SCMM 2014-CHARITY STRUCTURE

The Standard Chartered Mumbai Marathon (SCMM), now in its 11th Edition, is amongst the top ten marathons in the world. The event is not only a platform to test an individual's athletic excellence but also a unique fund raising event for charity. In the last ten years of existence, it has assumed a stature of eminence, being the single largest philanthropic sporting event in India.

United Way of Mumbai (UWM), the exclusive charity partner for this event promotes and facilitates the fund raising and distribution aspects of the marathon. This document elaborates the charity structure for 2014 edition. Whether you are an NGO, corporate or individual, you can find information on how to register for the event as well as important dates and procedures for fund raising.

I. CORPORATE CHALLENGE

Corporate Challenge (CC) is a category specially designed for companies who wish to sponsor employee teams to participate in the SCMM and raise funds for charity. 166 companies had fielded 257 teams to participate in the SCMM 2013.

Companies participating in this category make a contribution donation towards a NGO of their choice while registering. Alternatively, they can choose a cause that they wish to donate to and UWM can help them choose the right NGO. Companies who register are assured guaranteed pre decided number of running slots for their employees. Post registration, the corporate puts together a team of employees who run any of the race categories they wish to – Dream Run, Half Marathon or Marathon. As part of the corporate registration, employees do not have to pay any extra amount as event participation fees; however employees are encouraged to raise funds at an individual level for the registered NGO.

The Corporate Challenge **registration process** for this year is detailed below.

General Round: Registration in this round is open to all corporates who wish to participate in the SCMM 2014. There are 2 team sizes available –

a. Team 25 – 25 running spots per team.
b. Team 15 – 15 running spots per team

Since there are limited team slots available, registration is on a first come first served basis.

General Round registration opens on 19Th August 2013 and closes on 30th September 2013 *or until number of Corporate Challenge teams are filled.*
Company registration for the Corporate Challenge is on first come first served basis.

Priority Round: In appreciation of the efforts of companies whose employees had raised pledges in the 2013 edition, as per the qualification norms, will be invited on a priority basis to register 2 (two) teams of 25 members for the 2014 edition. Unutilized teams from this round would be made available to all in the General Round

Companies will need to register as:

a. Team 25 (25 runners)

- Fill up the Corporate Challenge Registration form
- Choose your NGO/ Charity
- Enclose a cheque donation amount for **Rs. 4,00,000*** drawn in favour of 'United Way of Mumbai'
- Submit the form and cheque at the UWM office

b. Team 15 (15 runners)

- Fill up the Corporate Challenge Registration form
- Choose your charity
- Enclose a cheque donation amount for **Rs. 2,75,000*** drawn in favour of 'United Way of Mumbai'
- Submit the form and cheque at the UWM office

* This amount includes applicable Event participation fees, irrespective of the race category chosen by team members.

Post registration, the participating corporate would be provided access to an online registration system which allows employees to fill in their details and for HR/Admin to make a final selection of employees for the team and appoint a team leader.

Employees are encouraged to match the corporate charity effort by raising funds in their individual capacities for any registered NGO of their choice using the pledge form provided by United Way Mumbai or by creating a free online fund raising page on the United Way Mumbai Website.

Corporate Challenge Post Registration Formalities

Once a company is registered with UWM, they are required to complete the following formalities:

1. On submission and confirmation of registration form. You will receive admin login id and password to a corporate page in your company's name along with a detailed process explanation.
2. Select the employees who will participate in the Event.
3. Get employees to submit their details in the 15/25 member application form allocated to you along with their photo upload and requisite Govt. issued photo-identity proof (Aadhar card or PAN card or passport). They will also be required to select the race category (dream run/half marathon/full marathon) they are interested in competing.
4. Once complete, nominate one member of the team as the champion for the team in the form. This person will be the one point contact for UWM team to coordinate with, with respect to race day information and activities.
5. Submit the page before 20th November 2013.

Please Note:

a) You will not be able to submit the online form if any of the mandatory fields is incomplete.
b) Employees who select marathon or half marathon race category and submit their timing certificate of an event they may have participated which was conducted within the period of

24 months preceding race day, i.e. 19th January 2014, will get priority in line-up on race day depending upon the finish time displayed on the timing certificate submitted. Information and preference criteria are given in the online registration module.

c) Once submitted you will not be able to access or change details.

Corporate Challenge Participation Benefits

Some of the benefits that members of the Corporate Challenge can look forward to –

- ✓ Employees will be hosted in a special CC Tent separate from general race in Azad Maidan on race day.
- ✓ Bibs will carry 'CORPORATE CHALLENGE' for all race categories
- ✓ Regular newsletters and pre-race day communication.
- ✓ Participants will be lined-up ahead of general category on race day during the Dream Run.
- ✓ Team acknowledgement on website and charity docket.
- ✓ Pledge raising workshop conducted by UWM along with beneficiary NGO, on request and prior intimation, for the team members.
- ✓ Online giving page facility on our website and tax exemption 80G receipts to every donor and corporate.

Corporate Champions Status: This special status within corporate challenge category has been introduced to encourage employees from within Corporate Challenge teams to raise funds. To qualify as a corporate champion, employees must raise above Rs 1,50,000 in SCMM' 2014 and submit their pledges before 4th January 2014. Only corporate champions are eligible to register more than 4 teams in SCMM'2015.

Privileges for Corporate Challenge Participants Qualifying as Corporate Champions

- ✓ Special Highlight and mention on post race Charity Docket.
- ✓ Bibs will carry "CORPORATE CHAMPION"
- ✓ Special fundraising certificates
- ✓ Priority line up for participants.
- ✓ 2 representatives from top management from top 3 Champion Corporate to be invited to grand stand on race day.
- ✓ Priority in corporate challenge registration for SCMM'2015.

Important Dates and Deadlines: Corporate Challenge

Date	Particulars
19th August 2013	Corporate Challenge Registration Opens(All rounds)
30th September 2013/until all slots are filled	Registration Closes for CC under General Round
20th November 2013	Page submission for employee teams
4th January 2014	Employee pledge form submission for special bib.

The maximum number of Corporate Challenge teams (whether Team 25 or Team 15 or a combination or both) a company can field is 7 teams for SCMM 2014.

From SCMM 2015, only 'Corporate Champion' of 2014 edition can register more than 4 teams up to a maximum limit of 7 teams.

II. NGOs

NGOs who wish to participate in the SCMM and/or raise funds need to register with UWM. The earlier an organization registers the better the chances of connecting with prospective donors.

To register, NGO's who had not registered with UWM for the SCMM 2013 and/or not raised funds during SCMM 2013, will have to fill up the New NGO registration form along with all required documents, along with a cheque for Rs 2500 as registration charges in favour of 'United Way of Mumbai'. UWM puts up the list of registered NGOs on its website and creates an online donation page for the NGO with linkage to supporters and corporate pages There will be also be a link to this list from the official event website (www.procamrunning.in/scmm). This will help build awareness for participating NGOs.

Registration renewal-NGO's who have registered with UWM in SCMM 2013 and raised at least Rs 10,000 overall do not require to resubmit all documents. Any changes in legal registration like FCRA approval/cancellation etc will have to be informed to UWM. A separate registration form will have to be submitted to update their information along with a cheque for Rs 1000 in favour of 'United Way of Mumbai'.

NGO registrations commence on 30th July 2013.

A total of 4000 running slots (bibs) have been reserved for NGOs who register for SCMM 2014, to help them raise funds. Bibs are blocked using a charity bib application form which the runner requires to fill and submit. These forms are numbered and charity bib application form allocation is on the basis of a formula derived from average amounts raised per allocated bib (60% weightage) and total funds raised in SCMM'13 from sale of charity bibs (40% weightage) as per records available with UWM for the top 70 NGO's. All other NGO's including new NGO's are eligible for blocking up to 15 bibs each. In case any NGO is not interested in blocking their full allocated bibs, these will be made available to the common pool.

If a NGO requires additional bibs then there will be a second and third round of allocation on the basis of average amount per bib raised subject to submission of all prior allocated bib forms.

Charity bib rating Basis	No. of bibs/NGO	Total No. of Bibs
Top 10 ranked NGO's	50	500
11 to 30 ranked NGO's	35	700
31 to 70 ranked NGO's	25	1000
Rest + New NGO	15	1800
Total		**4,000**

The list of the NGO charity bib rating will be provided to all registering NGO's.

To block their allocated bibs all NGO's need to deposit Rs 1000 per bib form before 21st August 2013. After blocking the running slots, the NGOs will work within a pre-defined time period to find donors who would donate towards their cause. For the blocked bibs to be confirmed, the NGOs need to raise a minimum of Rs 7,000 per bib. Once collections close, UWM will disburse the entire amount back to the respective NGO, post consideration of processing charges of Rs 150 per bib and Event participation fees as per race category chosen by the donor.

Criteria for NGO bib form blocking –

1. NGO's can block any number of bib forms up to their allocated limit for which they need to find donors. These bib forms can be used for any race category confirmation of which is subject to final availability of running places.
2. Bib form blocking for NGO's will begin from 30th July 2013. They will have to confirm and block bib forms by 21st Aug 2013, failing which these bib forms will be released to the common pool.
3. To block bibs forms, NGO's need to pay the bib blocking deposit up-front (i.e. Rs 1000 per bib).
4. The donation amount against each bib must be minimum Rs. 7,000.
5. To confirm the blocked bibs, all NGO's need to submit the application forms of the participants along with donation cheque (of min amount Rs. 7,000) and pledge form to UWM. Last date to submit donations and application forms for Marathon and Half Marathon and Dream Run category is **Friday, 22nd November 2013**.
6. In case an NGO wants to return any unutilized bibs (for which they could not find donors) on or before **25th September 2013**, bibs will be put up for general bib allocation to new NGO pool and the bib blocking amount paid (Rs 1000 per bib) shall be refunded in full by 31st December 2013.
7. However, if an NGO does not return any unutilized bib form by 25th September 2013, the NGO further has an option to return the same by 24th October subject to a deduction of Rs 250/- per bib. After 24th October bib forms cannot be returned and bib blocking amount paid by the said NGO will be forfeited.
8. If a NGO requires additional bibs in excess of what is allocated. There will be two rounds of reallocation on 3rd September 2013 and 28th October 2013. To be eligible for the same, NGO should have submitted their entire prior allocated bibs along with collections before the reallocation date. The allocation will be drawn on the basis of average amounts raised per bib.

How to sign up:

Step 1:

New NGO Registration for SCMM 2014:

✓ Fill up the new NGO registration form. The filled form needs to be submitted to UWM both as a soft copy and a hard copy, duly stamped and signed. The sections in the form requiring write

up, utilization of funds and case study would be used while creating the NGO online giving page on the website and hence needs to be carefully written as it will be in the public domain.

- ✓ The form needs to be duly signed and sealed in order to avoid rejection of the application.
- ✓ Attach all required legal and certification documents, which are mentioned in the form. These documents are available for inspection to any person interested in viewing the same.
- ✓ Enclose a NGO registration cheque of Rs. 2,500/- be in favor of '**United Way of Mumbai**'.
- ✓ Submit copy of the filled form online and a print along with all of the above at the UWM office

Once the registration is confirmed, the NGO will receive email intimation.

NGO's who had registered with UWM for SCMM 2013 & raised above Rs 10,000:

- ✓ Fill up the pre registered NGO registration form. In case any field is left empty we will be using previous information available with us.
- ✓ The form needs to be duly signed and sealed in order to avoid rejection of the application.
- ✓ Attach latest annual report which is mentioned in the form.
- ✓ Enclose a NGO registration cheque of Rs. 1,000/- be in favor of '**United Way of Mumbai**'.
- ✓ Submit copy of the filled form online and a print along with all of the above at the UWM office

Step 2: Bib Blocking

- ✓ We will send an allocation mail along with application forms to all registered NGOs qualifying for pre allocation bibs. NGO's who wish to block bibs need to submit the application letter with the following information –
  a. Contact details of their organization
  b. The number of bibs that they wish to block, subject to set upper limit.
- ✓ Enclose the deposit payment towards bib blocking (Rs 1000/Bib **X** No of bibs blocked) by cheque drawn in favour of ''United Way of Mumbai'' and submit in the UWM Office.

Step 3: Submitting Application forms & Donor Cheques

- ✓ The blocked bibs will be confirmed for participation only on receipt of donor cheques along with the completely filled application forms and Govt. ID proof of the runner. (as specified in Event entry form)
- ✓ A minimum donation at the rate of Rs.7000/- per bib needs to be raised.
- ✓ Donor cheques, of minimum Rs 7,000 per bib, to be made in favor of 'United Way of Mumbai'
- ✓ The cheques, application forms and pledge sheets must be submitted along with the charity bib summary sheet in the UWM office.
- ✓ We will disburse the entire amount, minus actual Event participation fees and UWM administrative charges of Rs 150 per bib, back to the NGO for whom the amount has been raised by March 2014. Please note event participation fees for overseas runners are applicable in US Dollars and NGO is advised to increase minimum donation amount to account for the same.

Important Dates:

Activity	Start Date	Last Date
NGO Registration	**30th July 2013**	
NGO bib blocking	**30th July 2013**	**21st Aug 2013**
Second round allocation	**3rd Sept 2013**	
Return unutilized bibs (all categories)		**25th Sept 2013**
Return unutilized bibs (with Rs 250 deduction)		**24st Oct 2013**
Third round allocation	**28th Oct 2013**	
Submit donation and form for Race category		**22nd Nov 2013**

III. DREAM TEAM CATEGORY

This is a special category meant for those highly motivated individuals who feel passionately about a cause and commit to raise a substantial sum of funds towards their charity during the SCMM. There are three categories:

DREAM CHAMPION - Individual commits upfront to raise more than Rs. 10 lakhs in pledges for a charity of his/her choice.

To sign up –

1. Fill the 'Dream Champion' registration form
2. Make a donation of Rs. 50,000*.
3. Enclose the cheque in the name of 'United Way of Mumbai'. The contribution less the administration cost will be disbursed to the chosen NGO.
4. Submit the completed event application form and all of the above to UWM.

*Please note that this initial donation is included in the Rs 10 lakh commitment amount.

DREAM WIZARD - Individual commits upfront to raise more than Rs 5 lakh in pledges for a charity of his/her choice.

To sign up –

1 Fill the 'Dream Wizard' registration form
2 Make a donation of Rs. 25,000.*
3 Enclose the cheque drawn in the name of 'United Way of Mumbai'. The contribution less the administration cost will be disbursed to the chosen NGO
4 Submit the completed event application form and all of the above to UWM.

*Please note that this initial contribution is included in the Rs 5 lakh commitment amount.

DREAM MAKER - Individual commits upfront to raise a minimum of Rs. 1.5 lakh upto Rs. 5 lakhs in pledges, for a chosen charity of his/her choice. A Dream Maker raising amounts in excess of Rs 5 lakhs before the deadline of 4th January 2014 and submitting the raised funds to UWM, will automatically get upgraded to Dream Wizard as is applicable.

To sign up –

1. Fill the 'Dream Maker' registration form
2. Make a donation of Rs. 10,000.
3. Enclose the cheque drawn in the name of 'United Way of Mumbai'. The contribution less the administration cost will be disbursed to the chosen NGO
4. Submit the completed event application form and all of the above to UWM.

Please note that this initial donation is included in the Rs 1.5 lakh commitment amount.

Registrations open from 19th August 2013 to 9th December 2013

Dream category individuals are offered a host of special privileges like special pledge kits, invite to the marquee , Invitee parking passes, personalized bibs with name, enhanced visibility in the event, acknowledgement in charity docket, official event kitting, name and profile featured on official event website, photograph in post event advert for Dream Champions, etc. We create customized online donation pages for the dream category individual and link it to the NGO page they support to facilitate easy online donations. In depth details will be shared once registered.

They also get priority running status on race day.

IV. WE CARE

Fundraising which is popularly called 'Pledge raising' is the process when the runner asks friends, family and colleagues to support their participation by donating money to a cause close to the runner's heart. All fundraisers not falling in the dream team category come under the We care category. There is no upfront commitment or registration with UWM required. UWM provides free downloadable pledge kits for offline collections and the option to create free fundraising pages on its website for online fundraising. All donations received above Rs 100/- will be issued 80 G receipt for tax saving purposes provided all relevant donor details are provided.

WE CARE STARS

A new initiative for this edition, runners who raise above Rs 50,000 for any cause are eligible to get personalized bib. This is subject to the submission of pledges/donation before 30th December 2013 to United Way of Mumbai.

DONATIONS & PLEDGE RAISING

Modes of collection

- Online at www.unitedwaymumbai.org by creating their dedicated Online Giving Page.
- Cash and Cheque collected by the pledge raiser

Please note that for outstation pledges, demand drafts will be accepted. For all cash collections, the pledge raiser must issue a consolidated cheque favoring "United Way of Mumbai" while submitting pledges.

Creating an Online Giving page

In order to help pledge raisers pitch to potential donors, UWM offers the facility to create their own online giving page.

Participants can simply log onto the UWM website www.unitedwaymumbai.org/marathon.htm and go to the 'Register' option. Then follow three simple steps to create their page.

- Register as a new user by filling in the required details and entering the email address as their User ID & creating password.
- Once logged in the fundraiser can create their personal online giving page with details on their charity, themselves , appeal etc.
- Finally, once the online page is created, it can be easily shared in all social media platforms or as a link which can then be mailed to friends and relatives, facilitating donations online.

Please Note: All donations received online will be disbursed 100% to beneficiary NGO. United way of Mumbai will absorb all payment gateway costs on the same.

The pledge page will be valid till 31st January 2014. After that, the page can only be viewed but cannot be used for donations.

80G Receipts

- Receipts for all donations over Rs 100 will be sent. Receipts for online donations will be emailed directly to the donor.
- Foreign donors will only be given receipts and no tax exemption certificate will be provided.

Disclaimer: The benefits mentioned in this Charity Structure may undergo change; such change will be communicated by the Charity Partner, United Way of Mumbai, well in advance.

Last date to send in pledges

The last day for receiving pledges at the UWM office is **25th January 2014**. UWM has created an online pledge kit which will help fund raisers track their donations. While submitting the donations, pledge raisers must make sure that all requisite details are filled in the pledge sheet. Pledge raisers

must also ***ensure that pledge sheets have been numbered, and filled with full address of all donors carefully entered on the pledge sheet, as this is required as per Income Tax regulations with effect from April 1, 2006. All cheque(s) should be drawn in the name of 'United Way of Mumbai'.***

Event participation fee structure for 2014(As advised by Procam International)

Race Category	In INR - Indian Resident	In USD for Overseas Applicant
Marathon	Rs. 1100	USD 45
Half Marathon	Rs. 1000	USD 40
Dream Run	Rs. 700	USD 30
Sr. Citizens Run	Rs. 350	USD 15
Wheelchair Event	Rs. 350	USD 15

Charity structure for 2014

Category	**Charity Entry Donation**	**UWM retention/donation** (*for its administrative costs*
NGO registration- Renewal		Rs 1,000
NGO registration- New		Rs 2,500
Corporate Challenge – team 25	Rs 4,00,000	Rs 35,000
Corporate Challenge – team 15	Rs 2,75,000	Rs 25,000
Dream Champion	Rs 50,000	1% of offline funds raised
Dream Wizard	Rs 25,000	2% of offline funds raised
Dream Maker	Rs 10,000	2% of offline funds raised or Rs 5000 if defaulted.
We Care Pledges/ We Care Stars		4% of offline funds raised
Online funds raised		0% across all categories.

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