

The SCMM 2016: CHARITY STRUCTURE

The Standard Chartered Mumbai Marathon

The Standard Chartered Mumbai Marathon (SCMM), now in its 13th 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 fundraising event for charities. Over the years, it has assumed a stature of eminence, being the single largest philanthropic sporting event in India.

The Philanthropy Partner

United Way of Mumbai (UWM), the philanthropy partner for this event, promotes and facilitates the fundraising and distribution aspects of SCMM. UWM serves as the philanthropic platform while maintaining a cause neutral, level playing field for all participating NGOs. All funds raised through the SCMM are channelized through UWM which is responsible for accounting and providing tax exemption receipts to all donors.

This document elaborates the charity structure for the 2016 edition. Whether you are an NGO, corporate or an individual, you can find information on how to register for the event as well as important dates and procedures for fundraising.

This document is structured in the following manner:

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[I]NGO Participation

SCMM is one of India's biggest platforms to raise funds for an NGO. Over 400 NGOs have successfully raised over INR 134 crore over the past 12 editions. All participating NGOs need to register with UWM and submit legal and statutory documents as part of the due diligence process. NGOs who had registered for the SCMM 2015 need not submit the documents again as part of their registration process, but are required to submit the utilization report for funds raised in SCMM 2015, the audited account statement for the past year and also update UWM about any change in legal status. UWM hosts a profile and donation page, for every registered NGO on its website in the SCMM section. (www.unitedwaymumbai.org/scmm)

A) Registration*:

All NGOs who wish to raise funds through SCMM 2016 have to register with UWM. Each NGO will be given a login ID and password after registering online.

They will have to submit documents as mentioned in **Annexure I** as per their participation in previous editions of SCMM and the amount raised in the last edition.

Category	Description	Registration Amount
Category A*	NGO that has participated in SCMM 2015 and has raised INR 10,000 or more	INR 1,000
Category B	NGO that is participating for the first time / NGO that has participated in editions prior to SCMM 2015	INR 2,500
Category C*	NGO that has participated in SCMM 2015 and has raised less than INR 10,000	INR 2,500

The registration amount cheque should be in favour of 'United Way of Mumbai'.

For details on the registration process and documents required please check **Annexure I** at the end of this document.

*Please note that only NGOs that have submitted all 80G receipts to UWM for disbursements for SCMM 2015 will be eligible for re-registration.

B) Charity Bibs:

4000 running slots (bibs) have been reserved for NGOs who register for SCMM 2016 to help them raise funds. These bibs can be used to participate in any of the race categories of the SCMM subject to the availability of running slots in the chosen category and compliance with the rules and regulations of SCMM 2016. The bibs can be blocked from UWM against a refundable deposit of INR 1,000 per bib to a Maximum of INR 10,000 (for 10 bibs and more) based on the number of charity bibs availed of. All participating NGOs are eligible to book up to 10 bibs each subject to availability of bibs with UWM.

The top 70 NGOs (as per weighted average formula on funds raised through charity bibs) of SCMM 2015 are eligible for higher bib allocation. The calculation of the same will be put up in the download section on the UWM website.

The minimum amount to be raised per bib is INR 9,000

If an NGO requires additional bibs, 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. To understand the bib blocking process, eligibility criteria and timelines please refer to **Annexure II**.

Note: - 1) Timing Certificate is mandatory for all Full Marathon runners. To check if the runner is eligible, please refer to scmm.procamrunning.in

2) Limited Half Marathon charity running slots per NGO (these are available also for runners who do not meet the timing criteria) would be available on a first come first serve basis. [Please check Annexure II for more details.](#)

C) Process notes:

1. Register the NGO with United Way of Mumbai (**Annexure I**)
2. Block the allotted bibs by depositing INR 1,000 per bib up to a maximum of INR 10,000. You will have to raise a minimum of INR 9,000 per bib by the mentioned date (**Annexure II**)
3. Return any unutilized bibs by the mentioned date to avoid forfeiture (**Annexure II**)
4. Lookout for 2nd and 3rd allotment dates for additional bib requirements (**Annexure II**)

[II] Corporate Team Participation

A) About:

Corporate Team is a category specially designed for companies who wish to field employee teams to participate in the SCMM and raise funds for charity. 6000 employees in 267 teams from 152 companies had participated in SCMM 2015. Besides raising substantial amounts of funds for a cause, over the years, this has emerged as an excellent employee engagement and team bonding activity. Corporate teams on race day are hosted in a special tent for a differentiated team experience and enjoy priority Dream Run line up over the general categories.

Companies participating in this category make a contribution towards an NGO of their choice while registering for team sizes of 15, 25 and 40 members. The company has a choice to make a single donation for the registration or split the donation into two cheques depending on whether they wish the contribution to be compliant under their CSR mandate or not.

A corporate can register a maximum of 200 employees. The registration contributions applicable to the 3 available team sizes are:

Team 15 (maximum 15 employees per team, registration contribution INR **3,00,000**)

Team 25 (maximum 25 employees per team, registration contribution INR **4,50,000**)

Team 40 (maximum 40 employees per team, registration contribution INR **7,00,000**)

This contribution is a donation for which an 80G tax exemption receipt will be provided. This donation is inclusive of donation to chosen NGO, team members' applicable event participation fees and UWM donation retention*.

Companies making the contribution from their CSR budget and wishing it to be in accordance with the CSR bill (which mandates contributions to be made directly to projects or programs which are eligible as per the company's CSR agenda) can choose to split their contribution in the following manner.

Team sizes	OPTION A	OPTION B	
	In the name of UWM (Inclusive of applicable event fee, UWM donation retention* and donation to the beneficiary NGO)	In the name of UWM (inclusive of applicable event entry fees and UWM donation retention*)	In the name of beneficiary NGO
Team 15	INR 3,00,000	INR 44,000	INR 2,56,000
Team 25	INR 4,50,000	INR 67,000	INR 3,83,000
Team 40	INR 7,00,000	INR 1,05,000	INR 5,95,000

*retained to defray administrative expenses.

All contributions irrespective of option chosen are eligible for 80G tax exemption receipts.

In case actual event entry fees are less than provisioned, the saved balance is disbursed to the beneficiary NGO. In the case where the event entry fee is higher, it will be adjusted against the final disbursement.

Note:

1) **FULL MARATHON:**

A valid Timing Certificate, as per the rules and regulations of the SCMM is mandatory for Full Marathon for all categories including Corporate Teams.

2) **HALF MARATHON:**

Timing Certificate for the Half Marathon is mandatory as per the rules set by the SCMM 2016. However, there are a fixed number of Half Marathon running places that are allowed as per team composition, for people who do not meet the Timing Criteria.

Team 15: Five Half Marathon slots allowed without Timing Certificate

Team 25: Eight Half Marathon slots allowed without Timing Certificate

Team 40: Fifteen Half Marathon slots allowed without Timing Certificate

B) Team Registrations:

To register, a company will be provided with a corporate registration form. (**Annexure III for details**).

Post registration, UWM will provide the company with a login link for easy online registrations of team members and a separate login access to the company coordinator which allows editing and selection of final team members. This allows the company to run interesting employee engagement activities and challenges tied to the final team selection.

C) Corporate Challenge (Employee Fundraising):

This sub-category aims to encourage companies and their employees to voluntarily raise funds together as a team for various causes. Corporate teams raising funds would be celebrated on social media and through the SCMM rewards and recognition program. Details of the awards will be communicated to the corporate in due course of time.

D) Process Note:

1. Register your company and number of teams using corporate registration process (**Annexure III**).
2. Links will only get activated upon registration contribution to UWM and/or to the supporting NGO.
3. Using the employee registration links provided, get interested employees to fill the event forms online.
4. Using admin login provided, select and submit the final team members by deadline.
5. Encourage employees to support the contribution of the company by being part of the corporate challenge and raising funds as a team for any NGO/NGOs.

[III] Individual Fundraising

Committed people raising funds for their causes are the backbone of the philanthropic effort at the SCMM. UWM supports these individuals in this endeavour by providing an efficient, empowering and effective platform to raise funds for a cause.

All fundraisers are encouraged to create their own fundraising page on the UWM website in the SCMM section (www.unitedwaymumbai.org/scmm). These personalized and feature rich pages allow fundraisers to customize appeals, set targets, receive donation notifications and updates and are easy to share on social media.

100% of all donations received on the online fundraiser pages are disbursed in full to the NGO supported by the individual.

UWM absorbs all payment gateway charges for online donations to ensure all funds raised online reach the chosen NGO.

There are two categories of fundraisers with eight levels of fundraising target, each with its own set of privileges.

Categories

All fundraisers are encouraged to set their own fundraising targets. As and when they cross each level they gain the benefits of the level. Funds can be raised both on the online page as well as offline through cheques. Offline amounts will have to be entered by the fundraiser on their page. This will be updated by UWM on receiving and bank clearance of the amount.

Category	Level	Minimum Fundraising Amount
Fundraisers	Fundraiser	INR 10,000
	Fundraiser Silver	INR 50,000
	Fundraiser Gold	INR 1,00,000
Change Runners	Change Maker	INR 1,50,000
	Change Investor	INR 5,00,000
	Change Leader	INR 10,00,000
	Change Champion	INR 25,00,000
	SCMM 2016 Change Icon	INR 50,00,000

The important distinction between the Fundraiser and Change Runner categories is that Change Runners get complimentary entry to the event in any race category of their choice. Change Runners are entitled to a priority line up bib. Timing criteria is waived off for Change Runners without timing certificate for Half Marathon. Change Runners who wish to participate in the Full Marathon will need to fulfill the timing criteria. Details of the same are available on <http://scmm.procamrunning.in/about-the-event/runner-information/>

Please refer to Annexure V for fundraiser categories and benefits.

Please Note: On offline amounts raised, UWM donation retention ranges from 4% to 0% depending on the fundraising level. This amount is retained to defray administrative expenses. PAN number of all donors is mandatory.

The fundraising level of the fundraiser as on **Wednesday, 23 December 2015** determines the status on race day. Fundraisers who achieve higher fundraiser levels (beyond INR 1,00,000) post this date will be acknowledged post the race in the event docket, but will not be entitled to race day benefits.

[IV] Young Leaders

A) About

The SCMM celebrates the spirit of young India and encourages the youth to participate in acts of building awareness and fundraising. Fundraisers up to **21 years** as on 17 January 2015 are listed in this category. On raising INR 50,000 the fundraiser is entitled to a Young Leader bib. All other privileges are as per the level.

Young Leaders would automatically be listed in a separate page on the UWM website. As per the event rules, only Young Leaders above the age of 12 will be eligible for a Dream Run or a Champions With Disability bib on raising INR 50,000 or more. Only runners over 18 years of age can avail of the Half Marathon or Full Marathon bib (Runner will have to meet the Timing Criteria for Full Marathon).

(Please refer to Annexure IV for more details)

[V] Important Dates and Timelines

Activity	Starts	Ends
NGO Registration	Wednesday, 12 August 2015	Monday, 30 November 2015
1 st Round Allocation of Bibs	Wednesday, 12 August 2015	Thursday, 01 October 2015
Unutilized Bibs return with full refund		Friday, 11 September 2015
2 nd Round Allocation of Bibs	Monday, 14 September 2015	Monday, 21 September 2015
Unutilized Bibs return with INR 150 deduction		Thursday, 01 October 2015
3 rd Round Allocation of Bibs	Thursday, 15 October 2015	Friday, 23 October 2015
Charity Bib Submission	Friday, 14 August 2015	Tuesday, 17 November 2015
	Monday, 07 September 2015	
Corporate Team Registration		Wednesday, 07 October 2015
Team Submission for Corporate Teams		Tuesday, 17 November 2015
Fundraiser page / Young Leader / Change Runner registrations	Monday, 31 August 2015	Wednesday, 23 December 2015
Fundraiser status for race day		Wednesday, 23 December 2015
Offline Pledge Submission		Friday, 29 January 2016
Online Pages		Monday, 01 February 2016
Expo	Friday, 08 January 2016	Sunday, 10 January 2016
Bib collection for outstation runners	Saturday, 16 January 2016	
Race Day	Sunday, 17 January 2016	

[VI] Event Entry Fees and UWM donation retention*

Applicable Event Entry Fees: (deductible from charity bibs & corporate teams)

Race Category	Event participation fees (incl. of applicable service tax)
Full Marathon	INR 1,500 / USD 45
Half Marathon	INR 1,400 / USD 40
Dream Run	INR 800 / USD 30
Sr. Citizens' Run	INR 400/ USD 15
Champions With Disability	INR 350 / USD 15

Registration Amounts & UWM donation retention* – NGO & Corporate Team

NGO Registration Renewal (Category A)	INR 1,000	One time
New NGO Registration/ NGOs who have raised less than 10,000 in SCMM 2015 (Category B and C)	INR 2,500	One time
Charity Bib Blocking Deposit	INR 1,000/bib. Max INR 10,000.	This amount will be refunded when charity bib forms are submitted by specified last date or where unutilized forms are returned before the dates specified in this document.
Charity Bibs	Min INR 9,000	UWM donation retention* - INR 150/bib
Corporate Team 15	INR 3,00,000	UWM donation retention* : INR 28,000 + Event fees per bib are additional
Corporate Team 25	INR 4,50,000	UWM donation retention * : INR 40,000 + Event fees per bib are additional
Corporate Team 40	INR7,00,000	UWM donation retention * : INR 63,000 + Event fees per bib are additional
Corporate Challenge fundraisers		UWM donation retention*:2% of offline funds raised
Online funds raised		No retentions by UWM. All Payment Gateway charges absorbed by UWM.

Registration Amounts & UWM donation retention* – Fundraisers & Change Runners

Category	Amount to be raised	UWM donation retention*
Online funds raised		No retentions by UWM. All Payment Gateway charges absorbed by UWM
Below Fundraiser Gold	Up till INR 99,999	4% of offline funds raised
Fundraiser Gold	INR 1,00,000	3% of offline funds raised
Change Maker	INR 1,50,000	2% of offline funds raised
Change Investor	INR 5,00,000	1.5% of offline funds raised
Change Leader	INR 10,00,000	1% of offline funds raised
Change Champion	INR 25,00,000	0.5% of offline funds raised
SCMM 2016 Change Icon	INR 50,00,000	0% of offline funds raised

*donation retained to defray administrative expenses.

Registration Amounts & UWM donation retention* – Direct Donation to NGOs

Category	UWM donation retention*
Online funds (Directly on NGO page)	No retentions by UWM. All Payment Gateway charges absorbed by UWM
Offline donations	4% of offline funds raised

*donation retained to defray administrative expenses.

Annexure I: NGO REGISTRATION

NGO Registration: Wednesday, 12 August 2015 onwards

NGOs will have to fill the form available here (link :

http://unitedwaymumbai.org/uwm_portal/ngo/ngo_registration.php)

The NGO will have to fill the complete online form. Besides submitting the form online, a print out of the duly filled form will have to be submitted to United Way of Mumbai. The forms should have the NGO stamp on every page and it should be attested by the chief functionary of the NGO.

NGO Registrations	<p><u>CATEGORY A.</u> <u>AN NGO WHICH HAD PARTICIPATED IN SCMM 2015 AND RAISED ABOVE INR 10,000</u></p> <p>NGO <u>need not</u> re-submit all documents. Only the audited financial report for last year (2014-2015) with the Fund Utilization Report of SCMM 2015 needs to be submitted with the registration form.</p> <p>Also, UWM needs to be updated about any changes in legal registration like FCRA/ bank account number/official address/ logo. NGOs need to submit document confirming the same with the new details attested by the head of the organization.</p> <p>The print out of the duly filled online registration form will have to be submitted along with a cheque for INR 1,000 in favour of 'United Way of Mumbai'</p> <p>Documents required-</p> <ol style="list-style-type: none"> 1. Latest audited annual accounts including auditor's report (2014-2015). 2. Mumbai Payable cheque/DD for INR 1,000 in favour of 'United Way of Mumbai'. 3. If there is a change in account details from SCMM 2015 - One cancelled cheque of Domestic and/or FCRA account as applicable. These are required for validation purpose. 4. Fund Utilization report. (Please check the downloads section in www.unitedwaymumbai.org/scmm for the format) <p>All photocopies must be self-attested by CEO / Director of the NGO.</p> <p><u>CATEGORY B.</u> <u>AN NGO THAT IS PARTICIPATING FOR THE FIRST TIME / NGO THAT HAS PARTICIPATED IN EDITIONS PRIOR TO SCMM 2015</u></p> <p>The print out of the duly filled online registration form will have to be submitted along with a cheque for INR 2,500 in favour of 'United Way of Mumbai'.</p> <p>All photocopies must be self-attested by CEO / Director of the NGO.</p>
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	<p>Documents Required-</p> <ol style="list-style-type: none"> 1. Copy of Certificate of registration of the NGO (Societies Registration Act 1860 / Public Trust Act / Section 25-Company's Act). 2. Copy of 12A registration certificate under income tax. 3. Copy of 80 G Certificate / Application for renewal. 4. Copy of FCRA registration certificate (if applicable) front and back. 5. Copy of PAN Card. 6. Address proof such as electricity or telephone bill. 7. Audited accounts including auditor's report for the last three years (2014-2015; 2013-2014; 2012-2013). 8. Cheque/ DD (Mumbai payable) for INR 2,500 favoring "United Way of Mumbai". 9. One cancelled cheque of Domestic and/or FCRA account as applicable. These are required for validation purpose. 10. A high resolution logo in JPEG or .eps format should be mailed to scmm@unitedwaymumbai.org <p>All photocopies must be self-attested by CEO / Director of the NGO.</p> <p><u>CATEGORY C.</u> <u>AN NGO THAT HAS PARTICIPATED IN SCMM2015 BUT RAISED LESS THAN INR 10,000</u></p> <p>The print out of the duly filled online registration form will have to be submitted along with a cheque for INR 2,500 in favour of 'United Way of Mumbai'.</p> <p>Documents Required-</p> <ol style="list-style-type: none"> 1. Latest audited accounts including auditor's report (2014-2015). 2. Cheque/DD (Mumbai payable) for INR 2,500 in favour of 'United Way of Mumbai'. 3. If there is a change in account details from SCMM 2015 - One cancelled cheque of Domestic and/or FCRA account as applicable. These are required for validation purpose. <p>All photocopies must be self-attested by CEO / Director of the NGO.</p>
<p>NGO profile page</p>	<p>Post registration, UWM sends a confirmation mail to the NGO with the link to its fundraising webpage. The page contains profile and write-up of the NGO as provided by the NGO in the registration form. It also displays a prominent 'donate' button to facilitate online donations. NGO pages will be linked to supporters' and corporate pages.</p> <p>There will also be a link to the NGO list from the official event website (www.scmm.procamrunning.in).</p> <p>Once the individual fundraising module is activated, the NGO is encouraged to list its CEO/ Executive Director/ Head of the organisation as the lead fundraiser.</p>

30 November 2015 is the last date for NGOs to register. It is however advised to register early, so that NGOs have ample time to raise funds.

Annexure II: BIB BLOCKING & SUBMISSION

Category	Procedure	Remark
<p>Bib Blocking</p> <p>Friday, 14 August 2015 to Thursday, 01 October 2015</p>	<ul style="list-style-type: none"> • Check Top 70 NGO list on UWM website. • Fill bib blocking form online • Prepare bib blocking cheque @ INR 1,000 / Bib. • The maximum bib blocking amount is INR 10,000 irrespective of the number of bibs blocked. • All cheques need to be in favour of United Way of Mumbai. • The bib blocking amount is refundable subject to the utilization of bib or return of unutilized bibs by identified dates. 	<p>Ranking is based on weighted average formula. 60% weightage is given to the average amount raised per bib and 40% weightage is given to the total amount raised through charity bibs.</p> <ul style="list-style-type: none"> • All NGOs not in the top 70 list are entitled to block up to 10 charity bibs. • Bibs can be blocked through the bib blocking module on www.unitedwaymumbai.org. However, the bibs will be available only when United Way of Mumbai confirms receipt of the cheque at our end. The bib blocking online interface has been enabled to send timely updates and access to NGOs. NGOs could get in touch with UWM at scmm@unitedwaymumbai.org in case of any challenges faced. • The minimum donation amount to be raised against each bib is INR 9,000. • There is no maximum limit to the donation that could be raised per bib. <p>HALF MARATHON CHARITY BIBS :</p> <p>The timing criteria doesn't apply to the Half Marathon charity bibs, however we have very limited number of Half Marathon bibs which are available for NGOs to raise funds. These have been allotted as below.</p> <p>TOP 70 NGOs : up to eight Half Marathon bibs per NGO</p> <p>All other NGOs : up to four Half Marathon bibs per NGO</p>
<p>Second Allocation</p> <p>Monday, 14 September 2015 to Monday, 21 September 2015</p>	<ul style="list-style-type: none"> • Fill bib blocking form online 	<ul style="list-style-type: none"> • This allocation round is subject to availability of unutilized bibs at UWM. • Mandatory criteria: To be eligible, NGOs have to submit all completed charity bib forms (1st Allocation) + donors cheques (min. INR 9,000/bib) + charity bib summary report

<p>Third Allocation Thursday, 15 October 2015 to Friday, 23 October 2015</p>		<ul style="list-style-type: none"> Ranking will be based on average amount raised per bib. A higher average would result in higher ranking and the chance to get more bibs. 						
<p>Charity bib form Submission Friday, 14 August 2015 to Tuesday, 17 November 2015</p>	<ul style="list-style-type: none"> Fill the donor details online on charity bib portal. Send softcopy of the above report sheet to scmm@unitedwaymumbai.org Submit Charity bib forms along with donor cheques (min. INR 9,000/bib) 	<ul style="list-style-type: none"> Charity bib forms should be duly filled and signed by the individual runners. Copy of government approved identity proof should be attached with the form. If the runner has a Timing Certificate of SCMM 2015 or of other approved runs, attach a copy. <p>Note:</p> <p>1) <u>For Full Marathon:</u> The Timing Certificate is mandatory for the Full Marathon as per the rules and regulations listed on scmm.procammrunning.in There is a concession in timing that has been allotted for those running on charity bibs.</p> <p>2) <u>For Half Marathon:</u> UWM will have some places for runners in the Half Marathon category who do not meet the timing criteria. Each NGO is eligible for a fixed number of these bibs in their allocation.</p> <p>Group entries are possible only for 10 and more Dream Run runners. A covering letter containing details - Group name, Group Size, Group leader name and contact details and list of runners should be submitted to UWM.</p> <p>Group entry forms should be submitted in a separate envelope.</p>						
<p>Timing Relaxation Criterion – FULL MARATHON</p>	<p>For Charity Runners there is a relaxation in timing criterion for Full Marathon as mentioned in the table.</p> <p>Timings of only Marathon (42.195 KM), 25 KM Run and Half Marathon (21.097 KM) distances will be considered to qualify for the Full Marathon race category.</p>	<table border="1"> <thead> <tr> <th>Distance participated in</th> <th>Finish time cut-off for Men applicants</th> <th>Finish time cut-off for Women applicants</th> </tr> </thead> <tbody> <tr> <td>Marathon (42.195 KM)</td> <td>7 hrs</td> <td>7 hrs</td> </tr> </tbody> </table>	Distance participated in	Finish time cut-off for Men applicants	Finish time cut-off for Women applicants	Marathon (42.195 KM)	7 hrs	7 hrs
Distance participated in	Finish time cut-off for Men applicants	Finish time cut-off for Women applicants						
Marathon (42.195 KM)	7 hrs	7 hrs						

	<p>To be eligible for confirmation under this criterion, the runner must attach their latest Timing Certificate of a distance running event they participated in within the period of 16 months preceding race day, i.e. Sunday, 17 January 2016.</p> <p>Source: http://scmm.procamrunning.in/about-the-event/runner-information/</p>	<table border="1"> <tr> <td>25KM Run</td> <td>3 hrs 18 min</td> <td>3 hrs 35 min</td> </tr> <tr> <td>Half Marathon (21.097 KM)</td> <td>2 hrs 45 min</td> <td>3 hrs</td> </tr> </table>	25KM Run	3 hrs 18 min	3 hrs 35 min	Half Marathon (21.097 KM)	2 hrs 45 min	3 hrs
25KM Run	3 hrs 18 min	3 hrs 35 min						
Half Marathon (21.097 KM)	2 hrs 45 min	3 hrs						
<p>Expo</p> <p>For collection of running bibs+ timing tag verification (only for FM and HM)</p> <p>Friday, 08 January 2016 to Sunday, 10 January 2016</p>	<p>Remember to carry a copy of the <u>Confirmation Mail</u> that will be sent by Procam, along with a <u>Copy of Govt. approved ID Proof</u></p> <p>Group Entries:</p> <p>Covering letter for bib collection & copy of Govt. approved ID Proof of the runners.</p>	<ul style="list-style-type: none"> • Runners have to come personally to collect their bib • For Full and Half Marathon: 1 representative can collect only 1 bib. <u>Authorization letter will be required from the runner</u> • For Dream Run: 1 Representative can collect only 5 bibs at a time. <u>Authorization letters will be required from each runner</u> • Group Entries: Group leader or a representative can collect all bibs. 						
<p>Disbursements to the NGOs</p> <p>December 2015 and February 2016</p>	<p>In the following order:</p> <ul style="list-style-type: none"> • Corporate challenge • Charity Bibs • Offline funds • Online funds 	<ul style="list-style-type: none"> • Disbursement will be through direct bank transfer hence NGOs are requested to update UWM of any changes in the bank details at the time of registration • Bib Blocking refund: In the month of December 2015 • All disbursements will be completed before the end of March 2016 						
<p>80G receipts for the Donors</p> <p>Within a month of cheque clearance</p>	<p>Ensure that the email ID is filled in correctly in block letters for all donations along with the PAN Number.</p>	<ul style="list-style-type: none"> • All donations will be entitled for 80G receipts. • 80G receipts for charity bib donations will be emailed to the ID provided • PAN number is mandatory for donations 						

Annexure III: CORPORATE TEAM

Registrations	<p>Registration opens on <u>Monday, 07 September 2015</u> Closes on <u>Wednesday, 07 October 2015</u> or when all slots are filled.</p> <p>Fill the Corporate Team registration form and make an upfront, non-refundable contribution of the registration amount either as a single cheque/bank transfer in the name of ‘United Way of Mumbai’ or as two cheque/bank transfer one in the name of the beneficiary NGO and the other in the name of ‘United Way of Mumbai’</p> <p>A corporate can register a maximum of 200 employees. Registration amounts applicable to 3 available team sizes are: Team 15 (15 employees per team)INR 3,00,000 Team 25 (25 employees per team)INR 4,50,000 Team 40 (40 employees per team)INR 7,00,000</p> <p>This amount includes donation to chosen NGO, team members’ event entry fees and UWM donation retention*.</p> <p>There are two options available to make above contributions.</p>																		
OPTION 1 Single Cheque	<p>The company issues a single cheque/bank transfer as in past editions in favour of ‘United Way of Mumbai’ . UWM will issue an 80 G tax exemption receipt for the contribution amount.</p> <p>Team 15 (15 employees per team)INR 3,00,000 Team 25 (25 employees per team)INR 4,50,000 Team 40 (40 employees per team)INR 7,00,000</p> <p>UWM donation retention*: TEAM 15 – INR 28,000 Team 25 – INR 40,000 Team 40 – INR 63,000</p> <p>Applicable Event entry fee: As per race category chosen by employees.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Race Category</th> <th>Event Fee</th> <th>Overseas Applicants</th> </tr> </thead> <tbody> <tr> <td>Dream Run</td> <td>INR 800</td> <td>USD 30</td> </tr> <tr> <td>Half Marathon</td> <td>INR 1,400</td> <td>USD 40</td> </tr> <tr> <td>Full Marathon</td> <td>INR 1,500</td> <td>USD 45</td> </tr> <tr> <td>Sr Citizen</td> <td>INR 350</td> <td>USD 15</td> </tr> <tr> <td>Champions With Disability</td> <td>INR 350</td> <td>USD 15</td> </tr> </tbody> </table> <p>(Event fee is included in the registration contribution amount) The corporate needs to specify the beneficiary NGO/s to whom the balance amount should go in the form.</p> <p>*retained to defray administrative expenses.</p>	Race Category	Event Fee	Overseas Applicants	Dream Run	INR 800	USD 30	Half Marathon	INR 1,400	USD 40	Full Marathon	INR 1,500	USD 45	Sr Citizen	INR 350	USD 15	Champions With Disability	INR 350	USD 15
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Sr Citizen	INR 350	USD 15																	
Champions With Disability	INR 350	USD 15																	

<p>OPTION 2 For companies participating through their CSR budget</p>	<p>The company divides the registration amount into two cheques –</p> <ul style="list-style-type: none"> • <u>For Team 15</u> – <ul style="list-style-type: none"> (i) INR 2,56,000 in favour of chosen NGO (ii) INR 44,000 in favour of ‘United Way of Mumbai’* (The INR 44,000 cheque includes entry fees for individual team members and UWM’s donation retention*) • <u>For Team 25</u> – <ul style="list-style-type: none"> (i) INR 3,83,000 in favour of chosen NGO, (ii) INR 67,000 in favour of ‘United Way of Mumbai’ (*The INR 67,000 cheque includes entry fees for individual team members and UWM’s donation retention) • <u>For Team 40</u> <ul style="list-style-type: none"> (i) INR 5,95,000 in favour of chosen NGO, (ii) *INR 1,05,000 in favour of ‘United Way of Mumbai’ (The INR 1,05,000 cheque includes entry fees for individual team members and UWM’s donation retention*) <p>Applicable Event entry fee: As per race category chosen by employees.</p> <table border="1" data-bbox="435 1052 1133 1318"> <thead> <tr> <th>Race Category</th> <th>Event Fee</th> <th>Overseas Applicants</th> </tr> </thead> <tbody> <tr> <td>Dream Run</td> <td>INR 800</td> <td>USD 30</td> </tr> <tr> <td>Half Marathon</td> <td>INR 1,400</td> <td>USD 40</td> </tr> <tr> <td>Full Marathon</td> <td>INR 1,500</td> <td>USD 45</td> </tr> <tr> <td>Sr Citizen</td> <td>INR 350</td> <td>USD 15</td> </tr> <tr> <td>Champions With Disability</td> <td>INR 350</td> <td>USD 15</td> </tr> </tbody> </table> <p>In case event entry fees are less than provisioned, the saved balance is disbursed to the beneficiary NGO. In case the event entry fee is higher, it will be adjusted against the final disbursement with the NGO.</p> <p>All amounts in favour of ‘United Way of Mumbai’ will be issued an 80G tax exemption receipt.</p> <p>*retained to defray administrative expenses.</p>	Race Category	Event Fee	Overseas Applicants	Dream Run	INR 800	USD 30	Half Marathon	INR 1,400	USD 40	Full Marathon	INR 1,500	USD 45	Sr Citizen	INR 350	USD 15	Champions With Disability	INR 350	USD 15
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<p>Corporate Team Registration Module</p>	<p>Once the company gets registered, the corporate employees have to register themselves online. UWM will share the URL & password with the corporate coordinator. The employees can register online to any race category of their choice- Dream Run, Half Marathon and Full Marathon. Submission of online registration link closes on Tuesday, 17 November 2015.</p>																		

	<p><u>Please Note:</u></p> <ul style="list-style-type: none"> You will not be able to submit the team if any of the mandatory fields is incomplete. Once the company coordinator submits the team, they will not be able to access it or make any changes.
Individual Employee Pledge Raising	<p>Employees who are part of the Corporate Teams are encouraged to raise funds in their individual capacity, for the same charity as supported by the corporate or a different charity depending on their choice. They can create an individual online giving page and/or be part of Corporate Challenge pledge raising.</p>
Corporate Participation Benefits	<p>Some of the benefits that members of the Corporate Team can look forward to –</p> <ol style="list-style-type: none"> Employees will be hosted in a special CC Tent separate from general race in Azad Maidan on race day. Runners will have ‘CORPORATE TEAM’ mentioned on their running bibs. 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 event 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 the UWM website and tax exemption 80G receipts to every donor and corporate for donations made to United Way of Mumbai. Individual corporate fundraisers will be given a certificate of recognition. THE SCMM CORPORATE CHAMPION trophy will be awarded to the corporate with the highest amounts in employee fundraising. Highest individual fundraisers in this category will be awarded the LEADING THE CHANGE trophy. THE CORPORATE ICON trophy will be awarded to the corporate which has raised the highest amounts (donation as a part of the registration + employee fundraisers)

<p>Timing Relaxation Criterion for Corporate Team participants</p> <p>FULL MARATHON</p>	<p>For corporate team members participating in the Full Marathon, there is a relaxation in Timing Criteria as mentioned in the table below</p> <table border="1" data-bbox="435 380 1312 625"> <thead> <tr> <th>Distance participated in</th> <th>Finish time cut-off for Men applicants</th> <th>Finish time cut-off for Women applicants</th> </tr> </thead> <tbody> <tr> <td>Marathon (42.195 KM)</td> <td>7 hrs</td> <td>7 hrs</td> </tr> <tr> <td>25K Run</td> <td>3 hrs 18 min</td> <td>3 hrs 35 min</td> </tr> <tr> <td>Half Marathon (21.097 KM)</td> <td>2 hrs 45 min</td> <td>3 hrs</td> </tr> </tbody> </table> <p>Timings of only Marathon (42.195 KM), 25 KM Run and Half Marathon (21.097 KM) distances will be considered to qualify for the marathon race category. To be eligible for this confirmation under this criterion, you must attach your latest Timing Certificate of a distance running event you participated in within the period of 16 months preceding race day, i.e. Sunday, 17 January 2016.</p> <p>Source: http://scmm.procamrunning.in/about-the-event/runner-information/</p>	Distance participated in	Finish time cut-off for Men applicants	Finish time cut-off for Women applicants	Marathon (42.195 KM)	7 hrs	7 hrs	25K Run	3 hrs 18 min	3 hrs 35 min	Half Marathon (21.097 KM)	2 hrs 45 min	3 hrs
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<p>Timing Relaxation Criterion for Corporate Team participants</p> <p>HALF MARATHON</p>	<p>Timing Certificate for the Half Marathon is mandatory as per the rules set by the SCMM 2016. However, there are a fixed number of Half Marathon running places that are allowed as per team composition, for people who do not meet the Timing Criteria.</p> <p>Team 15: Five Half Marathon slots allowed without Timing Certificate Team 25: Eight Half Marathon slots allowed without Timing Certificate Team 40: Fifteen Half Marathon slots allowed without Timing Certificate</p> <p>If the corporate has more than the allowed number of Half Marathon runners without Timing Certificate per team:</p> <p>The corporate team Half Marathon runner must have participated in an AIMS ratified/recognised distance running event or a distance running event which was conducted under the aegis of a State/district athletic association or sports control board affiliated to the Athletics Federation of India, conducted within the period of 16 months preceding race day, i.e. Sunday, 17 January 2016. Timings recorded in the running events mentioned on the Timing India website (http://www.timingindia.com/calendar.php) and from timed races mentioned on http://scmm.procamrunning.in/event/timedraces can also be considered by the organizers to qualify for the Full Marathon/Half Marathon race category.</p> <p>To know whether your Timing Certificate acquired from a running event can be used to qualify for SCMM 2016, please write to scmm@procam.in, mention details of your participation and share the Timing Certificate online link or scanned copy of the Timing Certificate. Timings of only Marathon (42.195 KM), 25 KM Run, Half Marathon (21.097 KM) and 10 KM run distances will be considered to qualify for the Half Marathon race category - timing cut-offs of each distance basis age of applicant (men and women) to apply for the Half Marathon category at SCMM 2016 are as given below.</p>												

Age Group	Distance participated in	Finish time cut-off for Men applicants	Finish time cut-off for Women applicants
Age 18 to under 35	Marathon distance (42.195 KM)	Under 6 hrs 15 min	Under 6 hrs 47 min
	25 KM distance	Under 3 hrs 35 min	Under 3 hrs 53 min
	Half Marathon distance (21.097 KM)	Under 3 hrs 00 min	Under 3 hrs 15 min
	10 KM distance	Under 1 hrs 22 min	Under 1 hrs 28 min
	*10.5 KM distance	Under 1 hrs 26 min	Under 1 hrs 33 min
Age 35 to under 40	Marathon distance (42.195 KM)	Under 6 hrs 36 min	Under 7 hrs 07 min
	25 KM distance	Under 3 hrs 47 min	Under 4 hrs 05 min
	Half Marathon distance (21.097 KM)	Under 3 hrs 10 min	Under 3 hrs 25 min
	10 KM distance	Under 1 hrs 26 min	Under 1 hrs 33 min
	*10.5 KM distance	Under 1 hrs 31 min	Under 1 hrs 38 min
Age 40 to under 45	Marathon distance (42.195 KM)	Under 6 hrs 57 min	Under 7 hrs 28 min
	25 KM distance	Under 3 hrs 59 min	Under 4 hrs 17 min
	Half Marathon distance (21.097 KM)	Under 3 hrs 20 min	Under 3 hrs 35 min
	10 KM distance	Under 1 hrs 31 min	Under 1 hrs 37 min
	*10.5 KM distance	Under 1 hrs 35 min	Under 1 hrs 43 min
Age 45 to under 50	Marathon distance (42.195 KM)	Under 7 hrs 07 min	Under 7 hrs 39 min
	25 KM distance	Under 04 hrs 05 min	Under 4 hrs 23 min
	Half Marathon distance (21.097 KM)	Under 3 hrs 25 min	Under 3 hrs 40 min

		10 KM distance	Under 1 hrs 33 min	Under 1 hrs 40 min
		*10.5 KM distance	Under 1 hrs 38 min	Under 1 hrs 45 min
Age 50 to under 55	Marathon distance (42.195 KM)	Under 7 hrs 18 min	Under 7 hrs 49 min	
	25 KM distance	Under 4 hrs 11 min	Under 4 hrs 29 min	
	Half Marathon distance (21.097 KM)	Under 3 hrs 30 min	Under 3 hrs 45 min	
	10 KM distance	Under 1 hrs 35 min	Under 1 hrs 42 min	
	*10.5 KM distance	Under 1 hrs 40 min	Under 1 hrs 47 min	
Age 55 to under 60	Marathon distance (42.195 KM)	Under 7 hrs 28 min	Under 7 hrs 59 min	
	25 KM distance	Under 4 hrs 17 min	Under 4 hrs 35 min	
	Half Marathon distance (21.097 KM)	Under 3 hrs 35 min	Under 3 hrs 50 min	
	10 KM distance	Under 1 hrs 37 min	Under 1 hrs 44 min	
	*10.5 KM distance	Under 1 hrs 43 min	Under 1 hrs 50 min	
Age 60+	Marathon distance (42.195 KM)	Under 7 hrs 49 min	Under 8 hrs 20 min	
	25 KM distance	Under 4 hrs 29 min	Under 4 hrs 47 min	
	Half Marathon distance (21.097 KM)	Under 3 hrs 45 min	Under 4 hrs	
	10 KM distance	Under 1 hrs 42 min	Under 1 hrs 49 min	
	*10.5 KM distance	Under 1 hrs 47 min	Under 1 hrs 55 min	
Expo Days	<p>The running bibs with timing bib tags (for Half Marathon and Full Marathon) will have to be collected by NGOs or individual runners from one of the Procams kiosks during the Expo days. Individuals should carry the confirmation email and a government approved photo ID proof when they come to the Expo to collect their running bibs. If NGOs are collecting bibs on behalf of their runners, kindly carry authorization letters and above mentioned documents for all runners.</p> <p>All Half and Full Marathon runners have to come personally to collect their bibs.</p>			

Race Day	<p>All Dream Run participants of Corporate Teams are considered to be group entries and can be collected from the UWM counter at the Expo by the company representative</p> <p>Expo will be conducted from Friday, 08 January 2016 to Sunday, 10 January 2016. Special separate holding area and tent for Corporate Team participants with refreshments, games and entertainment for runners.</p>
80G Receipts	All contributions are eligible for 80G tax exemption receipt.

NOTE:

If the corporate comes under FCRA regulations, please note that the designated beneficiary NGO must have FCRA permission. Also, while registering, the foreign company must **submit shareholder pattern**, without which our bankers will not be able to process the donation.

Annexure IV: Young Leader**Young Leader**

This is a category designed to motivate the largest demographic in the world – young India, to put their fundraising skills to optimum use by raising funds for social causes.

Eligibility Criteria	<p>All individuals are encouraged to create fundraising pages.</p> <p>All individuals under the age of 21 as on Sunday, 17 January 2016 are listed in the Young Leaders section of www.unitedwaymumbai.org/scmm</p> <p>Young Leaders raising INR 50,000 or more are eligible for a bib.</p>
Race Categories	<p>All participants above 12 years of age in the Young Leader are eligible for the Dream Run bib.</p> <p>If a participant wishes to run the Full Marathon/Half Marathon in this category, they should be 18 years and above.</p> <p>It is mandatory to meet the Timing Criteria for participation in the Full Marathon.</p> <p>The timing criterion is relaxed for Young Leaders who have raised minimum of INR 50,000.</p> <p>Please Note:</p> <p>Once registered, the race category cannot be changed. The bib is non-transferable. Only the ones allotted the bibs can participate in the run.</p>
Fundraising	

Interface	<p>All individual fundraisers have two options through which they can raise funds- Online (their donors donate on their fundraising page) and Offline (cheques and DDs).</p> <p>To simplify and keep the offline process, the fundraisers can enter the offline details in their page. Use the Pledge Sheet Summary and Pledge Sheet Details to submit offline funds to UWM.</p> <p>UWM will update the page once the cheques are realized.</p> <p>The soft copy of the pledge sheet summary details should be emailed to UWM at scmm@unitedwaymumbai.org before you submit the hard copies along with cheques or DDs.</p> <p>Last date for offline pledges- Friday, 29 January 2016 Last date for online pledges- Monday, 01 February 2016</p> <p>Details of the donors will be visible to the fundraiser. The contact details of the fundraiser's donor will not be shared with the NGO unless the fundraiser specifically gives their consent in this regard.</p>
Rewards	<p>The fundraiser privileges for Young Leaders are the same as the ones listed for Individual Fundraiser (see Table of Benefits in Annexure V) with the exception that the Young Leader is eligible for a bib and priority line up on raising INR 50,000 instead of INR 1.5 Lakhs</p> <p>The Young Leader with the highest amount raised will be awarded the coveted Standard Chartered Mumbai Marathon 2016 YOUNG LEADER trophy with special mention in the charity docket and press releases.</p>

Annexure V: Individual Fundraisers

Fundraising which is popularly called 'Pledge raising' is the activity wherein the runner asks friends, family and colleagues to support their participation by donating to a cause close to the runner's heart. All donations will be issued an 80 G receipt for tax saving purposes.

Every individual who raises above INR 10,000 from multiple donors is classified as a Fundraiser. Depending on the fundraising amount, the individual gets upgraded to different categories. The fundraiser is not necessarily someone who is participating in the event.

The fundraiser's level as on Wednesday, 23 December 2015 determines the status and eligibility for benefits on race day. Fundraisers who reach higher levels post this date will be acknowledged in the official charity docket and post event communications. Mentioned below are the various categories and privileges.

Amount raised (in INR)	up to 50,000	1,00,000	1,50,000	5,00,000	10,00,000	25,00,000	50,00,000
Nomenclature	Fundraiser Silver	Fundraiser Gold	Change Maker	Change Investor	Change Leader	Change Champion	SCMM Change Icon
Incentive	INR 1,500*	INR 1,500*					
Bib			Y	Y	Y	Y	Y
Social media mention	Y (for Young Leader only)	Y					
Name and profile will on the official event website and event SNS platforms.			Y	Y	Y	Y	Y
Featured on event website + SNS platforms							Y
Event Tee			Y	Y	Y	Y	N.A.
Track Suit				Y	Y	Y	N.A.
Shoes					Y	Y	Y
Specially designed tee+track suit							Y
Hosted in Marquee			1	1	1+1	1+1	1+2
Invitee Car Park			1	1	1	1	1
Visits to NGO supported			y	Y	Y	Y	Y
Wall of Change @ Get Active Expo				Visibility	Visibility	Featured	Featured
Additional Dream Run bib				1+	3+	4+	5+

Amount raised (in INR)	up to 50,000	1,00,000	1,50,000	5,00,000	10,00,000	25,00,000	50,00,000
Priority Line-up in Dream Run	Y (for Young Leader only)	Y (For Young Leaders only)	Y	Y	Y	Y	N.A.
Priority Line-up across all categories			Y	Y	Y	Y	Y
Photograph				Y	Y	Y	Y
Invitation to Charity Awards Night						Y	Y
Invitation to Beyond the Finish Line							Y
Name/Photo in post event advertorial							Y
Personal Chaperone on race day							Y
UWM Retention	4%	3%	2%	1.50%	1%	0.50%	NIL

*Condition: Minimum of five donors are required for the incentive to be added.

PLEDGE RAISING	<p>All individual fundraisers have two options through which they can raise funds- Online (their donors donate on their fundraising page) and Offline (cheques and DDs).</p> <p>To simplify and keep the offline process, the fundraisers can enter the offline details in their page. Use the Pledge Sheet Summary and Pledge Sheet Details to submit offline funds to UWM.</p> <p>UWM will update the page once the cheques are realized.</p> <p>The soft copy of the pledge sheet summary details should be emailed to UWM at scmm@unitedwaymumbai.org before you submit the hard copies along with cheques or DDs.</p>
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	<p>Last date for offline pledges- Friday, 29 January 2016 Last date for online pledges- Monday, 01 February 2016</p> <p>Details of the donors will be visible to the fundraiser. The contact details of the fundraiser's donor will not be shared with the NGO unless the fundraiser specifically gives their consent in this regard.</p>
Expo Days	<p>Individual Change Runners and Young Leaders should carry the confirmation email and a government approved photo id proof when they come to the United Way of Mumbai kiosk at the Expo to collect their running bibs.</p> <p>If NGOs are collecting bibs on behalf of their Change Runners and Young Leaders, kindly carry authorization letters and above mentioned documents for each runner.</p> <p>All Half and Full Marathon runners have to come personally to collect their bibs.</p>
Race Day	<p>Entry into the VIP Marquee, only for Change Runners for self and 1 guest (as applicable) + 1 car park pass</p> <p>P.S. - Please email Change Runner's car registration number, type of car, driver's name and mobile number to us before Monday, 03 January 2016 so that parking passes can be arranged on time.</p>
80G Receipts and Disbursals	<p>80G receipts will be given to all donors for donations above INR 100. 80G receipts to all online donors will be emailed to the ID which was provided while making the online donation from contact@unitedwaymumbai.org. Donors are requested to add this email id to the safe sender list.</p> <p>Disbursements to beneficiary NGOs will be made once the process of accounting and reconciliation is complete.</p>

For further queries, please feel free to contact United Way of Mumbai from Monday to Thursday from 10:00 AM to 05:30PM.

Contact Details:

Address: 309 Nirman Kendra, Famous Studio Lane, Dr. E Moses Road, Mahalaxmi, Mumbai - 400011

Landline Numbers: +91 22 24937676/79-83/85/86 **Email:** scmm@unitedwaymumbai.org

Helpline Number: 9029080123

Twitter: @UWMumbai

Facebook: www.fb.com/unitedwaymumbai