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#HarDilMumbai

TATA MUMBAI MARATHON 2023
CORPORATE PHILANTHROPY STRUCTURE
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1. INTRODUCTION TO TATA MUMBAI MARATHON 2023

The Tata Mumbai Marathon (TMM) is one of the world’s most prestigious marathon events. For the past 17 years, it has not only been a platform to test an individual’s sporting excellence but also one of the biggest fundraising platforms for participating NGOs with one of the lowest fundraising costs in Asia. Since its inception, the event has raised more than INR 317 crores benefitting 641 NGOs. The funds have supported causes ranging from arts, culture, sports, education, environment, health, human rights, and many others, making the platform cause agnostic. The 2020 edition raised INR 45.95 crores, shattering all previous records.

The Official Philanthropy Partner
United Way Mumbai (UWM) has been the official Philanthropy Partner of TMM since 2009. As the Philanthropy Partner, UWM enables participating NGOs to leverage the fundraising potential of the TMM and raise funds for their causes.

UWM maintains a digital platform that enables the participating NGOs to leverage the event through different mediums like Corporate Team participation, Charity Bibs for individuals, Online Crowdfunding, etc. All funds raised through the event are channelised through this platform.

UWM ensures the platform is an equal and level playing field for all participating NGOs and remains cause neutral. Since there are limited running spots at the TMM, the fundraising opportunities against these spots are distributed equitably between the NGOs. UWM is responsible for accounting of all funds and providing donation receipts with tax exemption benefits to the donors.

100% of the funds raised online on fundraiser and NGO pages are disbursed fully to the NGO as UWM absorbs the payment gateway charges. This makes it one of the most cost-effective fundraising platform for NGOs.

The TMM 2023 Philanthropy Structure
The Philanthropy Structure provides a flow of the processes for the 2023 edition of the TMM. The document provides a complete overview of the philanthropic potential of the event. The document contains detailed information on important dates, fundraising opportunities to benefit the registered NGOs, an understanding of the Charity Bib allocation system, details of the processes for individual and corporate registration, and the privileges and benefits of each category.
Run categories
TMM 2023 will have 6 on-ground run categories and four virtual

<table>
<thead>
<tr>
<th>Run Category</th>
<th>Distance</th>
<th>Min. Age Eligibility</th>
<th>Race Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marathon</td>
<td>42.195 km</td>
<td>18 years as on 14th Jan 2023</td>
<td>INR 2500</td>
</tr>
<tr>
<td>Half Marathon</td>
<td>21.097 km</td>
<td></td>
<td>INR 2100</td>
</tr>
<tr>
<td>Open 10K</td>
<td>10 km</td>
<td>15 years as on 14th Jan 2023</td>
<td>INR 1500</td>
</tr>
<tr>
<td>Dream Run</td>
<td>6 km</td>
<td>12 years as on 14th Jan 2023</td>
<td>INR 950</td>
</tr>
<tr>
<td>Sr. Citizen Run</td>
<td>4.7 km</td>
<td>60 years as on 14th Jan 2023</td>
<td>INR 350</td>
</tr>
<tr>
<td>Champion With Disability</td>
<td>1.3 km</td>
<td>12 years as on 14th Jan 2023</td>
<td>INR 350 + INR 175 (Buddy)</td>
</tr>
</tbody>
</table>

Companies can register for multiple teams of 15, 25 or 40 members. Each team size has a different distribution of run categories possible as shown in page 6.
2. CORPORATE TEAM PARTICIPATION

Corporate Team is a category specially designed for companies who wish to field employee teams to participate in the Tata Mumbai Marathon and raise funds for NGO(s) of their choice. Besides raising substantial amounts of funds for various causes, over the years, this has emerged as an excellent employee engagement and team bonding activity. In TMM 2020, over 8200 employees from 204 companies participated and raised INR 17.56 crore for their NGOs. On the race day, corporate employees participating at the TMM are hosted in a special tent for a differentiated experience. The event allows corporates to engage employees and invest in their wellbeing.

The event allows corporates to engage employees and invest in their wellbeing. Countless studies support the theory that volunteering, donating to charity, or simply being kind, not only makes us feel good, but decreases stress, improves blood pressure and mental health. Many corporates make use of not just the elevated experience on race day but run fundraising challenges, campaigns and contests from the time they register for the TMM.

Participating as a Corporate Team helps companies:

• Create a positive socially conscious environment at the workplace by empowering their employees to raise funds and awareness on causes that they care about the most. Employee fundraisers get added benefits over regular fundraisers
• It gives employees a differentiated race day experience and facilitates team bonding activities in the Corporate tent
• Branding opportunity across the race route. As Corporates opt to invest in branded t-shirts for race day, it gives visibility to their brand in front of thousands of runners and lakhs of spectators. The bigger the contingent, bigger the visibility
• Help corporates to raise donations through pledge (e.g. a participating company could raise pledges every year through its employees who donate their leaves towards a cause. The accumulated amount is then donated towards the supported NGOs.)

Corporate Tent
This is one of the advantages of Corporate participation. On race day, a special tent is set up by the event promoters in the holding area to host employees of the corporates participating through philanthropy exclusively. The corporate tent hosts fun activities pre and post-completion of their run like games, Zumba, foot massages, art and craft, photo booths, team challenges, refreshments etc., ensuring participants have a great differentiated experience at the Tata Mumbai Marathon apart from their run.
Incentives/benefits for Corporates Runners

Some of the other benefits that members of the Corporate Teams have to are:

- Corporate runners are eligible for timing relaxation in Half Marathon race category. (For details please refer to the Corporate Philanthropy Structure which can be found in the ‘Downloads’ section of the UWM website)
- ‘Company Name’ will be mentioned and be visible on the Bibs of the runners
- Corporate runners in the Dream Run category will have line up priority ahead of general category on race day
- Corporate Team runners will be hosted in a special Corporate Tent, separate from the general runners on Race Day
- Company name will be acknowledged in the Corporate Tent
- Company acknowledged in the event docket
- Employee fundraising workshop will be conducted by UWM and beneficiary NGO, upon prior request, for team members
- Easy single point collection of Bibs for all employees irrespective of race category, provided the company signs a declaration on internal distribution of Bibs in the format provided by Event Promoter.
- Corporate Runners will have to provide a copy of their vaccination certificates to their corporates
- Leaderboard of Top 10 Fundraising Corporates as on 18th December 2022 will be featured during the Live Telecast

Bib allocation as per team sizes along with donation amount

Companies can opt for any number of teams in team sizes of 15, 25 and 40 runners with an option to increase the team size in multiples of 5 runners by making a non-refundable contribution. The contribution amount is inclusive of donation to the chosen NGO/s (which must be registered with UWM for TMM 2023) and UWM retention amount. The applicable race fee of team members is to be paid directly to the Event Promoter, during final team submission, against the invoice sent by Procam. Please note that the Add-On Team of 5 runners is only allowed on top of a base team of a minimum of 15 runners.

Companies wishing to contribute from their CSR budget and in order to be in accordance with the CSR law, which mandates contributions be made directly to projects eligible as per the company’s CSR policy, can opt for the split cheque option. In this option, the total contribution is split between the NGO (for the project) and UWM as per the table below.

Companies who do not need to contribute from their CSR budget can make a Single Donation to UWM and UWM will disburse the contribution to the selected NGO as per the following table.

There are limited number of slots available and Corporate Team registrations are on first come first served basis. Traditionally, Corporate Team slots always get over before the deadline so companies are encouraged to register as soon as possible.
Companies opting for Option 2 - Split Donation via a cheque or DD, need to send the cheques to UWM and we will hand over the cheque to the NGO after verifying the same. In case of direct bank transfers, NGOs would need to share the bank statement to verify the receipt of the donation. Unless the verification of Split Donation being received by the supporting NGO is complete, team allocation to the corporate cannot be completed.

**Note:** Companies can take any number of teams subject to availability

### FCRA Donations for corporate team registration

If the corporate is not registered under the Indian Companies Act 1956 and is a 100% subsidiary of a foreign company, then it falls under FCRA and hence the beneficiary NGO must have FCRA registration to receive the donation from the corporate. The corporate would also be required to provide an authorized declaration on company letterhead confirming the same for UWM to proceed with the registration process. As per the recent FCRA regulations, NGOs cannot disburse FCRA funds to one another. Therefore, the FCRA donations must be made through Split Donation option only.

<table>
<thead>
<tr>
<th>Team Size</th>
<th>Single Donation Amount</th>
<th>Split Donation Amount</th>
<th>Bib Allocation for Each Team Size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In the name of 'United Way of Mumbai'</td>
<td>In the name of 'United Way of Mumbai' (UWM retention amount)</td>
<td>In the name of beneficiary NGO for CSR projects</td>
</tr>
<tr>
<td>Team 15</td>
<td>INR 3,45,000</td>
<td>INR 32,000</td>
<td>INR 3,13,000</td>
</tr>
<tr>
<td>Team 25</td>
<td>INR 5,50,000</td>
<td>INR 50,000</td>
<td>INR 5,00,000</td>
</tr>
<tr>
<td>Team 40</td>
<td>INR 8,00,000</td>
<td>INR 68,000</td>
<td>INR 7,32,000</td>
</tr>
<tr>
<td>Add-on team of 5</td>
<td>INR 1,20,000</td>
<td>INR 11,250</td>
<td>INR 1,08,750</td>
</tr>
</tbody>
</table>

*All run categories may be converted to Dream run category but the reverse is not possible.*
Note

- The contribution amount includes a donation to the selected NGO (NGOs empaneled with UWM and registered for TMM 2023) and the retention of UWM. The race fees (based on the number of employees) has to be paid to Procam International Pvt. Ltd., during team submission against the invoice which will be sent.
- The race fee needs to be paid within 30 days of the invoice being generated or latest by Monday, 19th December 2022, whichever is earlier.
- Timing relaxation for Half Marathon Bibs is available exclusively via charity for Corporate Teams.
- UWM does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the Corporate to ensure that the Full Marathon and Half Marathon Bibs are allotted to runners who have a Valid Timing Certificate.
- Valid Timing Certificate is mandatory for all Full Marathon and Half Marathon applicants. To check if the applicant is eligible, please refer to Corporate Philanthropy Structure which can be found in the ‘Downloads’ section of the UWM website or the event website [https://tatamumbaimarathon.procam.in/](https://tatamumbaimarathon.procam.in/).
- As per the circular dated June 18, 2014 issued by the Ministry of Corporate Affairs, one off events such as a marathon would not qualify as CSR expenditure for the purposes of Section 135 of Companies Act, 2013.
- Since one off events such as marathon do not qualify as CSR expenditure, the corporate donor shall be responsible and liable for compliance in relation to the amounts being paid by the corporate donor to UWM for participation in the TMM (including any amount paid as the event registration fees that is used for purchase of Bibs or towards administrative expenses) with respect to provisions relating to corporate social responsibility under the Companies Act, 2013 and the rules made thereunder (including but not limited to Section 135 of Companies Act, 2013),
- All contributions irrespective of option chosen are eligible for tax exemption and the form 10BE will be sent via email.
- For vendor registration, kindly send the form and instructions (if any) to accounts@procam.in.
- In the event an application of a runner is not accepted by Procam International for reasons whatsoever, the entry fee paid for the applicant will be refunded as per entry rules and not the donated/contributed amount to the NGO/United Way Mumbai.

<table>
<thead>
<tr>
<th>Timing Submitted</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Marathon</td>
<td>Under 3 hrs 30 min</td>
<td>Under 3 hrs 45 min</td>
</tr>
<tr>
<td>10K</td>
<td>Under 1 hr 35 min</td>
<td>Under 1 hr 42 min</td>
</tr>
<tr>
<td>25K</td>
<td>Under 4 hrs 12 mins</td>
<td>Under 4 hrs 30 mins</td>
</tr>
<tr>
<td>Marathon</td>
<td>Under 7 hrs 18 mins</td>
<td>Under 7 hrs 49 mins</td>
</tr>
</tbody>
</table>
Corporate Team Registration Process
Corporates register with UWM directly and participating NGOs are requested to share the following information with the corporate SPOC to complete their corporate team registration.


2. Once Corporate SPOC has received the login credentials from UWM, they can log in to their corporate page on [https://www.unitedwaymumbai.org/accounts/login.htm](https://www.unitedwaymumbai.org/accounts/login.htm)

3. On the dashboard, on the left side panel, click on TMM Registration.

4. Update the ‘Company Profile’ and mention a fundraising target (the amount that you wish to donate through team participation plus an employee fundraising target for the company)

5. Click on ‘Upload Logo’, upload a high res JPEG file of your company logo. We will be using it for our TMM related print collaterals.

6. Click on ‘Add Teams’ and add the number of teams you wish to opt for and the NGO you wish to support against each entry.

7. Depending on whether Single or Split option selected, process the donation amount either by NEFT or by sending the cheque to UWM.

8. Once you have made the donation and submitted the team request through the corporate portal, drop a confirmation email with the NEFT/IMPS/Cheque/DD number to [corporate@unitedwaymumbai.org](mailto:corporate@unitedwaymumbai.org)

9. Once the team application is reviewed by UWM and you have processed the donation, the teams will be allocated to your SPOC and s/he will receive emails with runner registration details.

10. Runner registration happens directly on the event website along with the race fees.
**Team Submission Process**

Corporate runner applications are processed through the official online portal, where runners can register themselves by using race category-specific unique codes. To select the fittest set of runners to participate at the TMM, many corporates have internal runner selection processes such as inter-departmental competitions, weight-loss challenges, internal runs etc.

1. After initial registration, the company representative will be provided with a unique code for all race categories as per the team size they have opted for, a registration link, and a step-by-step process to share with the employees.

2. Once employees fill their details, the company representative can monitor the applications from the corporate registration portal.

3. The company representative can accept or reject applications any time before submitting the final team/s to UWM.

4. The company representative will receive a weekly report with the total number of registrations and a daily report on the last week of the submission deadline.

5. Once all the applications are received, the company representative needs to verify the applications and submit them to UWM through the corporate registration portal.

6. Once submitted, Procam International Pvt. Ltd. will generate an invoice based on the selected race categories. The corporate will have 30 days to make the payment from the date the invoice is generated or until Monday, 19th December 2022, whichever is earlier. **Where the event organizer does not receive payment, bibs will not be issued at the Event Expo.** In such a case, the donation paid to the chosen NGO/s and/or UWM will not be refunded.

7. Once the corporate makes the payment, the employees will receive confirmation within 7 working days or latest by Friday, 30th December 2022, whichever is earlier.

8. The company representative is requested to ensure the runners have valid timing certificates before applying for Marathon and Half Marathon race categories to avoid rejection by the event promoter - Procam International Pvt. Ltd.

9. If any changes need to be made in the runner application, the company representative must request UWM for the same. UWM, in consultation with the event promoter Procam International, will grant such request on a case to case basis before 18th December 2022.
Runner Registration Process

1. Corporate SPOC will be given a unique code specific to that corporate, a registration link and steps to follow.

2. The SPOC will need to share the details with its employees.

3. Employee runners then need to go on the runner registration portal and enter the unique code.

4. After that, they will be taken to a page to enter their details, upload a photograph, a copy of their Government issued ID card and a copy of a valid timing certificate (if applicable).

5. As they have already entered the unique code, the portal will not charge any race fee then and will allow them to complete their registration.

6. After that, their applications come to the corporate SPOC, who then approves and submits them to UWM.

7. UWM further verifies the applications and submits them to Procam for approval.

8. After 7 working days, if the application is accepted, the runner will receive a confirmation email from Procam.

9. Corporates can opt for a single point collection for all their employee's bibs from the UWM counter at the TMM 2023 expo. Corporates opting for this will require to sign an indemnity letter on their company letterhead while collecting the bibs. Otherwise, FM, HM and 10k runners will have to collect bibs individually or their SPOC would need to collect the confirmation letters on their behalf.
Employee Fundraising

Employees of participating corporates can choose to expand their philanthropic involvement in the TMM by fundraising for causes and NGOs of their choice. Raising funds for a cause is a deeply satisfying and rewarding experience & provides an important opportunity to contribute to the underserved. There are certain benefits that the employee fundraisers get that are provided on page 13, under the Individual Fundraising section.

For NGOs, employee fundraising is an opportunity to get new fundraisers on board supporting their cause. They can request the corporate SPOC for a session to explain their project and the requirement to the employees and in return get a chance to directly interact with the employees. UWM, on request can join these sessions to help explain the fundraising platform to the employees.

The process for raising funds as an employee fundraiser is exactly the same as Individual Fundraiser with some added benefits mentioned below.

- A separate leaderboard is maintained on the UWM website for employee fundraisers to compete with each other.
- Top 10 employee fundraisers get a shout-out on LinkedIn from United Way Mumbai & TMM
- Employee fundraisers who are Change Runners get 1 additional Bib to participate in any race category. (Event rules apply), 1 additional Procam Marquee and Grand Stand invite for 1 guest/collaborator (Only for on-ground participants)
- 100% of funds raised online on fundraiser and NGO pages are disbursed to the NGO as UWM absorbs the payment gateway charges. On offline funds UWM retains a maximum of 2% (depending on fundraiser level) as opposed to a maximum of 4% in case of general individual fundraisers.
- All other privileges and relaxation on retentions are applicable to employee fundraisers as per the fundraiser level achieved

Additional benefits to the companies who have employee fundraisers

**Employee fundraisers who have collectively raised above INR 1 Lakh:**
1. Company name highlighted in the special section of the Corporate Tent on race day

**Employee fundraisers who have collectively raised above INR 3 Lakh:**
1. Company logo featured in the special section of the Corporate Tent on race day
2. Grand Stand and Procam Marquee invite for company representative (one per Corporate)
3. One TMM Philanthropy Awards Nite invite for company representative (one per Corporate)
4. Feature in the TMM 2023 Post Event Docket
Employee fundraisers who have collectively raised above INR 5 Lakh:
1. Company logo featured in the special section of the Corporate Tent on race day
2. Grand Stand and Procam Marquee invite for company representative plus a guest (Self +1) (two per Corporate)
3. TMM Philanthropy Awards Nite invite for the company representative plus a guest (Self +1) (two per Corporate)
4. Quarter page feature in the TMM 2023 Post Event Docket

**Offline Pledge Raising**
Corporates may choose to accumulate donations on behalf of their employees and contribute to the NGO supported by the corporate. To contribute through offline pledge raising, a form needs to be filled along with donor details and submitted to UWM. The donation (via cheque/DD) can be directly deposited to UWM’s bank account and informed to them. Once the fund is received, it will reflect on the corporate page on the UWM website.

**Retention:** 2% on the total amount raised only on the offline funds submitted. No retentions on online funds.
Leader board of Top 10 NGOs as on 18th December 2022 will be featured during Live Telecast
Additionally, Top 5 fundraisers as on 18th December, 2022 will be featured during the LIVE telecast on race day 15th January 2023 in form of a static image.
One night stay at Hotel Trident to wake up fresh for the run on race day courtesy Hospitality Partner for top 5 fundraisers
TMM Change Legend

Change Runners raising over INR 1 crore in a single edition of TMM are known as TMM Change Legends. TMM celebrates their extraordinary commitments by conferring the title of ‘TMM Change Legend,’ a status that transcends editions of the TMM. The Title of “TMM Change Legend’ is the person’s legacy that holds a unique position on the wall of change at TMM Expo and Procam Marquee. The TMM Change Legend would always remain a part of the Tata Mumbai Marathon and are welcome to be a part of all related events.

UWM Retention as per Fundraiser Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Minimum Fundraising Amount</th>
<th>Retention amount on funds raised offline</th>
<th>Retention amount on funds raised online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraiser</td>
<td>INR 1</td>
<td>4%</td>
<td>NIL</td>
</tr>
<tr>
<td>Fundraiser Bronze</td>
<td>INR 10,000</td>
<td>4%</td>
<td>NIL</td>
</tr>
<tr>
<td>Fundraiser Silver</td>
<td>INR 50,000</td>
<td>4%</td>
<td>NIL</td>
</tr>
<tr>
<td>Fundraiser Gold</td>
<td>INR 1,00,000</td>
<td>3%</td>
<td>NIL</td>
</tr>
<tr>
<td>Change Maker</td>
<td>INR 1,50,000</td>
<td>2%</td>
<td>NIL</td>
</tr>
<tr>
<td>Change Investor</td>
<td>INR 5,00,000</td>
<td>1.5%</td>
<td>NIL</td>
</tr>
<tr>
<td>Change Leader</td>
<td>INR 10,00,000</td>
<td>1%</td>
<td>NIL</td>
</tr>
<tr>
<td>Change Champion</td>
<td>INR 25,00,000</td>
<td>0.5%</td>
<td>NIL</td>
</tr>
<tr>
<td>TMM 2023 Change Icon</td>
<td>INR 50,00,000</td>
<td>NIL</td>
<td>NIL</td>
</tr>
</tbody>
</table>

Funds can be raised both online and offline.

Funds raised offline (through cheques and DDs) are subject to retention ranging from 4% - 0% depending on the fundraising level. Employee fundraisers are capped at a maximum 2% retention. This amount is retained to defray administrative expenses. Funds raised online are disbursed in full to the supporting NGO/s, and UWM absorbs the payment gateway charges. No retention is charged on funds raised online by fundraisers.
Offline Donation Process

Cheque/DD/NEFT details must be entered at the fundraisers’ page backend (Fundraiser Dashboard > Enter Cheque / DD details), issued in favour of ‘United Way of Mumbai’ and deposited in UWM’s bank account. PAN of all donors, whatever the amount, is mandatory.

Post entering details, download the donation report and upload it on the following google form.

UWM will update the offline donation amount on the fundraiser’s page once the cheque / DD has been realized in the UWM bank account.

Note

- Race Day privilege status will be as achieved by all fundraisers by Monday, 26th December 2022
- Young Leaders as well as Fundraisers achieving Fundraiser Gold level and above after Monday, 26th December, 2022 will be acknowledged on the website and the event docket, but will not be entitled to Race Day benefits.
- Event rules will be applicable on the additional guest bibs.
- Race day photographs will be available with the official event photographer, One Glint, subject to being captured on the scenic race route. This however is not in control of UWM or the event promoter – Procam International Pvt. Ltd.
- The fundraiser privileges for Young Leaders are the same as the ones listed for individual fundraisers with the exception that the Young Leader is eligible for a special number bib with their name printed, on raising INR 1 Lakh instead of INR 1.5 Lakhs as for other fundraisers.
- Donor details of a fundraiser will not be shared with the NGO unless the fundraiser specifically gives their consent.
Only those individuals who are fully vaccinated (at least two doses) with COVID-19 vaccination approved by WHO can apply for the Tata Mumbai Marathon 2023. A vaccination certificate certifying the same must be uploaded while applying for the race. Such confirmed participants can collect their running Bibs from the TMM Expo (11th to 14th January 2023).

Prevailing health advisories and mandatories as prescribed by the Central/State Governments shall apply. All applicants and confirmed participants of the Tata Mumbai Marathon 2023 are requested to visit the event website: https://tatamumbaimarathon.procam.in/ for regular updates.