SCMM 2013-CHARITY STRUCTURE

The Standard Chartered Mumbai Marathon (SCMM), now in its 10th 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 nine 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 2013 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. 154 companies had fielded 223 teams to participate in the SCMM 2012.

Companies participating in this category make an upfront non-refundable contribution 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 application 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 2013. 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 1st August 2012 and closes on 28th September 2012 *or until number of Corporate Challenge teams are filled.*

A company registers by filling up the Corporate Challenge form and making an upfront, non-refundable contribution of an amount as may be applicable, in order to join. **Company registration for the Corporate Challenge is on first come first served basis.**

Team 25 (25 runners)
1   Fill up the Corporate Challenge Registration form
2   Choose your NGO/ Charity
3   Enclose a cheque for Rs. 3,50,000 drawn in favour of 'United Way of Mumbai'
4   Submit the form and cheque at the UWM office

Team 15 (15 runners)
1   Fill up the Corporate Challenge Registration form
2   Choose your charity
3   Enclose a cheque for Rs. 2,25,000 drawn in favour of 'United Way of Mumbai'
4   Submit the form and cheque at the UWM office

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. The highest fund raiser of each team will receive a special bib different from the rest of the team to distinguish the employee for his/her contribution. The pledge forms however need to be submitted before **21st Dec 2012,** to be eligible for the special bib.

Priority Team Status: This special status within corporate challenge category has been introduced to encourage employees from within Corporate Challenge teams to raise funds. In appreciation of their efforts, companies whose employees had raised pledges in the 2012 edition, as per the qualification norms, will be invited on a priority basis to register two teams of 25 members for 2013 edition. Unutilized teams from this round would be made available to all in the General round.

Criteria to qualify for this round in 2014 will be based on pledges raised in SCMM 2013:
- Team 25: Employees must have raised an aggregate of Rs 1,50,000.
- Team 15: Employees must have raised an aggregate of Rs 75,000.

There are a set of incentives for teams whose team members raise funds during the 2013 edition. Such teams will be eligible to be classified as Champion Teams and their eligibility and incentives are outlined further ahead in this document.

All priority teams in order to qualify under the above will require to submit their pledges before 4th January 2013 so that the wearable charity memorabilia can be prepared for them.

The maximum number of Corporate Challenge teams (whether Team 25 or Team 15 or a combination or both) a company can field, through General Round and/or Priority Round, is 7 teams.

Table 1: Corporate Challenge Registration Fees

25 MEMBER TEAM	Rs 3,50,000/-*
15 MEMBER TEAM	Rs 2,25,000/-*

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

Corporate Challenge Post Registration Formalities

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

1. On submission of registration fees. 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 them 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. 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 16th November 2012.

Please Note:

a) You will not be able to submit the online form if any of the mandatory fields is incomplete.
b) Once submitted you will not be able to access or change details.

Important Dates and Deadlines: Corporate Challenge

Date	Particulars
23rd July 2012	Invitation to Priority Teams
1st August 2012	Corporate Challenge Registration Opens (All rounds)
30th September or until no. of teams are filled	Registration Closes for CC under General Round
16th November	Page submission for employee teams
21st December '12	Employee pledge form submission for special bib.

Incentives on offer for Corporate Challenge Participants

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.
- ✓ Special bib will be made available for team members participating in the Dream Run.
- ✓ 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, on request and prior intimation, for the team members.
- ✓ Online giving page facility on our website and 80G certificates to every donor and corporate.
- ✓ Highest Fund raiser of every team to receive a special bib, which identifies wearer as the highest fund raiser.

Additional incentives on offer for Corporate Challenge Participants Qualifying under Priority Team Status

Qualification criteria:

- Team 25: Employees must have raised an aggregate of Rs 1,50,000 by 4th January 2013.
- Team 15: Employees must have raised an aggregate of Rs 75,000 by 4th January 2013.

- ✓ Special Highlight and mention on post race Charity Docket.
- ✓ Special wearable Charity memorabilia to distinguish the team on race day.
- ✓ Special participation certificates (downloadable from the event website).
- ✓ Top ten fund raisers from amongst all the priority corporate teams will be invited to pre event party with spouse/companion.
- ✓ On race day corporate teams will be lined up in order of their status in the priority segment.
- ✓ 2 representatives from top management from top 3 priority corporate to be invited to grand stand and marquee on race day.
- ✓ Priority status during registration in SCMM'14.

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 will have to fill up the NGO registration form along with all required documents, along with a cheque for Rs 2500 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). This will help build awareness for participating NGOs.

A total of 4500 running slots (bibs) have been reserved for NGOs who register for SCMM 2013, to help them raise funds. Bibs are purchased 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 funds raised in SCMM'12 from sale of charity bibs as per records available with UWM for the top 100 NGO's. All other NGO's including New NGO's are eligible for blocking up to 15 bibs each. In order to incentivize those NGO's who have maximized the fund raising value of their bibs, an additional 15 bibs will be allocated to the top 10 NGO's with highest average amount per bib recorded in SCMM'12. In case an NGO in the pre assigned top 100 is not interested in blocking their full allocated bibs, these will be made available to the common pool.

Basis	No. of bibs/NGO	Total No. of Bibs
Top 50 NGO's	50	2,500
51 to 100 NGO's	30	1,500
Top 10 NGO's by average amount raised/bib	15	150
Rest + New NGO	15	345
Total		**4,495**

The list of the top 100 fund raisers will be made available on request.

To block their allocated bibs top 100 fund raising NGO's need to pay Rs 1000 per bib form by 13th August 2012, and all registered common pool NGO's by 20th August 2012. 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 6,000 per bib. Once collections close, UWM will disburse the entire amount back to the respective NGO, post consideration of processing charges of Rs 250 and Event application fees as per race category chosen by the donor. **NGO registrations commence on 16th July 2012.**

Rules 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.
2. Bib form blocking for top 100 NGO's will begin by 16th July 2012. They will have to confirm and block bib forms by 13th Aug 2012, 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 fees up-front (i.e. Rs 1000 per bib).

4. The donation amount against each bib must be minimum Rs. 6,000.
5. Bib blocking for common pool NGO's will begin on 23rd July 2012 and end on 20th August 2012. Based on first come first served and till bibs last.
6. 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. 6,000) and pledge form to UWM. Last date to submit donations and application forms for Marathon and Half Marathon and Dream Run category is **Friday, 23rd November 2012**.
7. In case an NGO wants to return any unutilized bibs (for which they could not find donors) on or before **28th September 2012**, 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 2012.
8. However, if an NGO does not return any unutilized bib form by 28th September 2012, the NGO further has an option to return the same by 31st October subject to a deduction of Rs 250/- per bib. After 1st November bib forms cannot be returned and bib blocking amount paid by the said NGO will be forfeited.

How to sign up:

Step 1: NGO Registration for SCMM 2013
✓ Fill up the NGO registration form. The filled form needs to be submitted to UWM both as a soft copy and a hard copy. 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.

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 payment towards application fees (Rs 1000/Bib **X** No of bibs blocked) by cheque drawn in favour of "United Way of Mumbai" and submit in the UWM Office.
Once pre allocated Bib round is over. We will intimate all other registered NGO's on Bibs available along with application form as above.

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 mentioned earlier, a minimum donation at the rate of Rs.6000/- per bib needs to be raised.
- ✓ Donor cheques, of minimum Rs 6,000 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 application fees and UWM processing fees of Rs 250 per bib, back to the NGO for whom the amount has been raised by March 2013. Please note event application 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	16th July 2012	
Top 100 NGO bib blocking	16th July 2012	13th Aug 2012
Common pool Bib blocking	23th July 2012	20th Aug 2012
Return unutilized bibs (all categories)		28th Sept 2012
Return unutilized bibs (with Rs 250 deduction)		31st Oct 2012
Submit donation and form for Race category		23rd Nov 2012

III.   DREAM 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 an upfront, non-refundable contribution 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 contribution 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 an upfront, non-refundable contribution 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 lac 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 8th January 2013 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 an upfront, non-refundable contribution 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 contribution is included in the Rs 1 lakh commitment amount.

Registrations open from 20th August 2012 to 10th December 2012

Dream category individuals are offered a host of special privileges like special pledge kits, invite to the marquee event, VIP parking passes, personalized bibs with name, media coverage, 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. DONATIONS & PLEDGE RAISING

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. Special awards and incentives have been put in place for people who set benchmarks in fund raising for the year. All Donations received above Rs 100/- will be issued 80 G receipt for tax saving purposes provided all relevant donor details are provided.

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 and go to the 'Create your own Online Giving Page' 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. Once complete, a password will be sent from United Way of Mumbai to the email address provided during registration.
- The pledge raiser can use their User ID and the given password to log in and create their personal online giving page with details on their charity, themselves etc.
- Finally, once the online page is created, a link to the Online Giving Page will be sent which can then be mailed to friends and relatives, facilitating their 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 January 31st 2013. After that, the page can only be viewed but cannot be used for donations

Last date to send in pledges
The last day for receiving pledges at the UWM office is **25th January 2013**. 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'.*

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.

Table 2: Application fee structure for 2013(As advised by Procam International)

Race Category	In INR for Indian Resident	In USD for Overseas Applicant
Marathon	Rs. 900	USD 45
Half Marathon	Rs. 900	USD 45
Dream Run	Rs. 700	USD 30
Sr. Citizens Run	Rs. 300	USD 15
Wheelchair Event	Rs. 300	USD 15

Table 3: Charity Fee structure for 2013

Category	Charity Entry fees	UWM fees *(amount which will be retained by UWM for its administrative costs)*
NGO registrations		Rs 2,500
Corporate Challenge – team 25	Rs 3,50,000	Rs 35,000
Corporate Challenge – team 15	Rs 2,25,000	Rs 25,000
Dream Champion	Rs 50,000	2% of offline funds raised
Dream Wizard	Rs 25,000	2% of offline funds raised or Rs 7500 whichever is higher
Dream Maker	Rs 10,000	Rs 7500.
We Care Pledges		5% of offline funds raised
Online funds raised		0% across all categories.

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