CHANGE BEGINS HERE

#HarDilMumbai

TATA MUMBAI MARATHON 2023
PHILANTHROPY STRUCTURE
# CONTENT

1. Introduction to Tata Mumbai Marathon 2023 2

2. The 7 Ways for NGOs to Raise Funds at TMM 2023 4

   2A. NGO Pages 6
   2B. Charity Bibs 7
   2C. Individual Fundraising 13
   2D. Individual Fundraising Incentives 15
   2E. Corporate Team Participation 18
   2F. Top Up Donations 27
   2G. Special Number Bibs 28
   2H. NGO Privilege Levels 29

3. TMM 2023 NGO Registration 33

4. Important TMM Dates and Timelines 35

5. Important TMM Information 36

6. Health Mandatories to Participate in TMM 2023 38

7. Philanthropy Awards and Recognition 39

8. Glossary 40
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 benefiting 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.
Special COVID Fundraiser

In the last 2.5 years, the COVID-19 outbreak affected all our communities. The humanitarian crisis that followed threatened the life, livelihood and wellbeing of all segments of the population. Those most affected, were people living in poverty and those already marginalised. With the ensuing economic slowdown, NGOs needed all the support they could get to serve their communities. With that in mind, the Tata Mumbai Marathon initiated the Special COVID Fundraiser campaign. In the last two years, the platform helped 157 non-profits raise a total of INR 5.71 crores. This money has been used for immediate relief as well as enabled NGOs to fight the mid and long-term impact of COVID-19 and the ensuing lockdown. It was heartening to see the fundraising community of the Tata Mumbai Marathon come together at a time of uncertainty and ambiguity in the event itself.

We thank and celebrate each one of these superstars who trusted the TMM platform and came in support of the cause closest to their hearts and hope to see you on Race Day, 15th January 2023.

Run categories

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. Each team size has a different distribution of run categories possible as shown in page 20.

<table>
<thead>
<tr>
<th>RUN CATEGORY</th>
<th>DISTANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marathon</td>
<td>42.195 km</td>
</tr>
<tr>
<td>Half Marathon</td>
<td>21.097 km</td>
</tr>
<tr>
<td>Open 10K</td>
<td>10 km</td>
</tr>
<tr>
<td>Dream Run</td>
<td>6 km</td>
</tr>
<tr>
<td>Champion with Disability</td>
<td>1.3 km</td>
</tr>
<tr>
<td>Senior Citizens’ Run</td>
<td>4.7 km</td>
</tr>
<tr>
<td>TMM Virtual Races</td>
<td>Marathon, Half Marathon, 10 km, 7 km</td>
</tr>
</tbody>
</table>
2. THE 7 WAYS FOR NGOS TO RAISE FUNDS AT TMM 2023

At the TMM 2023, there are seven ways for an NGO to raise funds. TMM is considered as the pinnacle of distance running by serious runners in India. With additions like the Dream Run, Senior Citizens Run, and the Champions with Disabilities, the event brings out the festive spirit of the city of Mumbai. These race categories inspire lakhs of runners to participate in the event. However, the event can only accommodate participation of a limited number. The event also reserves a significant number of running slots for charity. NGOs leverage this gap created through the supply and demand imbalance to raise funds for their causes. Various ways in which an NGO can raise funds are as follows:

1. NGO pages (pg. 6)
   On registering for the TMM, each NGO gets a unique personalized page on the United Way Mumbai website. The page displays the NGO’s appeal, contact details, the previous year’s fund utilization (if applicable), the total amount raised, the fundraisers supporting the NGO, and the NGO’s privilege level. The NGO page also features a donate button, allowing the NGO to receive online donations from their supporters on the UWM website. 100% of the funds donated on this page are disbursed to the NGO as UWM absorbs the payment gateway charges.

2. Charity Bibs (pg. 7)
   TMM reserves running slots across run categories for charity. These are called Charity Bibs. These slots, or Bibs, are assigned to NGOs who use them to seek donations from their supporters. The supporters who make a donation and ‘run for charity’ are guaranteed entry to the event even after general registrations close as long as they fulfill the event rules. UWM sets a base amount as a minimum donation per race category to maintain a level playing field for all NGOs. NGOs can request higher amounts from the donor on top of this base amount. The intent is to provide a means for NGOs to build new relationships and raise funds for their causes.

3. Individual Fundraisers (pg. 13)
   Any individual (who may or may not be running at the TMM) can collect donations for an NGO by creating a fundraising page on the UWM website and reaching out to friends, family, and peers. The fundraiser pages contain various features that support and help the fundraiser raise funds efficiently.
4. Corporate Teams (pg. 18)
Corporate Team is a category designed for companies who wish to field employee teams to participate in the Tata Mumbai Marathon and raise funds for NGO(s). Besides generating substantial funds for community development, this has emerged as an excellent employee engagement and team bonding activity over the years.

Similar to the NGO page and Individual Fundraising page, a donate button is available on the Corporate page, where the corporates can raise funds through employee contribution in support of their selected NGO.

5. Top-up Donations During Runner Registration (pg. 27)
All runners are encouraged to make a top-up donation while registering for their run at TMM 2023. All registered NGOs are listed on the event website on completing their due diligence process. Runners can choose the NGO they wish to support or add a donation to a shared pool, which is later divided equitably between all NGOs.

6. Personalised Number on Bib (pg. 28)
All runners are offered an opportunity to upgrade the bib number to a unique number of their choice upon making a fixed donation of INR 5000 to any NGO of their choice on the UWM website. A special number bib is assigned only upon making of this donation, and not for any other contribution made through the platform.

7. Incentives and Grants (pg. 29)
Page 29 includes a list of indicators that recognize and encourage the efforts of participating NGOs and provide a roadmap to leverage the fundraising platform of the TMM fully. Each of these indicators translates into a point for the NGO. These points allow NGOs to reach various levels known as Privilege Levels. Each level has privileges and incentives for the NGO, including capacity-building grants.
Each TMM registered NGO is represented on the UWM website through a personalized, informative page. This page contains certain features that enable the NGO to manage and present its cause and all other relevant TMM-related information to prospective supporters. The main features of NGO pages are:

**Donations**
A donate button, allowing the NGO to receive online donations from their supporters on the UWM website. 100% of the funds donated on this page are disbursed to the NGO as UWM absorbs the payment gateway charges. NGO pages also show the names of the donors if they opt to make them public.

**Charity Bibs request**
Interested runners can see the number of Bibs available with the NGO and request Bibs through a form. The NGO will receive an email with the run category and requestor’s details to contact them. NGOs can form new donor relationships through this medium as many runners who seek to participate in general registrations or don’t qualify for the timed categories come to the UWM website seeking Charity Bibs.

**Fundraising**
All fundraisers supporting the NGO are listed here. Potential donors can visit any fundraiser’s page to donate to their campaign. Having fundraiser pages improves the credibility of the NGO as these individuals are ambassadors of the excellent work NGOs do and help raise awareness for their cause.

**NGO information, appeal and fund utilisation**
Detailed utilisation reports are available for public view on the NGO pages. Potential donors can see where NGOs deployed the funds raised through the TMM in earlier editions. The utilisation reports are a way for the NGO to establish its credibility amongst potential donors. They can also see the performance of the NGO at the TMM in the previous years and, based on the appeal decide if they want to fundraise or donate on the page.

**Privilege Level of the NGO**
The privilege level of the NGO is mentioned on the NGO page. The privilege level is not a rating of an NGO’s work. It indicates the level of participation at the TMM and helps an NGO qualify for various incentives based on the level achieved.

**Fundraiser Rating**
Fundraisers will be asked to rate their experience with the NGO based on the support & acknowledgment provided to them by the NGO for their TMM campaign. This experience rating is not a rating of the NGOs work or projects. The fundraiser rating acts as a testimonial for the NGO by its supporter.

**Total amount raised by the NGO**
All funds raised across categories by the NGO can be seen here. This is a summary of the NGO’s fundraising efforts at the TMM 2023.
The Event Promoter has reserved running slots (Bibs) to help NGOs who register for the TMM 2023 raise funds. These Bibs are unique as they can be used to register participants even after general registrations are closed. They can be availed by runners who make a minimum donation towards the NGOs. The intent is to provide a means for NGOs to build new relationships and raise funds for their causes.

A large number of people wish to participate in the Tata Mumbai Marathon. However, only a fraction get the opportunity. Moreover, the registration slot fills up very quickly, and many people miss registering themselves through general registration. The only way after open registrations have closed is by supporting an NGO and availing a Charity Bib.

UWM sets a base amount as a minimum donation amount per run category to maintain a level playing field for all NGOs. NGOs can request any amount from the donor higher than the base amount.

Runners that avail Charity Bibs support the cause and are differentiated on race day with their running bib carrying the name of the NGO.

### Run Categories (On Ground)

<table>
<thead>
<tr>
<th>Run Category</th>
<th>Distance</th>
<th>Min. Age Eligibility</th>
<th>Minimum Donation</th>
<th>Race Fee</th>
<th>Retention</th>
<th>Registration Requirement</th>
<th>What You Get Post-Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marathon</td>
<td>42.195 km</td>
<td>18 years as on 14th Jan 2023</td>
<td>INR 6000</td>
<td>INR 2500</td>
<td>INR 250</td>
<td>Valid Timing Certificate</td>
<td>Medal &amp; Timing Certificate</td>
</tr>
<tr>
<td>Half Marathon</td>
<td>21.097 km</td>
<td>18 years as on 14th Jan 2023</td>
<td>INR 12,000</td>
<td>INR 2100</td>
<td>INR 500</td>
<td>None</td>
<td>Medal + Participation Certificate</td>
</tr>
<tr>
<td>Open 10K</td>
<td>10 km</td>
<td>15 years as on 14th Jan 2023</td>
<td>INR 1500</td>
<td>INR 1500</td>
<td>INR 500</td>
<td>None</td>
<td>Participation Certificate</td>
</tr>
<tr>
<td>Dream Run</td>
<td>6 km</td>
<td>12 years as on 14th Jan 2023</td>
<td>INR 950</td>
<td>INR 950</td>
<td>INR 250</td>
<td>None</td>
<td>Lapel Pin + Participation Certificate</td>
</tr>
<tr>
<td>Sr. Citizen Run</td>
<td>4.7 km</td>
<td>60 years as on 14th Jan 2023</td>
<td>INR 6000</td>
<td>INR 350</td>
<td>INR 250</td>
<td>None</td>
<td>Lapel Pin + Participation Certificate</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>
<td>INR 350</td>
<td>INR 250</td>
<td>None</td>
<td>Lapel Pin + Participation Certificate</td>
</tr>
</tbody>
</table>
Bib Manager
Bib manager is a feature in the NGO dashboard on the UWM website that enables the NGOs to view all Bibs allocated to them. It also allows NGOs to request more Bibs, form teams, assign Bibs to donors, and help them select the preferred payment options.

Charity Bib Allocation and Utilisation
All participating NGOs at the TMM receive a certain number of Bibs in the Bib manager when they register at the TMM. The number of Bibs allocated depends on the previous years participation and achievement of the Privilege Level in the last TMM. 58 NGOs participating in COVID Fundraisers get five extra Bibs of any race category. You can find the list of 58 NGOs in the downloads section of the UWM website.

There are two rounds of Bib allocations at the TMM 2023 with a possibility of third allocation if Bibs are available with UWM.

First Allocation
In the first allocation, NGOs receive Bibs as soon as they complete the TMM registration process against a deposit.

The Charity Bib first allocation for TMM 2023 is as follows:

<table>
<thead>
<tr>
<th>NGO Privilege Level</th>
<th>Open 10K</th>
<th>Half Marathon</th>
<th>*Dream Run</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGOs in the Diamond level at TMM 2020</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>NGOs in the Platinum level at TMM 2020</td>
<td>6</td>
<td>9</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>NGOs in the Gold level at TMM 2020</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>All other NGOs</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Minimum donation per Bib</td>
<td>INR 12,000</td>
<td>INR 6000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* This Bib can also be interchanged on the Bib manager to Marathon, Champions with Disability and Senior Citizen run. A valid timing certificate is required for entries for Marathon and Half Marathon.

Utilisation and Bib Return
From the Bibs allocated to the NGOs, those Bibs that receive a donation are considered utilised. NGOs have until 18th December 2022 to secure a donation and utilise these Bibs to avoid a Bib forfeit. In case the NGO is not confident of utilising the same, they can return the same by 25th October 2022 in order to avoid any deposit penalty.

NGOs will be eligible for the second round of allocation if they utilise all of the Bibs allocated per race category and if Bibs are available with UWM.
Bib Blocking Deposit & Forfeits
Every NGO that blocks Charity Bibs, is required to put a refundable Bib blocking deposit of INR 1000 per Bib up to a maximum of INR 10,000 to United Way Mumbai while registering. The Bib blocking deposit is taken in order to avoid Bib wastage and judicious utilization across all participating NGOs. This Bib blocking deposit is refundable, provided the NGO utilises all the allocated Bibs by 18th December 2022. UWM will deduct INR 1,000 from the Bib deposit for every unutilised Bib. The NGO can also request fewer Bibs or return the unutilised Bibs by 25th October 2022 to avoid any Bib forfeit.

Early bird discount
All Open 10K and Half Marathon Bibs utilised on or before 30th September 2022 require a minimum donation of INR 6000. After this date the minimum donation requirement will be INR 12,000 per Bib.

Similarly, Dream Run, Marathon, Champions with Disability, and Senior Citizen Bibs utilised on or before 30th September 2022 require a minimum donation of INR 3000. Post the date, the minimum donation requirement will be INR 6000.

Second Allocation
NGOs that utilise all of the Bibs of a particular race category will be eligible to receive Bibs in the second allocation. NGOs will need to request Bibs through their NGO Dashboard and will receive them if available with UWM.

The second allocation of Bibs will happen on 1st November 2022 and will be on a first-come, first serve basis. There will be no Bib return available for Bibs allocated in the second allocation, and if unutilised will be considered Bib forfeits. NGOs can ask for any Bib in 2nd allocation as long as they have utilised all Bib types from the 1st allocation. It is not necessary to exhaust all categories to request 2nd allocation.

Premium Bibs
In case Bibs of any race category are available with UWM post the Charity Bib deadline of 18th December 2022, they may be allocated to NGOs to avail against a higher donation amount, which will be decided closer to the date. Allocation of the same will be done on a first-come, first-served basis.

Charity Bib Retention
UWM retains INR 500 per Bib on Open 10k and Half Marathon Bibs and INR 250 on Dream Run, Marathon, Champions with Disability and Senior Citizen Bibs. The retention on Charity Bib is fixed and not a percentage of the donation amount to encourage NGOs to raise higher amounts for their causes. There will be no separate payment gateway charges on Charity Bibs.

Charity Bib Submission Process
NGOs can utilize their Charity Bibs by seeking donations for the same either through the Online mode, (i.e., through UWM’s payment gateway), or through the Offline mode (via NEFT, cheques, and DDs in favour of United Way of Mumbai and depositing in our bank account).

• No donation will be refunded once made
• UWM will issue 80G receipt and 10BE certificate to all donors
Charity Bib Submission Process
Log into your NGO account page, go to the TMM registration tab and then to Bib Manager

NGO Account Login

TMM Registration

Bib Manager

Select Bibs

Add OFFLINE DONATION

Add ONLINE DONATION

OFFLINE DONATION

Enter Donation Details

Download Bib Summary, Print & Highlight Bibs to be submitted

Sign & Stamp Bib Summary Sheet

Attach Cheque/DD

Submit to UWM

ONLINE DONATION

Enter Amount

Generate Donation Link

Share Donation Link

Donor makes online donation

Upon realising the donation, the NGO will receive a voucher code for runner registration
**Online and offline donations**

NGOs can accept donations in two ways based on the donor’s preference: either offline through a bank transfer or a cheque/demand draft or online through the UWM website.

Depending on the donor’s preference either share the online payment link with them or fill in their details, including the cheque details and download the Bib summary sheet. For offline donations NGOs must send the summary sheet with the cheque/s to United Way Mumbai’s office. Donation cheques/DDs should be in favour of United Way of Mumbai.

**Runner registration**

For both online and offline donation methods, once a donation is marked 'success' on the NGO dashboard, a voucher code is generated and sent directly to the runner to register themselves. Runner registration happens on [https://tatemumbaimarathon.procam.in/](https://tatemumbaimarathon.procam.in/). An Online donation is marked success instantly when the donor makes the payment through the payment gateway. Offline donations are marked success after verifying that the cheque/bank transfer is reflected in UWM’s bank account.

Once a donation is marked 'success’ on the NGO dashboard, the voucher code would also reflect in your Bib Manager against that Bib. NGOs may share this voucher code with their runner so that they can register directly on the event website.

The online payment method eliminates all paperwork, and runners can register instantly and receive their confirmation email faster. In both cases (online or offline donation), no physical copies of the runner forms will be accepted by UWM.

Runner and donor can be different people, and if such is the case, NGOs need to share the runner’s email address in the Bib Manager for them to receive the voucher code once the donation is successful.

**Race fee**

The Charity Bib donation **does not** include the race fees; therefore, the relevant runner registration fees need to be paid over and above the donation amount to the event promoters. The runner pays applicable race fees to the event promoter i.e, Procam International Pvt. Ltd., directly during runner registration. There are two kinds of voucher codes that may be generated for runner registration.

**Postpaid Voucher Codes:** This voucher code allows runners to register on the event website through a unique link for charity. The runner must pay the race fee online during runner registration.

**Prepaid Voucher Code:** If a Corporate, a Group or even an NGO wishes to pay the race fee for the runner, they would be required to issue a cheque for the race fee in favour of ‘Procam International Pvt. Ltd.’ with the Bib Number/donation ID written on the back of the cheque and submit the same with the Bib summary sheet. After receiving the cheque/s, the NGO will receive a prepaid voucher code to share with the runner. Runners using this code will not have to pay any additional fee during runner registration.
**Charmity Bib Teams**

Frequently, NGOs get requests from a group of people who wish to participate as a team, or some NGOs want to bring their beneficiaries to participate in the Dream Run. To facilitate this requirement, Charity Bibles can be clubbed into a team for the Dream Run race category.

To do this, NGOs can log in to their bib manager, select multiple Dream Run bibs, and add them to a team. They can then follow the same process for donation through offline or online medium.

Irrespective of the donation medium, a single unique group voucher code will be generated manually by UWM for Charity Bib Teams and shared over email with the NGO point of contact. This group voucher code will be valid only for a specific number of bibs selected by the NGO and will not ask the runners to make a payment while registering.

Once the NGO has received a donation for their Dream Run Team, NGOs need to submit a race fee cheque in favour of ‘Procam International Pvt. Ltd.’ covering the race fee for all participants with a letter for the event promoters, (format of letter can be found in the downloads section of our website)

**Notes**

- Charity Bib participants get timing relaxation to participate in the Half Marathon category. To know the relaxed timings, please refer to page no. 36
- The Charity Bib donation does not include the race fees. Runners need to pay the race fee while registering for the run on the event website.
- UWM does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the NGOs to ensure that the timed Bibles are allotted to runners who have a valid timing certificate.
- A valid timing certificate is required to register for Marathon and Half Marathon race categories. To check if the runner is eligible, please refer to [https://tatamumbaimarathon.procamin/](https://tatamumbaimarathon.procamin/).  
- Runners can get a timing certificate before they register by participating and qualifying in the races the courses of which are measured either by an accredited World Athletics or AIMS Measurer using the calibrated bicycle method. Also, the running event should have been conducted on or after 1st October 2019. Else, you can participate in the races listed in the downloads section of the UWM website.
- NGOs must ensure only fully vaccinated individuals apply for the race since non-vaccinated people are ineligible to participate. While accepting the runner’s application, the NGO must make it mandatory for individuals to provide their vaccination certificates.
- The NGO or a single donor can pay the race fees of multiple runners through a single cheque for ‘Procam International Pvt. Ltd.’ when participating as a Team in the Dream Run category.
2C. INDIVIDUAL FUNDRAISING

Committed individuals raising funds for a cause of their choice are the backbone of the philanthropic effort at the TMM. An Individual Fundraiser is someone trying to make a difference by raising funds for an NGO to support a cause close to their heart. UWM supports these individuals in this endeavour by providing an efficient, empowering, and effective platform to raise funds for a cause. Depending on the fundraising amount, the individual gets elevated to higher levels. All fundraisers start by creating their fundraising page on the UWM website. These pages are user-friendly, feature-rich, and free to set up. At any point in time, an individual may choose to add collaborators to their page to make fundraising a combined team effort. However, only the creator (owner) of the page and not the collaborators will be eligible for the individual fundraising incentives.

**Process of becoming a fundraiser**

1. **Sign up here**
2. **Create a fundraising page**
3. **Select an NGO you wish to support**
4. **Add your appeal & a short bio**
5. **Add a fundraising target**
6. **Add collaborators if you wish to fundraise as a team**
7. **Track your fundraising campaign on the ‘Fundraiser Assist App’**

**Young Leaders**

TMM celebrates the spirit of young India and encourages the youth to participate in acts of building social awareness and raising funds for a cause/s close to their heart. Fundraisers below 21 years (born on or after 15th January 2002) fall under this category and are awarded a special set of incentives.

- On raising INR 1,00,000, the Young Leader is entitled to a complimentary special (on-ground) running bib for any race category, provided the minimum age qualification is met. This bib is non-transferrable.
- A separate leader board is maintained on the UWM website for Young Leaders to compete with each other.
- All Young Leaders are given an Official Certificate in recognition of their efforts after the fundraising cycle and a Letter of Recommendation from the event promoter Procam International and the official philanthropy partner UWM.
- All other privileges are applicable to Young Leaders as per the fundraiser level achieved.
- Top 10 Young Leaders get a shout-out on LinkedIn from United Way Mumbai and TMM.

**Change Runners**

Fundraisers who raise a minimum of INR 1.5 lakh are acknowledged as Change Runners for their deep commitment and significant impact on their chosen cause. Change Runners get a complimentary special (on-ground) running bib of their choice for any race category of their choice, along with a priority lineup. This bib is non-transferrable. This is subject to event rules (e.g., vaccination, timing certificate etc).
Different Levels of Fundraisers

YES

Born on or after 15-01-2002

Congratulations you are a fundraiser in the Young Leader Category (fundraisers below age 21)

NO

Are you part of a corporate participating in TMM?

NO

Congratulations you are fundraiser in the General Category

YES

Congratulations you are fundraising as part of the Corporate Challenge

FUNDRAISER LEVELS (₹)

TMM CHANGE LEGEND

CHANGE ICON

CHANGE CHAMPION

CHANGE LEADER

CHANGE INVESTOR

CHANGE MAKER

FUNDRAISER GOLD

FUNDRAISER SILVER

FUNDRAISER BRONZE

FUNDRAISER

INR 1 CRORE+

INR 50 LAKH - 99,99,999

INR 25 LAKH - 49,99,999

INR 10 LAKH - 24,99,999

INR 5 LAKH - 9,99,999

INR 1.5 LAKH - 4,99,999

INR 1 LAKH - 1,49,999

INR 50,000 - 99,999

INR 10,000 - 49,999

< INR 10,000
### 2D. INDIVIDUAL FUNDRAISING INCENTIVES

<table>
<thead>
<tr>
<th>FUNDRAISER BRONZE</th>
<th>INR 10,000 - 49,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>• All fundraisers are eligible to register for Dream Run race category until 31st October. (Event fees and conditions apply).</td>
<td></td>
</tr>
<tr>
<td>• All fundraisers get a special Charity Bib design</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FUNDRAISER SILVER</th>
<th>INR 50,000 - 99,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>• On-ground Charity Bib of any race category (qualification criteria applicable) until 30th November. Event fees and rules apply.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FUNDRAISER GOLD</th>
<th>INR 1L - 1,49,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 6-digit Bib number of the fundraiser’s choice on the running Bib (Subject to availability).</td>
<td></td>
</tr>
<tr>
<td>• Mention in TMM 2023 post event docket.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE MAKER</th>
<th>INR 1.5L - INR 4,99,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Event invite to participate in any race category through a Change Runner Bib from the event promoters (event rules apply). If a Bib has already been availed, it will be upgraded to a Change Runner Bib, with the runner’s name printed on it.</td>
<td></td>
</tr>
<tr>
<td>• Priority line up across all race categories.</td>
<td></td>
</tr>
<tr>
<td>• Event t-shirt</td>
<td></td>
</tr>
<tr>
<td>• Procam Marquee + Grand Stand invite for self</td>
<td></td>
</tr>
<tr>
<td>• Photograph + mention in TMM 2023 Post-Event Docket</td>
<td></td>
</tr>
<tr>
<td>• Mention on the ‘Individual Fundraisers’ section of Philanthropy page on the event website.</td>
<td></td>
</tr>
<tr>
<td>• Race day photograph (soft copy), if captured by Event’s official photographer (only for Marathon, Half Marathon &amp; Open 10k).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE INVESTOR</th>
<th>INR 5L - INR 9,99,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Event tracksuit</td>
<td></td>
</tr>
<tr>
<td>• 1 event invite to participate in any race category from the event promoters for guest / collaborator. (event rules apply)</td>
<td></td>
</tr>
<tr>
<td>• Procam Marquee + Grand Stand invite for 1 guest/collaborator (Only for on-ground participants) (Total 1 guest + self)</td>
<td></td>
</tr>
<tr>
<td>• Featured on the Philanthropy Wall at the TMM 2023 Event Expo</td>
<td></td>
</tr>
<tr>
<td>• Invite for self to the TMM 2023 Philanthropy Awards Nite</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE LEADER</th>
<th>INR 10L - INR 24,99,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Event sports shoes</td>
<td></td>
</tr>
<tr>
<td>• Additional 1 event invite to participate in any race category from the event promoters for guest/collaborator. (event rules apply) (Total 2 guests + self)</td>
<td></td>
</tr>
<tr>
<td>• Procam Marquee + Grand Stand invite for additional 1 guest/collaborator (Total 2 guests + self)</td>
<td></td>
</tr>
<tr>
<td>• Photograph + quarter-page feature in TMM 2023 post-event docket</td>
<td></td>
</tr>
<tr>
<td>• 1 additional guest invite to TMM 2023 Philanthropy Awards Nite (Total 1 guests + self)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE CHAMPION</th>
<th>INR 25L - INR 49,99,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Additional 1 event invite to participate in any race category from the event promoters for guest/collaborator. (event rules apply) (Total 3 guests + self)</td>
<td></td>
</tr>
<tr>
<td>• Procam Marquee + Grand Stand invite for additional 1 guest/collaborator (Total 3 guests + self)</td>
<td></td>
</tr>
<tr>
<td>• 3 Event Tshirts from the promoters for guest/collaborators.</td>
<td></td>
</tr>
<tr>
<td>• Photograph + half-page feature in TMM 2023 post-event docket</td>
<td></td>
</tr>
<tr>
<td>• 1 additional guest invite to TMM 2023 Philanthropy Awards Nite (Total 2 guests + self)</td>
<td></td>
</tr>
<tr>
<td>• Part of a banner (on a rotational basis) on the ‘Individual Fundraisers’ section of Philanthropy page on the event website.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE ICON ABOVE 50L</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Additional 1 event invite to participate in any race category from the event promoters for guest/collaborator. (event rules apply) (Total 4 guests + self)</td>
</tr>
<tr>
<td>• Procam Marquee + Grand Stand invite for additional 1 guest/collaborator (Total 4 guests + self)</td>
</tr>
<tr>
<td>• Additional 1 Event Tshirt from the promoters for guest/collaborators (Total 4)</td>
</tr>
<tr>
<td>• Photograph + full-page feature in TMM 2023 post-event docket</td>
</tr>
<tr>
<td>• 1 additional guest invite to TMM 2023 Philanthropy Awards Nite (Total 3 guests + self)</td>
</tr>
<tr>
<td>• Feature in the print ad in Times of India</td>
</tr>
</tbody>
</table>

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.

**TMM Change Legend**
INR 1 CRORE+
- Fundraisers that qualify in this category will permanently feature with name + photo + 120 words bio on the event website
- Souvenir signed by the event ambassador
- Complimentary participation (for self) at all Procam running events (event rules and conditions apply)
- Additional guest invite to TMM 2023 Philanthropy Awards Nite on request
- Invite to TMM launch ceremony every year

### UWM Retention as per Fundraiser Levels

<table>
<thead>
<tr>
<th>Fundraisers</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 1,5,00,000</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.

* Cash donations are not accepted.
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.

bit.ly/TMMOfflineDonations

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 Glimt, 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.
2E. 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 most
- 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 pledges (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 are:

- Corporate runners are eligible for timing relaxation in the 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 will be 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. (Format available in the downloads section of our website)
- Leaderboard of Top 10 Fundraising Corporates as on 18th December 2022 will be featured during the Live Telecast

Please Note: Corporate Runners will mandatorily have to provide certificates of complete vaccination during runner registration process.

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
<table>
<thead>
<tr>
<th>Team Size</th>
<th>OPTION 1 Single Donation Amount</th>
<th>OPTION 2 Split Donation Amounts</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></td>
<td>6</td>
<td>3</td>
<td>6</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></td>
<td>10</td>
<td>5</td>
<td>10</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></td>
<td>16</td>
<td>8</td>
<td>16</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>
<tr>
<td></td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

*All run categories may be converted to Dream run category but the reverse is not 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.
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 necessarily 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. To know the relaxed timings, please refer to page no. 36
- 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 please refer to the table below or the event website [https://tatanumbaimarathon.procam.in/](https://tatanumbaimarathon.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 solely 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 108E 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**.

### Relaxed Timing Criteria for Charity Bib and Corporate Team Participants Applying for Half Marathon

<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. Add the ‘Add On Team’ size if any

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

9. 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

10. 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.

**Note:** 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 do 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 race category specific unique codes 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 race category-specific unique codes, 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 racecategory specific 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.

Note: 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 15 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 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.
2F. TOP-UP DONATIONS

To encourage runners to contribute philanthropically to their run, the registration process now provides an option to all runners to donate to an NGO of choice while registering for their run. The system also creates fundraising profiles of runners if they wish to go one step ahead and raise funds for an NGO. A runner can donate any amount to the selected NGO during runner registration. If they do not select the NGO name, the donated amount will automatically go to a common pool with UWM. The donations received in the common pool will be divided amongst NGOs as per the privilege levels achieved.

Please note:

• No donation will be refunded once made even if runner registration is not accepted
• Since this donation is being processed outside UWM’s platform, 4.72% of the donation amount will be deducted as payment gateway and processing fees by Gateway Software Solutions Pvt. Ltd. (GSS), the official registration partner of the event before a disbursement is made to United Way Mumbai. UWM will not retain any amount and disburse 95.28% of the funds to the NGO selected by the donor while registering for the TMM 2023.
• An 80G receipt and 10BE certificate will be issued for the total donation amount to the donor by UWM
• NGOs are expected to thoroughly go through all information mentioned on the event website regarding runner registration on www.tatamumbaimarathon.procamin
All runners get an opportunity to upgrade their bib number to a 6-digit special number of their choice against a fixed donation of INR 5,000 to any NGO of their choice. The number cannot begin with the digit 0 and confirmation is subject to availability. This number can be used for any race category. 6 digit numbers are particularly suitable for commemorating dates such as birthdays and anniversaries for example. This is an independent donation made to avail a special number bib and cannot be claimed against any other donation.

There are two ways to avail a special number bib.
1. While registering as a runner on the TMM website.
   In this scenario, 4.72% of the donation amount will be deducted as payment gateway and processing fees by Gateway Software Solutions Pvt. Ltd. (GSS), the official registration partner of the event before a disbursement is made to United Way Mumbai. UWM will not retain any amount and disburse 95.28% of the funds to the selected NGO.

2. On the UWM website
   Runners can come to the UWM website and request a special number bib after entering their TMM registration number. In this scenario, 100% of the funds are disbursed to the selected NGO.

Please note:
   • No donation will be refunded once made
   • A 10BE certificate will be issued for the total donation amount to the donor by UWM
   • NGOs are expected to thoroughly go through all information mentioned on the event website regarding runner registration on www.tatamumbaimarathon.procamin
To incentivize the efforts of those participating NGOs who fully leverage the platform provided by the TMM, a list of indicators has been identified, which translates into points for the NGO (explained on the next page). The points determine the privilege level of the NGO at the TMM 2023. These points will be calculated at the end of the TMM 2023 edition.

The privilege level is not a rating of an NGO’s work and only indicates the level of participation at the TMM. The NGO may strive to improve its privilege level till Sunday, 5th February 2023. However, the race day benefit will be decided on the privilege level pertaining to the NGO on Monday, 26th December 2022.
Special notes related to the chart:

* In relation to the above-mentioned given indicators, a Bronze Fundraiser is defined as such when they have raised at least INR 10,000 with a minimum of 5 donors supporting.

** Fundraisers below the age of 21 years as on race day fall under this category (born on or after 13th Jan 2002).

*** Average 4-star fundraiser experience ratings: Min 4 star rating given by individual fundraisers on NGO page. This experience rating is not a rating of the NGOs work or projects. Fundraisers will be asked to rate their experience with the NGO based on the support & acknowledgment provided to them by the NGO for their TMM campaign.
Incentives for Privilege Level NGOs

Gold Level (5-8 points)
1. Gold Level badge on the page
2. 1 complimentary Dream Run bib (race-day benefit)
3. 1 invite to the corporate tent on race day (race-day benefit)
4. Name to be featured at the TMM ’23 Mirchi Get Active Expo (race-day benefit)
5. Philanthropy Awards Nite invite for the NGO CEO
6. Logo presence and special highlight in the Post Event Docket**
7. Capacity building grant*
8. Higher bib allocation at TMM ’24
9. Guaranteed NGO registration at the TMM ’24, subject to due diligence

Platinum Level (9-11 points): Benefits of Gold Level +
1. Platinum Level badge on the page
2. Additional complimentary DR bibs (total 2) (race-day benefit)
3. Additional invites to the corporate tent on race day (total 2) (race-day benefit)
4. Grandstand Invite for the NGO CEO (for self only) (race-day benefit)
5. Name & logo featured at the TMM ’23 Mirchi Get Active Expo (race-day benefit)
6. Quarter page feature in the Post Event Docket**
7. Capacity building grant*
8. Higher bib allocation at TMM ’24
9. Guaranteed NGO registration at the TMM ’24, subject to due diligence

Diamond Level (12 points & more): Benefits of Platinum Level +
1. Diamond Level badge on the page
2. Additional complimentary DR bibs (total 3) (race-day benefit)
3. 30 sec AV from the NGO to be played on a rotating basis at the TMM ’23 Mirchi Get Active Expo (race-day benefit) (if LED screens are available), Media Centre, and on official social media handles of the event during the race week.
4. Additional invites to the Corporate tent on race day (total 3) (race-day benefit)
5. Grand Stand Invite for the NGO CEO plus One (race-day benefit)
6. Philanthropy Awards Nite Invite for the NGO CEO plus One (race-day benefit)
7. Half page feature in the Post Event Docket**
8. Capacity building grant*
9. Higher bib allocation at TMM ’24
10. Guaranteed NGO registration at the TMM ’24, subject to due diligence
Special notes:

- An NGO may strive to improve its privilege level till Sunday, 5th Feb 2023 but race day related benefits will be decided on the privilege level pertaining to the NGO as on Monday, 26th December 2022
- *Capacity Building grant amount will be decided by 18th December 2022 based on the collections of funds in the common pool and will be disbursed before 31st March 2023
- **If the Privilege level NGOs is featured in the Top 5 Fundraising NGOs, they are entitled to a full-page feature.
3. TMM 2023 NGO REGISTRATION

All participating NGOs at the TMM are required to register with UWM and clear the regulatory and financial empanelment process.

There is no fee/charge for registering with UWM. Empaneling with UWM also allows the NGO partners to explore various funding opportunities available with UWM through multiple projects and grant requirements.

Pre-Verification Process

**STEP 1**
(Statutory & Financial Diligence)
- Log in with the user ID and password shared by UWM
- Fill the online form and upload mandatory documents*

**STEP 2**
(Organisational Details)
- Once UWM reviews information from Step 1, log in and update organisational details

TMM Registration

- Fill the TMM 2023 online form
- Returning NGOs must update fund utilisation for funds raised in TMM 2020
- Download, sign and stamp form
- Submit the form to UWM

NEW NGOs


RETURNING NGOs

i.e., NGOs that participated in TMM 2020
[www.unitedwaymumbai.org/announcements](http://www.unitedwaymumbai.org/announcements)

* Login to your account and upload latest audited financials and other updated documents
* Email UWM if there are any changes in the information that is previously saved
*Clearing the statutory and financial due diligence process will require the following documents from each NGO*

- Certificate of registration of the NGO (Societies Registration Act 1860 / Public Trust Act / Section 8-Company’s Act)
- Trust Deed/Memorandum of Association
- Board resolution authorizing the signing authority (For signing agreements/MOUs etc.), if the signing authority is not the same as mentioned in Trust Deed/ MOA. If it is the same then this has to be mentioned on a letterhead of the organization.
- Valid 12A registration certificate.
- Valid 80 G Certificate.
- FCRA registration certificate (if applicable) front and back
- PAN Card
- Cancelled cheque (for domestic & FCRA (if applicable)).
- Address proof (Electricity/Telephone/Internet Bill/Front Page of the updated Passbook/Lease agreement, etc.) Please note the name of the organization should be there in the proof.
- Last 3 years audited annual accounts including auditor’s report (FY 2020-21; 2019-20; 2018-19). This should include (Auditors report/Statement of Particulars, Form 10B, Balance Sheet, Income & Expenditure certificate signed by the auditor and the trustees).
- CSR Form 1.
### 4. IMPORTANT TMM DATES AND TIMELINES

<table>
<thead>
<tr>
<th>Aug '22</th>
<th>Sep '22</th>
<th>Oct '22</th>
<th>Nov '22</th>
<th>Dec '22</th>
<th>Jan '23</th>
<th>Feb '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>18th Aug</td>
<td>30th Sep</td>
<td>7th Oct</td>
<td>1st Nov</td>
<td>18th Dec</td>
<td>11th - 14th Jan</td>
<td>3rd Feb</td>
</tr>
<tr>
<td>NGO Registrations begin</td>
<td>Charity Bib early bird discount ends</td>
<td>Corporate Team registration ends*</td>
<td>2nd Bib allocation begins</td>
<td>15th Jan</td>
<td>Event Expo</td>
<td>Last date to accept offline donations</td>
</tr>
<tr>
<td>1st Bib allocation begins</td>
<td></td>
<td>Return 1st allocation Bibs against full refund</td>
<td>Deadline for Corporate Team submission</td>
<td></td>
<td>Race Day</td>
<td>Last date for fundraising</td>
</tr>
<tr>
<td>Individual Fundraising begins</td>
<td></td>
<td>Last date to complete 1st allocation and request 2nd allocation</td>
<td></td>
<td></td>
<td></td>
<td>Last Date for NGOs to improve privilege levels</td>
</tr>
<tr>
<td>25th Aug</td>
<td>25th Oct</td>
<td>30th Nov</td>
<td>Dec '22</td>
<td>26th Dec</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Team registration begins</td>
<td></td>
<td></td>
<td></td>
<td>Race Day privileges decided</td>
<td></td>
<td>Last Date to accept online donations</td>
</tr>
</tbody>
</table>

* Until slots finish, whichever is earlier  
** Subject to availability of Bibs

### Notes
1. Race day privileges of all individual fundraisers (incl. Young Leaders) will be decided on Monday, 26th December 2022
2. Last date of accepting offline donations (cheque, DD & direct NEFT to UWM) is Friday, 3rd February 2023
3. Last date of accepting online donations (made directly on fundraisers page) is Sunday, 5th February 2023
4. TMM 2023 Expo dates 11th January to 14th January
## 5. IMPORTANT TMM INFORMATION

### Category-wise Retention Amounts

<table>
<thead>
<tr>
<th>Category</th>
<th>Offline</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Donation on NGO Page</td>
<td>4%</td>
<td>Nil</td>
</tr>
<tr>
<td>Charity Bib (Open 10K and Half marathon)</td>
<td>INR 500</td>
<td>INR 500</td>
</tr>
<tr>
<td>Charity Bib (Marathon, Champions with Disability and Senior Citizens run)</td>
<td>INR 250</td>
<td>INR 250</td>
</tr>
<tr>
<td>Corporate</td>
<td>8.5% to 9.3 % depending on team size</td>
<td>N.A.</td>
</tr>
<tr>
<td>Employee Fundraising</td>
<td>0 to 2 % depending on fundraiser level</td>
<td>Nil</td>
</tr>
<tr>
<td>Individual Fundraising</td>
<td>0 to 4 % depending on fundraiser level</td>
<td>Nil</td>
</tr>
<tr>
<td>Special Bib Number</td>
<td>N.A.</td>
<td>Nil</td>
</tr>
</tbody>
</table>

**Disbursements to the NGOs**

 offline donations can be sourced till Friday, 3rd February 2023
all disbursements will be completed before Friday, 31st March 2023

**Disbursement will be done in the following order:**
- Corporate team donations by the 1st week of November 2022
- Charity bibs donations by the 2nd week of December 2022
- Offline donations by the 2nd week of March 2023
- Online donations will be done in three batches, in the first week of October and December, and in last week of February.

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.
For online donations, receipts will be emailed immediately through an automated system. For offline donations, receipts will be emailed within a week of realisation of the cheque. Form 10BE certificates will be sent in June 2023 for the donations received for FY 2022-23.

- All donations will be entitled for 10BE certificates
- Receipts for Charity Bib donations will be system generated and will be emailed to the email ID provided
- PAN number is mandatory for all donations
- Ensure that the email ID is filled in correctly for all donations along with the PAN Number
- 10BE certificates to donors will be emailed to the ID which was provided while making the donation from mail@unitedwaymumbai.org. Donors are requested to add this email ID to the safe sender list to avoid the mail going to spam.
- In case any fundraiser / donor / corporate requires hardcopy, please send an email to tmm@unitedwaymumbai.org and the same can be collected from UWM office

Race Day
- Special separate holding area and tent for Corporate Team participants with refreshments, games and entertainment for runners
- Entry into the Procam Marquee: Only for Change Runners for self and guest (applicable as per privilege level achieved)
- Entry to Event Venue: Only for NGOs in privilege level (one pass per NGO in the Gold and Platinum level and two passes for NGOs in the Diamond level)

For further queries, please feel free to contact UWM from Monday to Friday from 10:00 AM to 06:00 PM. Contact details are provided in the back cover of this document.
6. HEALTH MANDATORIES TO PARTICIPATE IN TMM 2023

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://tatumumbaimarathon.procamin.in/](https://tatumumbaimarathon.procamin.in/) for regular updates.
7. PHILANTHROPY AWARDS AND RECOGNITION

Introduction to Philanthropy Awards and Recognition
The Tata Mumbai Marathon Philanthropy Awards Nite organized by Procam International Pvt. Ltd. is a culmination event of the entire TMM cycle to appreciate the extraordinary efforts and contribution of individuals, corporates and participating NGOs. The event also provides a platform to all awardees and other attendees to spend informal time in a non-traditional environment, allowing them to understand the best practices and network with each other to explore possible associations.

Awards presented at the TMM philanthropy Nite
1. Top 3 Highest Fundraising NGOs will receive trophies at the Philanthropy Awards Nite
2. Top 3 Highest Employee Fundraising companies will receive trophies at the Philanthropy Awards Nite
3. All Change Champions, Change Icons and Change Legends will receive trophies at the Philanthropy Awards Nite
4. The Young Leader with the highest amount will receive a trophy at the Philanthropy Awards Nite

Recognition for NGOs
1. NGO with highest number of Young Leaders will receive a citation scroll
2. NGO with highest number of Change Runners will receive a citation scroll
3. NGO with highest number of Change Runners in the Corporate Challenge category will receive a citation scroll
4. NGO with highest number of Change Runners in the Young Leaders category will receive a citation scroll
5. NGO with highest number of Corporate Teams will receive a citation scroll
6. NGO with highest number of Fundraisers in bronze category or higher (with 5 donors) will receive a citation scroll
7. NGO with highest number of Fundraisers in bronze category or higher (with 5 donors) in the Corporate Challenge category will receive a citation scroll
8. NGO with most Charity Bib runners will receive a citation scroll
9. NGO with highest Bib average will receive a citation scroll
10. Highest fundraising NGO in cause category will receive a citation scroll
8. GLOSSARY

This document consists of many unique words names and the meanings of the same, which are associated with the TMM 2023 Philanthropy Structure. The explanation for the words are in alphabetical order.

**B**

Bibs: Running slots for individuals at the TMM. This term also refers to the wearable running number worn by runners on the day of the race and the basis on which they get entry to the event.

Bib Manager: Upon registering with UWM, NGOs can access Bib Manager, a tool that enables NGOs to assign Bibs to subsequent donors through offline/online payment. (For more information, please visit page no 8)

**C**

Charity Bibs: Running slots that are reserved for NGOs in TMM

Change Runners: Fundraisers who raise more than INR 1.5 Lakh are acknowledged as Change Runners.

Change Legend: a fundraiser who raises > INR 1 Cr

Change Icon: a fundraiser who raises INR 50L - INR 1Cr

Change Champion: a fundraiser who raises INR 25L - INR 50L

Change Leader: a fundraiser who raises INR 10L - INR 25L

Change Investor: a fundraiser who raises INR 5L - INR 10L

Change Maker: a fundraiser who raises INR 1.5L - INR 5L

**E**

Empanelling with UWM: NGOs will have to register and clear the regulatory and financial due diligence process of UWM.

**F**

Fundraiser Gold: a fundraiser who raises INR 1 L - INR 1.5 L

Fundraiser Silver: a fundraiser who raises INR 50,000 - INR 1 L

Fundraiser Bronze: a fundraiser who raise INR 10,000 - INR 49,999

Fundraiser: a fundraiser who raises < INR 10,000

**I**

Individual Fundraiser: any person (may or may not be running in TMM) can raise funds for an NGO by creating a fundraising page on the UWM website and reaching out to family, friends, peers, colleagues, neighbours (in short, to anyone).

**N**

New NGOs: The NGOs that are not empanelled yet with UWM and therefore are yet to clear the due diligence process.
O
Offline Pledge Raising: Corporates may choose to accumulate donations on behalf of their employees and contribute to the NGO supported by the corporate itself. (for more information, please visit page no 16)

P
Premium Bibs: If any race category bibs are available with United Way Mumbai, after the second allocation is complete, they will be allocated to NGOs on a first-come, first-serve basis at a premium value. (for more information, visit page no 9)

R
Returning NGOs: NGOs that have participated in TMM 2020 and have empanelled with UWM before.

S
Special Bib Number: any runner can request upgrading their existing bib number to a unique bib number of their choice by a fixed amount of donation to an NGO (for further information, kindly visit Page no 27)

T
TMM: Tata Mumbai Marathon
Top-up donation: While registering, any runner participating in the TMM 2023 is given an option to select an NGO from an NGO list and make a donation
TMM Change Legend: A lifetime title awarded to a fundraiser who has raised more than 1Cr in a single edition of TMM. (for more information, please visit page no 15
TMM Philanthropy Award Nite: A special night post the event, where the efforts and achievements related to TMM Philanthropy are recognised and celebrated. (to know more, please visit page no 38

U
UWM: United Way Mumbai