations will be accepted from outside India.
3. Fundraising starts on Monday, 6th February 2023, with the last date to fundraise being Saturday, 9th June 2023, 11:59 PM.
4. For donations made on aidbees platform till 31st March 2023, NGOs would be responsible to file and dispatch the 10BE forms to their respective donors no later than 15th May 2023.
5. All donations received on and after 1st April 2023 will fall into the financial year 2023-2024. NGOs will be responsible for providing the 10BE to the respective donors.
6. In addition to the abovementioned registration formalities, 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.
7. 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 2023 edition of TCS World 10K Bengaluru.
8. Service charges of 5.5% (3% being aidbees service charges and 2.5% payment gateway charges) will be levied on every donation made online (on the various NGO pages on tcs10k.aidbees.org), or offline (vide cheques/DD/NEFT). **Cash will not be accepted by aidbees.**
9. Donations made will be directly transferred to the NGOs' account, after deducting the service charges above, via the razor pay; **aidbees will not hold any donations in their bank account.**
10. aidbees will forward all legally required details of donors to respective NGOs within 15 days of the donations made.
11. Donations made will not be refunded for reasons whatsoever.



Visibility Opportunities at the Event.

■ **On the Event Website**

(tcsworld10k.procam.in)

- Top 3 NGOs featured every 10 days, leading up to 10th May, on the event's home page.
- Each NGO will be mentioned under the 'Philanthropy Section', each having a hyperlink which will be direct to the page of the NGO on the aidbees website.

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

- Top 3 NGOs will be featured every 10 days, leading up to 10th May.
- 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'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.

* Only NGOs registered with aidbees on or before Friday, 28th April 2023 will be carried.

** To determine top 10 NGOs, only funds raised by Friday, 5th May 2023, including cheques/DD cleared in aidbees bank account, will be considered.



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General Benefits of Association with the Event.

- The NGOs participating in the TCSW10K 2023 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 .
- aidbees will be strengthening the participating NGOs in the TCSW10K 2023, 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 - BHAGYASHREE

Call: +91 86938 05951; Email: tcsw10k@aidbees.org



THREE (3) WAYS FOR NGOs TO RAISE FUNDS AT TCSW10K 2023

The 2023 edition of TCS World 10K Bengaluru presents 3 (three) 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**. 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.



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.

FUNDRAISERS

Any individual, whether participating in the event or not, can use the philanthropy platform of the TCS World 10K Bengaluru 2023 to support an NGO of his/her choosing and raise funds therefor. One can start a fundraising page on the event aidbees website and become a 'Fundraiser'.

In order to run at the TCS World 10K Bengaluru 2023, a Fundraiser needs to independently register on the event website (tcsworld10k.procam.in) before the published registration end date.

What Individual Fundraiser 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 75,000 by 9th June 2023, will be featured in the Event Docket.
- Fundraisers who have raised more than INR 50,000 will be listed in the Event Docket released at the Philanthropy Awards.



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YOUNG LEADERS

This fundraising category celebrates young philanthropists and their commitment to make a difference. Fundraisers below the age of 18 years (as on 20th May 2023), and fundraising a minimum amount of INR 50,000 for their chosen NGO/s fall under this category, and are entitled to the following incentives.

Young Leaders reaching their minimum target by 28th April 2023.

- 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.
- Top 10 Young Leaders will be promoted on the event's social media handles.
- Race day photograph (digital copy) – where photograph is captured by the official photographer, OneGlint.

Young Leaders completing their minimum target by 9th June 2023.

- 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 2023 Philanthropy Award to the highest fundraising Young Leader.
- Invitation to the top 3 fundraising Young Leaders at the awards function.

Important: Where a Young Leader raises funds more than INR 1 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 lakh in donations for a chosen NGO.

KINDNESS LEADER

An individual who fundraises a minimum of ₹ 2.50 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 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">• Individual fundraising page on aidbees website.• Promotion on social media by the event and aidbees.• Special bib number (# 6-digit number)*• Featured on Wall of Change at the Get Active Expo*• Event Tee*• Race day – car park* (close to the Event Venue)• Race day – Procam marquee invite for self*• Race day – priority line-up*• Race day photograph (where captured by official photographer)*• Certificate of Appreciation**• Mentioned in Event Docket, featuring the highest fundraiser of the category**• Invitation to top 5 fundraisers of this fundraising category to the TCSW10K 2023 Philanthropy Awards**
Kindness Leader	+ Event tracksuit *



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Kindness Ambassador	+ Event shoes *
	+ Race day – Procam marquee invite for self + 1*
	+ Featured in the Event Docket**
	+ Invited to the TCSW10K 2023 Philanthropy Awards **
Kindness Champion	+ Race day – Procam marquee invite for self + 1*
	+ Invitation for self + 1 to the TCSW10K 2023 Philanthropy Awards **

In addition to the above-

- Top 3 fundraisers will be featured on the homepage of the event website every 10 days leading up to 10th May 2023.
- Top 3 fundraisers will be featured on event's social media platforms every 10 days leading upto 10th May 2023.
- 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

* Provided the minimum fundraising target is met on or before 28th April 2023.

** Provided the fundraising target for the relevant Kindness category is met on or before 9th June 2023.

the Kindness fundraiser will need to submit 3 options, in order of preference, for their 6-digit bib number to aidbees by 28th April, 2023

Contact person for individual Fundraisers: Zamrooda

Call: +91 9819929189 ; Email: 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 2023, 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
Team 10	INR 1,50,000	Upto 10 employees
Team 20	INR 2,50,000	Upto 20 employees
Team 30	INR 3,50,000	Upto 30 employees
Team 50	INR 5,50,000	Upto 50 employees

Please Note,

- If any 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% (incl. 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, 3rd May 2023 and it will be over and above the service charges retained by aidbees.



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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 21 st April 2023, and paying the requisite entry fees to Procams International by Friday, 28th April 2023, will have the company name printed on their team member's running bibs (only Majja Run bibs).
✓ Event digital visibility – <ul style="list-style-type: none"> - Top 3 contributing companies will be featured on the homepage of the event website every 10 days leading upto 10th May 2023. - 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 upto 10th May 2023.
✓ 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 featuring their name and the NGO chosen.
✓ Furthermore, 2 senior management representatives of companies contributing INR 10 lakh and above in the 2023 edition will be hosted in the Procams 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 50,000 for his/her chosen cause and such funds must have been submitted and reported to aidbees on or before 10 th May 2023.
✓ Top 2 contributing companies and top fundraising corporate (provided minimum funds raised by the company's employees is INR 1 lakh), will be featured in the Event Docket published post-race day.
✓ All other contributing companies will be mentioned in the said Docket.



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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 ___) 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 21 st April 2023. 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 favour of " <u>Procam International Pvt. Ltd.</u> " 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 Wednesday, 3 rd May 2023, 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 28th April 2023.
- ▶ Where employees of companies which to further fundraise for the NGO supported, standard service charges of 5.5% (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 refunded for reasons whatsoever
- ▶ Run registrations of individual team members will be subject to the Entry Rules & Regulations of the TCS World 10K Bengaluru 2023.



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Contact person for Corporate Team participation: AKANKSHA

Call: 9820445536 ; Email: tcsw10k@aidbees.org

SERVICE CHARGES OF AIDBEES

For NGO registration with aidbees	INR 8,000
For Corporate Team participation (payable to aidbees by respective NGOs)	
- Team 10	INR 15,000 (10% of INR 1.50 lakhs of upfront contribution)
- Team 20	INR 25,000 (10% of INR 2.50 lakhs of upfront contribution)
- Team 30	INR 35,000 (10% of INR 3.50 lakhs of upfront contribution)
- Team 50	INR 55,000 (10% of INR 5.50 lakhs of upfront contribution)
For all donations (online and offline)	5.5% [3% being aidbees service charges and 2.5% payment gateway charges]
For Young Leader and Kindness fundraiser categories	There is no amount retained/charged by aidbees in addition to the 5.5% against donations made as above.

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



RUN CATEGORIES & RUN REGISTRATION FEES

Run Categories	Distance	*Run Registration Fees	
		Domestic Participant	Overseas Participant
World 10K <i>(only for elite athletes)</i>	10 km		
Open 10K	10 km	INR 1600	USD 50
Majja Run	5 km	INR 900	USD 30
Champions With Disability	4.2 km		
- PwD participants		INR 300	USD 10
- Buddies		INR 150	USD 5
Senior Citizens Run	4.2 km	INR 300	USD 10

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



IMPORTANT TIMELINES

NGO Related	
Mon., 6th FEB. 2023	Start of NGO registrations with aidbees
Fri., 14th APR. 2023	Last date for aidbees to submit donor data to respective NGOs of individuals donating on or before 31st March 2023 for issuance of 10BE forms.
Fri., 28th APR. 2023	Only NGOs registered with aidbees by this date will be included in the Charity Corridor on race day.
Mon., 15th MAY 2023	Last date for NGOs to register with aidbees to participate and fundraise at the event.
Mon., 15th MAY 2023	Last date for NGOs to issue 10BE forms to donors for donations received on or before 31st March 2023.
Fri., 30th JUN. 2023	Last date for aidbees to submit donor data to respective NGOs for issuance of tax exemption certificates

Individual Fundraising	
Mon., 6th FEB 2023	Start of fundraising/donations online and offline (only through aidbees)
Fri., 28th APR. 2023	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>
Fri., 28th APR. 2023	Last date for Kindness fundraiser to submit 3 options, in order of preference, for 6-digit bib number to aidbees.
Sat., 9th JUN. 2023	Last date to fundraise/donate online on tcs10k.aidbees.org and to submit donation cheques/DD to aidbees.

Corporate Team participation	
Mon., 20th FEB 2023	Start of Corporate Team registration with aidbees (filling of corporate team form + upfront contribution to chosen NGO)
Mon., 6th Mar	Start of individual team run registrations on event website (code & link will be provided by aidbees as per the process given in this document)



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	earlier)
Fri., 21st APR. 2023	Last date for company SPOC to finalise and <u>submit</u> its team's run registrations.
Wed., 3rd MAY 2023	Last date for the company to pay applicable run registration fees for its team members to Procam International.

Macro Event Timelines	
Wed., 1st MAR. 2023	Start of Event run registrations on event website (from 7:30 am)
Fri., 21st APR. 2023	Last date for event run registrations (11:59 pm)
Thu.-Sat., 18th to 20th MAY 2023	Running number bib collection from Mirchi Get Active Expo.
Sun., 21st MAY 2023	RACE DAY Start & Finish venue – Sree Kanteerava Stadium



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*

Individual Fundraisers	Top 5 Fundraisers
	Top Young Leader
Corporates Teams	Top 3 contributing companies
	Highest Fundraising Corporate in Corporate Category (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 75,000/- to be considered for this)
NGO Awards	Top 3 Fundraising NGOs

* Judged by aidbees and Procam International, basis funds raised by 9th June 2023.



aidbees Private Limited

Website- tcs10k.aidbees.org

Helpline Number: +91 98204 45536 ; 8693805951

Email id- 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_