

### The Standard Chartered Mumbai Marathon

The Standard Chartered Mumbai Marathon (SCMM), now in its 14<sup>th</sup> edition, is amongst the top ten marathons in the world. The event is not only a platform to test an individual's athletic excellence but also a unique fundraising platform for charities. Over the years, it has assumed a stature of eminence, being the single largest philanthropic sporting event in India.

### The Philanthropy Partner

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

This document elaborates the charity structure for the 2017 edition. Whether you are an NGO, Corporate or an individual, you can find information on how to register for the event as well as important dates and procedures for raising funds.

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### [I] NGO Participation

SCMM is one of India's biggest platforms to raise funds for an NGO. 512 NGOs have successfully raised over INR 162 crore over the past 13 editions. All participating NGOs need to register with UWM and submit legal and statutory documents as part of the due diligence process. UWM hosts a profile and donation page for every registered NGO on its website in the SCMM section. The pages allow the NGO to edit their write ups, manage their Bibs and fundraisers. The contact details and submitted documents of the NGO are displayed on the page: ([www.unitedwaymumbai.org/scmm](http://www.unitedwaymumbai.org/scmm))

#### Registration:

- All NGOs who wish to raise funds through SCMM 2017 have to register with UWM through the website ([https://www.unitedwaymumbai.org/ngo\\_signup.php](https://www.unitedwaymumbai.org/ngo_signup.php)) in the NGO registration section and sign up.
- The UWM team will provide a unique User ID and temporary password to the NGO, the password can be changed by the NGO once logged in.
- All NGOs would be required to fill in the mandatory details mentioned in the registration form and upload the required documents as mentioned in **Annexure I** and submit it.
- Post submission, the NGO needs to take a print out of the form and submit the attested physical copy of the same along with a cheque of INR 12,000 to the UWM office at 309, Nirman Kendra, Famous Studio Lane, Dr. E. Moses Road, Mahalaxmi Estate, Mumbai 400011, India.
- The breakup of the amount is mentioned below:
  - Registration fees: INR 2,000
  - Bib blocking deposit amount: INR 10,000 (refundable)
- UWM will verify all the documents as per its due diligence process, activate the respective NGO page and allocate the eligible Charity Bibs which will be visible on the page.
- Once an NGO page is active, the registration form will not be editable. Only page personalisation sections will be editable.
- Once the page is online it will show the number of Bibs available with the NGO (Allocated Bibs and submitted Bibs).
- For further details please refer to **Annexure I**.

#### NOTE:

- **The registration & Bib blocking amount cheque should be in favor of 'United Way of Mumbai'**
- Only NGOs that have submitted all 80G receipts to UWM for disbursements for SCMM 2016 will be eligible for re-registration for SCMM 2017. This is not applicable for NGOs registering for the first time this year.

#### Charity Bibs:

4000 running slots (Bibs) have been reserved for NGOs who register for SCMM 2017 to help them raise funds. These Bibs can be used to participate in any of the race categories of the SCMM subject to the availability of running slots in the chosen category and compliance with the entry rules and regulations of SCMM 2017. UWM allocates Bibs to each NGO under two categories:

- Restricted: Half Marathon Bibs with & without timing certificate.
- Unrestricted: Any race categories other than Half Marathon Bibs.

- All participating NGOs are eligible to get up to 10 Bibs each subject to availability of Bibs with UWM. The top 70 NGOs (as per eligibility determined by a weighted average formula) of SCMM 2016 are eligible for higher Bib allocation. The calculation of the same will be put up in the download section on the UWM website. The two components of the listing are – average amount

- per Bib & total amounts raised through Bibs in a 60/40 percent weightage.
- NGOs who are allotted up to 10 Bibs can opt for a maximum of 4 HM Bibs (without timing criteria being applicable) + 2 HM Bibs (where the timing criteria applies), and NGOs who are allotted more than 10 Bibs can opt for a maximum of 8 HM Bibs (without timing criteria being applicable) + 2 HM Bibs (where the timing criteria shall apply).
  - The minimum amount to be raised per Dream Run/Full Marathon Bib is INR 9,000 and Half Marathon Bib is INR 12,000.
  - An NGO manages their allocated Bibs through the login dashboard of their page on UWM website by entering runner and donor details against the Bibs allocated to them. There is provision for entering one donor against multiple Bibs or multiple donors against a Bib.
  - After entering all the details, an NGO takes a print out of the Bib submission details, *completed runner forms\** and cheques, and submits it to UWM at 309, Nirman Kendra, Famous Studio Lane, Dr E. Moses Road, Mahalaxmi Estate, Mumbai 400011, India(\*The NGO can also choose online registration of runner instead of submitting physical form. On submitting the Bib submission details, UWM will provide the NGO with a voucher code that the runner can use to register themselves online)
  - Subject to correct form submission and cheque clearance, UWM will change the Bib status to 'success' and all amounts linked to the Bib will reflect on the NGO fund meter
  - An NGO can avail of full refund if they return unused Bibs before the dates specified for the same or by utilizing the Bibs before 14<sup>th</sup> November 2016. However, an amount of INR 1000 per Bib would be deducted for every unutilized/unreturned Bib up to a ceiling of the deposit amount of INR 10,000.

If an NGO requires additional Bibs, there will be a second and third round of allocation on the basis of average amount per Bib raised, subject to submission of all prior allocated Bib forms. To understand the Bib blocking process, eligibility criteria and timelines please refer to **Annexure II**.

### Note:

- **Timing Certificate is mandatory for all Full Marathon runners.** To check if the runner is eligible, please refer to [www.scmm.procamrunning.in](http://www.scmm.procamrunning.in)
- **Limited Half Marathon charity running slots per NGO** would be available on a first-come-first-serve basis. These are available also for runners who do not meet the timing criteria. **Please check Annexure II for more details.**

### Process Note:

- Allocated Bibs will reflect on the NGO page and in the Manage Bibs section, once the NGO logs into their page.
- Against the Bib numbers, add runner & donor details. You can add multiple donors to a Bib or multiple Bibs to a single donor.
- Relevant race forms can be downloaded from the download section.
- Once minimum amounts per Bib have been achieved, submit the bib summary sheet to UWM along with complete runner form and donor cheques if submitting physical form, or else just the cheques.
- Once cheques are realized, UWM will mark the Bib submission as successful and the amount will reflect on your NGO page. Available Bib count on your page will reduce by one for every successful Bib accepted.
- Please note, registration of the runner will be subject to confirmation by the registration team of Procam International in accordance with Event qualifying criteria. Acceptance of the form by UWM isn't a guarantee on the runner's acceptance for the Event.

- Return any unutilized Bibs to avoid forfeiture by the mentioned date (**Annexure II**)
- Keep a lookout for 2<sup>nd</sup> and 3<sup>rd</sup> allotment dates for additional Bib requirements (**Annexure II**). Email intimation will be sent to all registered NGOs as per the dates mentioned in the charity structure.

### NGO Privilege Level, Eligibility Indicators & Recognitions:

In order to incentivise efforts of NGOs in leveraging the platform provided by the SCMM, a list of indicators has been identified which translate into points for the NGO. The accumulated points provide the NGO with additional privileges. Please note the privilege level is not a rating of the NGO's work and only indicates the level of participation in the SCMM. An NGO may strive to improve its privilege level till 23<sup>rd</sup> Dec 2016. The indicators are given below. Each indicator is worth one point. Privilege levels are earned as below:

**Indicators:** (each indicator is worth one point for an NGO)

- Utilizes **at least 5 Charity Bibs**
- Has a **Corporate team supporting it**
- Has a **fundraiser\***
- Has a **Change Runner**
- Has an eligible **Young Leader**
- Has an **average of INR 12,000 per Charity Bib**
- Has a **Corporate team with employees fundraising at least INR 10,000**
- Has **5 or more Corporate teams**
- Has more than **10 fundraisers\***
- Has **5 or more fundraisers in Change Runners** category
- Has **5 or more Young Leaders**
- Has **10 or more Corporate teams**
- Has more than **15 fundraisers\***
- Has more than **15 fundraisers in Change Runners** category
- Has at least **4 star fundraiser experience rating** on their page by 23<sup>rd</sup> December, 2016 \*\*

\* A Fundraiser is defined as such when they have raised at least INR 10,000 with a minimum 5 donors supporting them.

\*\* Average 4 star fundraiser experience ratings: Minimum 4 star rating given by individual fundraisers on the NGO page. This experience rating is not a rating of the NGO's 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 SCMM campaign.

### NGO Relationship Level Privileges:

#### Level I Privileges: (5-8 points)

- Privilege level I displayed on NGO page
- 1 complimentary Dream Run Bib
- All fundraisers above Gold level get an incentive donation of INR 1000 on their page
- Invite for one person to the Corporate tent on race day.
- Invite to all NGO capacity building workshops.
- 1 Invite to NGO chief functionary to the post event Charity Awards Night

- Relationship manager at UWM from the Campaigns team.

### Level II Privileges (9 –11 points):

- Privilege level II displayed on page
- Total **2** complimentary Dream Run Bibs
- All fundraisers above Gold level get an incentive donation of **INR 2000** on their page
- **Featured on UWM & Event social media platforms**
- Invite for one person to the Corporate tent on race day.
- Invite to all NGO capacity building workshops
- **Invite to the Grandstand for the NGO CEO** (for self only)
- 1 invite for the SCMM 2017 post event Charity Awards Nite
- **30 sec AV from the NGO to be played on loop at the 3-day Expo**
- **Featured on the UWM SCMM 2017 Newsletter**
- **Quarter page feature in the SCMM 2017 Charity Docket**
- Relationship manager at UWM: **Campaign team head**

### Level III Privileges (12 points & above):

- Privilege **Level III** displayed on page
- Total **3** complimentary Dream Run Bibs
- All fundraisers above Gold level get an incentive donation of **INR 3000 on their page**
- **1 invite to the SCMM 2017 press meet**
- Featured at the SCMM 2017 Expo
- **2** invites to the Corporate tent on race day
- Invite for the NGO CEO (for self + 1) to the Grand Stand on race day
- **Invite to the Marquee Tent for one person.**
- Featured on UWM and SCMM social media platforms
- Total **2** invites for the SCMM 2017 Charity Awards Nite
- Featured on the UWM SCMM 2017 Newsletter
- **Complimentary cheering zone on race route**
- **Half page** feature in the SCMM 2017 Charity Docket
- Relationship manager at UWM: **COO/CEO**

### NGO Awards:

- ❖ NGO with highest number of Corporate teams (Citation Scroll)
- ❖ NGO with highest number of Change Runners (Citation Scroll)
- ❖ NGO with highest number of Young Leaders (Citation Scroll)
- ❖ NGO with highest number of fundraisers (Citation Scroll)
- ❖ **Highest fundraising NGO (Trophy)** (Full page feature in charity docket)
- ❖ **Second Highest fundraising NGO (Trophy)** (Full page feature in charity docket)
- ❖ **Third Highest fundraising NGO (Trophy)** (Full page feature in charity docket)

### Special Number Bibs

Registered confirmed participants may choose their own Bib number from either a pre-selected list of unique numbers or apply for a number of their own choice against a fixed donation subject to availability of the same. These numbers can be blocked through a form on the UWM website. These running numbers are available under two categories:

- **Unique numbers:** The list of these numbers in each race category will be put on the United Way

Mumbai website along with the donation amount against each. Interested runners will need to apply via the form on the SCMM page on UWM website, mentioning the number they are interested in, and will be guided through the donation process.

- **Custom numbers:** Runners have a choice of selecting their own 6 digit number against a fixed donation of INR 5000 to any NGO of their choice. Interested runners will need to apply via the form on the SCMM page on the UWM website, mentioning the number they are interested in, and will be guided through the donation process. 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.

Last date for registering for a special number is Friday, 25<sup>th</sup> November 2016

## [II] Corporate Team Participation

### About:

Corporate Team is a category specially designed for companies who wish to field employee teams to participate in the SCMM and raise funds for charity. **Over 6000 employees in 257 teams from 157 companies had participated in SCMM 2016.** Besides raising substantial amounts of funds for a cause, over the years, this has emerged as an excellent employee engagement and team bonding activity. Corporate teams on race day are hosted in a special tent for a differentiated team experience and enjoy priority Dream Run line up over the general categories.

### Note:

- Companies participating in this category make a contribution towards an NGO of their choice while **registering for team sizes of 15, 25 and 40 members**
- The company has a choice to make a single donation for the registration or split the donation into two cheques depending on whether they wish the contribution to be compliant under their CSR mandate or not
- **A Corporate can register a maximum of 200 employees**
- The registration contributions applicable to the 3 available team sizes are
  - **Team 15** (Maximum 15 employees per team, registration contribution INR **3,00,000**)
  - **Team 25** (Maximum 25 employees per team, registration contribution INR **4,50,000**)
  - **Team 40** (Maximum 40 employees per team, registration contribution INR **7,00,000**)
- This contribution is a donation for which an 80G tax exemption receipt will be provided
- This donation is inclusive of donation to the chosen NGO, team members' applicable event participation fees and UWM donation retention\*
- Companies making the contribution from their CSR budget and wishing it to be in accordance with the CSR bill (which mandates contributions to be made directly to projects or programmes which are eligible as per the company's CSR agenda) can choose to split their contribution in the following manner:

Team Sizes	Option A (Single contribution)	Option B (Split Cheque contributions)	
	In the name of UWM (Inclusive of applicable event fee, UWM donation retention* and donation to the beneficiary NGO)	In the name of UWM (inclusive of applicable event entry fees and UWM donation retention*)	In the name of beneficiary NGO
<b>Team 15</b>	INR 3,00,000	INR 50,000	INR 2,50,000
<b>Team 25</b>	INR 4,50,000	INR 75,000	INR 3,75,000
<b>Team 40</b>	INR 7,00,000	INR 1,20,000	INR 5,80,000

\*retained to defray administrative expenses.

- All contributions irrespective of option chosen are eligible for 80G tax exemption receipts
- In case actual event entry fees are less than provisioned, the saved balance is disbursed to the beneficiary NGO
- In the case where the event entry fee is higher, it will be adjusted against the final disbursement of the NGO.
- Also note:
  - **FULL MARATHON:** A valid Timing Certificate, as per the rules and regulations of the SCMM is mandatory for Full Marathon for all categories including Corporate Teams
  - **HALF MARATHON:** Timing Certificate for the Half Marathon is mandatory as per the rules set by the SCMM 2017. However, there are fixed numbers of Half Marathon running Bibs that are allowed as per team composition, for people who do not meet the Timing Criteria.
  - **Team 15: Five Half Marathon slots allowed** without Timing Certificate
  - **Team 25: Eight Half Marathon slots allowed** without Timing Certificate
  - **Team 40: Fifteen Half Marathon slots allowed** without Timing Certificate

### Team Registrations:

- To register, a company will be provided with a Corporate registration form which can be downloaded from the download section. (**Annexure III for details**)
- Post registration, UWM will provide the company with a login link for easy online registrations of team members
- UWM will provide a separate login access to the company coordinator which allows editing and selection of final team members. This allows the company to run interesting employee engagement activities and challenges tied to the final team selection

### Corporate Challenge (Employee Fundraising):

This sub-category aims to encourage companies and their employees to voluntarily raise funds together as a team for various causes. Corporate teams raising funds would be celebrated on social media and through the SCMM rewards and recognition program.

Any team raising above INR 3 Lakh through employee fundraising is eligible for the following:

- Logo presence at the special featured section in the CC tent
- Quarter page feature in the SCMM 2017 Charity Docket
- Priority line up in the Dream run category
- Grand Stand Pass for your CXO



- SCMM Charity Awards Nite invite for your CXO
- SCMM Charity Awards Nite invite for the SPOC
- Citation certificate to the highest fundraiser of the Corporate

### **Corporate Awards:**

- Highest Employee Fundraising Company (Trophy)
- Second Highest Employee Fundraising Company (Trophy)
- Highest Corporate Contribution (Trophy)

### **Process Note:**

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

## **[III] Young Leaders**

### **About:**

The SCMM celebrates the spirit of young India and encourages the youth to participate in acts of building social awareness and fundraising for a cause. Fundraisers up to **21 years** as on 17<sup>th</sup> January 2017 are listed in this category. On raising INR 50,000 the fundraiser is entitled to a complimentary Young Leader Bib. All Young Leaders are given an official certificate to recognize their efforts. All other privileges are as per the level reached.

### **Note:**

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

**(Please refer to Annexure IV for more details)**

## **[IV] Individual Fundraising**

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

All fundraisers are encouraged to create their own fundraising page on the UWM website in the SCMM



section ([www.unitedwaymumbai.org/scmm](http://www.unitedwaymumbai.org/scmm) ). These personalized and feature rich pages allow fundraisers to customize appeals, set targets, receive donation notifications and updates and are easy to share on social media.

**100% of all online donations received on the fundraiser pages are disbursed in full to the NGO supported by the individual. UWM absorbs all payment gateway charges for online donations to ensure all funds raised online reach the chosen NGO.**

### Categories

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

Category	Level	Minimum Fundraising Amount
Fundraisers	Fundraiser	INR 10,000
	Fundraiser Silver	INR 50,000
	Fundraiser Gold	INR 1,00,000
Change Runners	Change Maker	INR 1,50,000
	Change Investor	INR 5,00,000
	Change Leader	INR 10,00,000
	Change Champion	INR 25,00,000
	SCMM 2017 Change Icon	INR 50,00,000

The important distinction between the Fundraiser and Change Runner categories is that Change Runners get complimentary entry to the event in any race category of their choice. Change Runners are entitled to a priority line up Bib. Timing criteria is waived off for Change Runners for while choosing the Half Marathon category. Change Runners who wish to participate in the Full Marathon will need to fulfill the timing criteria. Details of the same are available on <http://scmm.procamrunning.in/about-the-event/runner-information/>

**(Please refer to Annexure V for fundraiser categories and benefits.)**

**Please Note:** On offline amounts raised, UWM donation retention ranges from 4% to 0% depending on the fundraising level. This amount is retained to defray administrative expenses. There is no retention deducted on online donations.

**PAN of all donors is mandatory.**

The fundraising level of the fundraiser as on **Friday, 23<sup>rd</sup> December 2016** determines the status on race day. Fundraisers who achieve higher fundraiser levels (beyond INR 1,00,000) post this date will be acknowledged post the race in the event docket, but will not be entitled to race day benefits.

**[V] Important Dates and Timelines**

Activity	Starts	Ends
<b>NGO Registration</b>	Wednesday, 3 <sup>rd</sup> August 2016	Wednesday, 30 <sup>th</sup> November 2016
1 <sup>st</sup> Round Allocation of Bibs	Wednesday, 3 <sup>rd</sup> August 2016	Friday, 23 <sup>rd</sup> September 2016
Unutilized Bibs return with full refund		Wednesday, 31 <sup>st</sup> August 2016
2 <sup>nd</sup> Round Allocation of Bibs	Monday, 5 <sup>th</sup> September 2016	Monday, 12 <sup>th</sup> September 2016
Unutilized Bibs return with INR 150 deduction		Friday, 23 <sup>rd</sup> September 2016
3 <sup>rd</sup> Round Allocation of Bibs	Friday, 7 <sup>th</sup> October 2016	Friday, 14 <sup>th</sup> October 2016
Charity Bib Submission	Wednesday, 3 <sup>rd</sup> August 2016	Monday, 14 <sup>th</sup> November 2016
<b>Corporate Team Registration</b>	Monday, 29 <sup>th</sup> August 2016	Thursday, 29 <sup>th</sup> September 2016
Team Submission for Corporate Teams		Thursday, 10 <sup>th</sup> November 2016
Fundraiser page / Young Leader / Change Runner registrations	Tuesday, 16 <sup>th</sup> August 2016	Friday, 23 <sup>rd</sup> December 2016
<b>Fundraiser status for race day</b>		Friday, 23 <sup>rd</sup> December 2016
Offline Pledge Submission		Friday, 27 <sup>th</sup> January 2017
Online Pages		Monday, 30 <sup>th</sup> January 2017
<b>Expo</b>	Friday, 6 <sup>th</sup> January 2017	Sunday, 8 <sup>th</sup> January 2017
<b>Bib collection for outstation runners</b>	Saturday, 14 <sup>th</sup> January 2017	
<b>Race Day</b>	Sunday, 15 <sup>th</sup> January 2017	

**[VI] Event Entry Fees and UWM donation retention\***

**Applicable Event Entry Fees: (deductible from Charity Bibs & Corporate teams)**

Race Category	Event participation fees (incl. of applicable service tax)
Full Marathon	INR 1,800 / USD 50
Half Marathon	INR 1,600 / USD 45
Dream Run	INR 800 / USD 30
Sr. Citizens' Run	INR 350/ USD 15
Champions With Disability	INR 350 / USD 15

## Registration amounts & UWM donation retention\* – NGO & Corporate Team

NGO Registration	INR 2,000	One time
Charity Bib Blocking Deposit	INR 10,000. (@ INR 1000/Bib)	This amount will be refunded when Charity Bib forms are submitted by specified last date or where unutilized forms are returned before the specified dates in this document.
Charity Bibs	HM- Min INR 12000 FM/DR/SC/CwD- Min INR 9000	UWM donation retention* - INR 150/Bib
Corporate Team 15	INR 3,00,000	UWM donation retention* : INR 28,000 + Event fees per Bib are additional
Corporate Team 25	INR 4,50,000	UWM donation retention* : INR 40,000 + Event fees per Bib are additional
Corporate Team 40	INR 7,00,000	UWM donation retention* : INR 63,000 + Event fees per Bib are additional
Corporate Challenge Fundraisers		UWM donation retention* : 2% of offline funds raised
Online funds raised		No retentions by UWM. All Payment Gateway charges absorbed by UWM

## Registration amounts & UWM donation retention\* – Fundraisers & Change Runners

Category	Amount raised	UWM donation retention*
Online funds raised		No retentions by UWM. All Payment Gateway charges absorbed by UWM
Below Fundraiser Gold	Up till INR 99,999	4% of offline funds raised
Fundraiser Gold	INR 1,00,000	3% of offline funds raised
Change Maker	INR 1,50,000	2% of offline funds raised
Change Investor	INR 5,00,000	1.5% of offline funds raised
Change Leader	INR 10,00,000	1% of offline funds raised
Change Champion	INR 25,00,000	0.5% of offline funds raised
SCMM 2017 Change Icon	INR 50,00,000	0% of offline funds raised

\*donation retained to defray administrative expenses.

## Registration amounts & UWM donation retention\* – Direct Donation to NGOs

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

\*donation retained to defray administrative expenses.

### ANNEXURES

#### Annexure I: NGO REGISTRATION

Date: Wednesday, 3<sup>rd</sup> August 2016 – Wednesday, 30<sup>th</sup> November 2016.

##### Process:

- NGOs will have to request for login access to United Way Mumbai (UWM) by applying on [www.unitedwaymumbai.org/ngo\\_signup.php](http://www.unitedwaymumbai.org/ngo_signup.php).
- UWM will send login username and password to NGO for registration.
- After logging in, the NGO must fill the registration form, upload required documents and submit to UWM **the print out of the duly filled online registration form along with a cheque for INR 12000 in favour of 'United Way of Mumbai' at 309, Nirman Kendra, Famous Studio Lane, Dr E. Moses Road, Mahalaxmi Estate, Mumbai 400011, India and one cancelled cheque of Domestic and/or FCRA account as applicable for validation purpose.**
- The forms should have the NGO stamp on every page and should be attested by the chief functionary of the NGO.
- The NGO page activates only once UWM verifies the documents and completes the diligence process.
- After UWM activates the NGO page, uploaded documents and certain fields will get locked for editing by the NGO.
- Documents Required for upload -
  - Certificate of Registration of the NGO (Societies Registration Act 1860 / Public Trust Act / Section 25-Company's Act)
  - 12A registration certificate under income tax
  - 80 G Certificate / Application for renewal
  - FCRA registration certificate (if applicable) front and back
  - PAN Card
  - Address proof such as electricity or telephone bill
  - Audited accounts including auditor's report for the last 3 years (2015-2016; 2014- 2015; 2013-2014)
  - A high resolution logo

##### NGO profile page:

- Post registration, NGO page will get listed to public on UWM website.
- The page contains profile and write-up of the NGO **as provided by the NGO in the 'personalise SCMM page'** tab in the backend.
- NGO can set its header image, add a video and edit text and fundraising profile page at all times.
- The page displays a prominent 'donate' button for online donations. Backend provides details of all its fundraisers and direct donors. NGO pages will be linked to supporters' and corporate pages.
- There will also be a link to the NGO list from the official event website ([www.scmm.procammrunning.in](http://www.scmm.procammrunning.in))
- The page lists the number of charity Bibs remaining with the NGO and contact information for queries.

**Once the individual fundraising module is activated, the NGO is encouraged to list its Chief Functionary as the lead fundraiser.**

### Annexure II: BIB BLOCKING & SUBMISSION

**Date: Wednesday, 3<sup>rd</sup> August to Friday, 23<sup>rd</sup> September, 2016**

**Process:**

- Check top 70 NGO listing on the UWM website. Apart from these 70, all NGOs will be entitled to 10 Bibs, unless otherwise specified (subject to availability on a first come first served basis).
- Register your NGO through the NGO dashboard after login. Mention the number of HM bibs required.
- Submit bib blocking cheque of INR 12,000 which includes INR 2,000 as registration fees and INR 10,000 as refundable bib blocking deposit amount as part of the registration process.
- The maximum Bib blocking amount is INR 10,000 irrespective of the number of Bibs blocked.
- The Bib blocking amount is refundable subject to the utilization of Bibs or return of unutilized Bibs by identified dates.

**Note:**

- The top 70 ranking is based on weighted average formula. 60% weightage is for the average amount raised per Bib and 40% weightage for the total amount raised through charity Bibs in the previous year.
- Bibs allocated to the NGO will be managed through the 'Charity Bib Manager' in the NGO dashboard.
- The minimum donation amount to be raised against each Dream Run / Full Marathon/ Senior Citizen/ Champions with Disability Bib is INR 9,000.
- The minimum donation amount to be raised against each Half Marathon Bib is INR 12,000.
- There is no maximum limit to the donation that could be raised per Bib.
- **HALF MARATHON CHARITY BIBS:** The timing criteria has been waived off for a limited number of Half Marathon charity Bibs. These have been allotted as below. NGO has to block requirement in registration form:
  - TOP 70 NGOs : up to eight Half Marathon (non timed Bibs) per NGO + 2 Half Marathon (timed Bibs).
  - All other NGOs : up to four Half Marathon (non timed Bibs) per NGO + 2 Half Marathon (timed Bibs).

**Second Round of Bib Allocation**

**Date: Monday, 5<sup>th</sup> September to Monday, 12<sup>th</sup> September, 2016**

**Process:**

- Upon full utilization of allocated Bibs before 5<sup>th</sup> September, 2016. Email UWM for additional number of Bibs required at [soniya@unitedwaymumbai.org](mailto:soniya@unitedwaymumbai.org)

**Note:**

- This allocation round is subject to availability of unutilized Bibs at UWM.
- **Mandatory criteria:** To be eligible, NGOs have to submit all completed charity Bib forms (1<sup>st</sup> Allocation) + donors cheques (min. INR 9,000 & INR 12,000/Bib, as applicable) + Bib summary report (from dashboard) \*

**Third Round of Bib Allocation**

**Date: Friday, 7<sup>th</sup> October to Friday, 14<sup>th</sup> October, 2016**

**Process:**

- Upon full utilization of previously allocated Bibs before 7<sup>th</sup> October, 2016. Write to UWM for additional number of Bibs required.

**Note:**

- Ranking will be based on average amount raised per Bib. A higher average would result in higher ranking and the chance to get more Bibs.

### Charity Bib Submission Process

**Process:**

- Fill the donor details online against the Bib on Charity Bib Manager.
- Download and print the Bib summary sheet.
- Submit charity Bib forms\* along with donor cheques (min. INR 9,000 & INR 12,000/bib, as applicable).

**Note:**

- Charity Bib forms should be duly filled and signed by the individual runners.
- Copy of government approved identity proof should be attached with the form.
- If the runner has a Timing Certificate of SCMM 2016 or of other approved runs, attach a copy.
- For Full Marathon: The Timing Certificate is mandatory for the Full Marathon as per the rules and regulations listed on [scmm.procammrunning.in](http://scmm.procammrunning.in)
- **Group entries** are only for 6 and more Dream Run runners. A covering letter containing details - Group name, Group size, Group leader name and contact details and list of runners should be submitted to UWM.
- Group entry forms should be submitted in a separate envelope.

\*If NGO prefers to register runner online, then only the cheques along with bib summary sheet needs to be submitted to UWM. On cheque clearance UWM will provide NGO with unique voucher codes that can be given to the runner to register themselves directly online. This is applicable only for Dream Run, Full & Half Marathon runners with valid timing certificates.

**Expo:** [For collection of running Bibs + timing tag verification (only for FM and HM)]

**Dates:** Friday, 6<sup>th</sup> January to Sunday, 8<sup>th</sup> January 2017

**Process:**

- Remember to carry a copy of the Confirmation Mail that will be sent by Procamm, along with a Copy of Govt. approved ID Proof
- **Group Entries:** Covering letter for Bib collection & copy of Govt. approved ID proof of the runners.

**Note:**

- Runners have to come personally to collect their Bib.
- For Full and Half Marathon: 1 representative can collect only 1 Bib. Authorization letter will be required from the runner.
- For Dream Run: 1 Representative can collect only 5 Bibs at a time. Authorization letters will be required from each runner.
- Group Entries: Group leader or a representative can collect all Bibs.

### Disbursements to the NGOs (Timeline)

**Date: December 2016 and February 2017**

#### **Process:**

Disbursement will be done in the following order:

- Corporate team donations
- Bib Blocking Deposit amount
- Charity Bibs donations
- Offline donations
- Online donations

#### **Note:**

- 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.
- **All disbursements** will be completed before the end of March 2017.

### 80G receipts for the Donors

**Date:** Within a month of cheque clearance. Within 72 hours in the case of online donors.

#### **Process:**

- Ensure that the email ID is filled in correctly in block letters for all donations along with the PAN.
- The 80G receipts will be system generated receipts which will be sent to the email ID provided.
- In case any fundraiser / donor / corporate requires hardcopy, please send an email to [scmm@unitedwaymumbai.org](mailto:scmm@unitedwaymumbai.org)

#### **Note:**

- All donations will be entitled for 80G receipts.
- 80G receipts for charity Bib donations will be emailed to the ID provided.
- PAN is mandatory for donations.

### **Annexure III: CORPORATE TEAM**

**Date: Monday, 29<sup>th</sup> August to Thursday, 29<sup>th</sup> September, 2016 (or when all slots are filled)**

#### **Process:**

- Fill the Corporate Team registration form and make an upfront, non-refundable contribution of the registration amount either as a single cheque/bank transfer in the name of 'United Way of Mumbai' **OR** as two cheques/bank transfer one in the name of the beneficiary NGO and the other in the name of 'United Way of Mumbai'
- A corporate can register **a maximum of 200 employees**. Registration contributions applicable to 3 available team sizes are: **Team 15 (INR 3 lakhs)**, **Team 25 (INR 4.5 lakhs)** and **Team 40 (INR 7 lakhs)**. **Note:** Contribution includes donation to chosen NGO, team members' event entry fees and UWM donation retention.



**There are two options available to make the above contributions.:**

<b>Option 1</b> (Single Cheque)	<b>Option 2</b> (Spilt Cheques: For companies participating through their CSR budget)
<p>The company issues a single cheque/bank transfer:</p> <p><b>Team 15:</b> INR 3,00,000  <b>Team 25:</b> INR 4,50,000  <b>Team 40:</b> INR 7,00,000</p> <p><b>Note:</b> The above contribution includes:</p> <ul style="list-style-type: none"> <li>• UWM donation retention (as applicable): TEAM 15 – INR 28,000   Team 25 – INR 40,000   Team 40 – INR 63,000</li> <li>• Event Entry Fee for each participant</li> </ul>	<p>The company divides the registration contribution into two cheques/bank transfer:</p> <p><b>Team 15:</b>            INR 2,50,000 in favour of chosen NGO            INR 50,000 in favour of ‘United Way of Mumbai’*</p> <p><b>Team 25:</b>            INR 3,75,000 in favour of chosen NGO            INR 75,000 in favour of ‘United Way of Mumbai’*</p> <p><b>Team 40:</b>            INR 5,80,000 in favour of chosen NGO            INR 1,20,000 in favour of ‘United Way of Mumbai’*</p> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• The amount retained by UWM includes administrative charges &amp; event entry fees</li> </ul>

\*retained to defray administrative expenses

Note:

- All cheques should be in favour of ‘United Way of Mumbai’. 80G tax exemption receipt will be issued against all donations.
- The event entry fees are applicable as per the race category chosen by the employees.
- The corporate needs to specify the beneficiary NGO/s to whom the balance amount should go in the form.
- In case event entry fees are less than provisioned, the saved balance is disbursed to the beneficiary NGO. In case the event entry fee is higher, it will be adjusted against the final disbursement with the NGO.

### Applicable Event Entry Fees

Race Category	Event Fee	Overseas Applicants
Dream Run	INR 800	USD 30
Half Marathon	INR 1,600	USD 40
Full Marathon	INR 1,800	USD 45
Sr Citizen	INR 350	USD 15
Champions With Disability	INR 350	USD 15

**Corporate Team Registration Module:  
Process:**

- Once the company gets registered, the corporate employees have to register themselves online.
- UWM will share the URL & password with the corporate coordinator. The employees can register online to any race category of their choice - Dream Run, Half Marathon and Full Marathon
- Submission of **online registration link closes on Thursday, 3<sup>rd</sup> November 2016**

**Note:**

- You will not be able to submit the team if any of the mandatory fields is incomplete.
- Once the corporate coordinator submits the team, they will not be able to access it or make any changes.

### Individual Employee Pledge Raising

Employees who are part of the Corporate Teams are encouraged to raise funds in their individual capacity, for the same charity as supported by the corporate or a different charity depending on their choice. They can create an individual online giving page and/or be part of Corporate Challenge pledge raising.

**Note:**

**Corporates who raise INR 3,00,000 and above through employee fundraising will be recognized and incentivized [Please refer to Corporate Challenge (Employee Fundraising) Incentive Structure in the Corporate Team Participation section above.]**

### Corporate Participation Benefits

Some of the benefits that members of the Corporate Team can look forward to:

- Being hosted in a special CC Tent, separate from general race in Azad Maidan on race day
- Company name will be mentioned on running Bibs of the runners.
- Regular newsletters and pre-race day communication.
- Participants will be lined-up ahead of general category on race day during the Dream Run.
- Team acknowledgement on website and event docket.
- Pledge raising workshop conducted by UWM and beneficiary NGO, upon prior request, for the team members.
- Online giving page facility on the UWM website and tax exemption 80G receipts to every donor and corporate for donations made to United Way of Mumbai.
- Individual corporate fundraisers will be given a certificate of recognition.
- A trophy will be awarded to the corporate with the highest amounts in employee fundraising.
- Highest individual fundraisers in this category will be given citations for their achievement.
- A trophy will be awarded to the corporate which has raised the highest and second highest amounts (donation as a part of the registration + employee fundraisers).

### **Timing Relaxation for Corporates: Full Marathon:**

Distance participated in	Finish time cut-off for Men applicants	Finish time cut-off for Women applicants
<b>Marathon (42.195 KM)</b>	<b>7 Hrs</b>	<b>7 Hrs</b>
<b>25 KM Run</b>	<b>3 Hrs 18 Mins</b>	<b>3 Hrs 35 Mins</b>
<b>Half Marathon (21.097 KM)</b>	<b>2 Hrs 45 Mins</b>	<b>3 Hrs</b>

- Timings of only Marathon (42.195 KM), 25 KM Run and Half Marathon (21.097 KM) distances will

be considered to qualify for the Marathon race category. To be eligible, you must attach your latest Timing Certificate of a distance running event you participated in within the period of 18 months preceding race day, i.e. Sunday, 15<sup>th</sup> January 2017.

Source: <http://scmm.procammrunning.in/about-the-event/runner-information/>

### Timing Relaxation for Half Marathon:

- Timing Certificate for the Half Marathon is mandatory as per the rules set by the SCMM 2017. However, there are limited Half Marathon running places that are allowed as per team composition, for people who do not meet the Timing Criteria.  
**Team 15:** 5 Half Marathon slots allowed without Timing Certificate  
**Team 25:** 8 Half Marathon slots allowed without Timing Certificate  
**Team 40:** 15 Half Marathon slots allowed without Timing Certificate
- In addition to the above, if the corporate has more Half Marathon runners, the runner must have participated in an AIMS ratified/recognised distance running event or a distance running event which was conducted under the aegis of a state/district athletic association or sports control board affiliated to the Athletics Federation of India, conducted within the period of 18 months preceding race day, i.e. Sunday, 15<sup>th</sup> January 2017. Timings recorded in the running events mentioned on the Timing India website (<http://www.timingindia.com/calendar.php>) and from timed races mentioned on <http://scmm.procammrunning.in/event/timedraces> can also be considered by the organizers to qualify for the Full/Half Marathon race category.
- To know whether your Timing Certificate acquired from a running event can be used to qualify for SCMM 2017, please write to [scmm@procam.in](mailto:scmm@procam.in), mention details of your participation and share the Timing Certificate online link or scanned copy of the Timing Certificate. Timings of only Marathon (42.195 KM), 25 KM Run, Half Marathon (21.097 KM) and 10 KM run distances will be considered to qualify for the Half Marathon race category - timing cut-offs of each distance basis age of applicant (men and women) to apply for the Half Marathon category at SCMM 2017 are as given below.

To know about the eligible timing criteria, please visit: <http://scmm.procammrunning.in/race-categories/half-marathon/confirmation-criteria>

### Expo Days:

Dates: Friday, 6<sup>th</sup> January 2017 to Sunday, 8<sup>th</sup> January 2017.

- The running Bibs with timing Bib tags (for Half and Full Marathon) must be collected by individual runners from a Procam kiosk during the Expo. Individuals should carry the confirmation email and a government approved photo ID proof when they come to the Expo to collect their running Bibs.
- NGOs who will be collecting Bibs on behalf of their runners, kindly carry authorization letters and above mentioned documents for all runners.
- **All Half and Full Marathon runners have to come personally to collect their Bibs.**
- All Dream Run participants of Corporate Teams are considered to be group entries and their Bibs can be collected from the UWM counter at the Expo by the company representative.

### Race Day:

- Special separate holding area and tent for Corporate Team participants with refreshments, games and entertainment for runners. Race day is on Sunday, 15<sup>th</sup> January 2017

### 80G Receipts:

- All contributions are eligible for 80G tax exemption receipt.

**NOTE:**

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

### Annexure IV: Young Leader

**About:**

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

**Eligibility criteria:**

- All individuals are encouraged to create fundraising pages.
- All individuals under the age of 21 years as on Sunday, 15 January 2017 are listed in the Young Leaders section of [www.unitedwaymumbai.org/scmm](http://www.unitedwaymumbai.org/scmm)
- Any individual registered in this age group and raising INR 50,000 or more is recognized as Young Leader and is eligible for a complimentary Dream Run Bib.

**Race Categories:**

- All participants above 12 years of age in the Young Leader category are eligible for the Dream Run Bib.
- If a participant wishes to run the Full Marathon/Half Marathon in this category, they should be 18 years and above. It is mandatory to meet the Timing Criteria for participation in the Full Marathon.

**Last date for offline pledges- Friday, 27<sup>th</sup> January 2017**

**Last date for online pledges- Monday, 30<sup>th</sup> January 2017**

- All individual fundraisers have two options through which they can raise funds - Online (their donors donate on their fundraising page) and Offline (cheques and DDs).
- Offline cheques will need to be entered by the fundraiser in the backend and the cheques submitted to UWM along with the donation IDs generated by the system. UWM will update the offline amounts on the fundraiser page once cheques are realized.
- Details of all donors will be visible to the fundraiser. The contact details of the fundraiser's donor will not be shared with the NGO unless the fundraiser specifically gives their consent in this regard.

**Rewards:**

- The fundraiser privileges for Young Leaders are the same as the ones listed for Individual Fundraiser (**see Table of Benefits in Annexure V**) with the exception that the Young Leader is eligible for a Bib and priority line up on raising INR 50,000 instead of INR 1.5 Lakhs.
- The Young Leader with the highest amount raised is awarded the coveted Standard Chartered Mumbai Marathon 2017 YOUNG LEADER trophy with special mention in the charity docket and press releases.

## Annexure V: Individual Fundraisers

### About:

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

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

**The fundraiser’s level as on Friday, 23<sup>rd</sup> December 2016 determines the status and eligibility for benefits on race day. Fundraisers who reach higher levels post this date will be acknowledged in the official charity docket and post event communications. Mentioned below are the various categories and privileges.**

AMT RAISED	FUNDRAISING LEVEL	BENEFITS
INR50,000	Fundraiser Silver	<ul style="list-style-type: none"> <li>• INR 1,000 as incentive/donation to your NGO on your page*</li> <li>• Running Bib (only for Young Leader)</li> <li>• Priority line in Dream Run (Young Leaders only)</li> <li>• United Way retention on offline amounts: 4%</li> </ul>
INR100,000	Fundraiser Gold	<ul style="list-style-type: none"> <li>• INR 1,000/2,000/3,000 as incentive/donation to your NGO on your page*</li> <li>• Bib (for Young Leader only)</li> <li>• Social Media Mention</li> <li>• Priority Line-up in Dream Run (Young Leaders only)</li> <li>• United Way retention on offline amounts: 3%</li> </ul>
INR 1,50,000	Change Maker	<ul style="list-style-type: none"> <li>• INR 1,000/2,000/3,000 as incentive/donation to your NGO*</li> <li>• Special Running Bib</li> <li>• Name and profile on the official event website and event social media platforms</li> <li>• Event T-Shirt</li> <li>• Hosted in Event Marquee tent</li> <li>• Invitee Car Parking</li> <li>• Priority line up across all race categories</li> <li>• United Way retention on offline amounts: 2%</li> </ul>
INR 5,00,000	Change Investor	<ul style="list-style-type: none"> <li>• INR 1,000/2,000/3,000 as incentive/donation to your NGO*</li> <li>• Special Running Bib</li> <li>• Name and profile on the official event website and event social media platforms</li> <li>• Event T- Shirt, Track Suit</li> <li>• Hosted in Event Marquee tent</li> <li>• Invitee Car Parking</li> <li>• Wall of Change @Get Active Expo - Visibility</li> </ul>

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		<ul style="list-style-type: none"> <li>• 1 Additional Dream Run Bib</li> <li>• Priority line up across all race categories</li> <li>• Race Day Photograph</li> <li>• United Way retention on offline amounts: 1.5%</li> </ul>
INR 10,00,000	Change Leader	<ul style="list-style-type: none"> <li>• INR 1,000/2,000/3,000 as incentive/donation to your NGO*</li> <li>• Special Running Bib</li> <li>• Name and profile on the official event website and event social media platforms</li> <li>• Event T-Shirt, Track Suit, Shoes</li> <li>• Hosted in Event Marquee Tent + 1 guest</li> <li>• Invitee Car Parking</li> <li>• Wall of Change @Get Active Expo - Visibility</li> <li>• 3 Additional Dream Run Bib</li> <li>• Priority line up across all race categories</li> <li>• Race Day Photograph</li> <li>• United Way retention on offline amounts: 1%</li> </ul>
INR 25,00,000	Change Champion	<ul style="list-style-type: none"> <li>• INR 1,000/2,000/3,000 as incentive/donation to your NGO*</li> <li>• Special Running Bib</li> <li>• Name and profile on the official event website and event social media platforms</li> <li>• Event T-Shirt, Track Suit, Shoes</li> <li>• Hosted in Event Marquee tent + 1 guest</li> <li>• Invitee Car Parking</li> <li>• Wall of Change @Get Active Expo - Featured</li> <li>• 4 Additional Dream Run Bib</li> <li>• Priority line up across all race categories</li> <li>• Race Day Photograph</li> <li>• Invitation to Charity Awards Nite</li> <li>• Name/Photograph in post event advertorial</li> <li>• United Way retention on offline amounts: 0.5%</li> </ul>
INR 50,00,000	SCMM Change Icon	<ul style="list-style-type: none"> <li>• INR 1,000/2,000/3,000 as incentive/donation to your NGO*</li> <li>• Special Running Bib</li> <li>• Featured on event website +Social media Platforms</li> <li>• Specially designed T-shirt + track suit. Running shoes.</li> <li>• Hosted in Marquee + 2 guests</li> <li>• Invitee Car Parking</li> <li>• Wall of Change @Get Active Expo - Featured</li> <li>• 5 Additional Dream Run Bib</li> <li>• Priority line up across all race categories</li> <li>• Race Day Photograph</li> <li>• Invitation to Charity Awards Nite</li> <li>• Invitation to Beyond the Finish Line</li> <li>• Name/Photograph in post event advertorial</li> <li>• Personal Chaperone on Race Day</li> <li>• United Way retention on offline amount: Nil</li> </ul>

\*Condition: Minimum of five donors on the page are required for the incentive to be added. The amount depends on the privilege level of the NGO being supported.

### **Pledge Raising:**

**Last date for offline pledges- Friday, 27<sup>th</sup> January 2017**

**Last date for online pledges- Monday, 30<sup>th</sup> January 2017**

- All individual fundraisers have two options through which they can raise funds-Online (their donors donate on their fundraising page) and Offline (cheques and DDs).
- To simplify the offline process, fundraisers can enter the offline details in their page. Download the summary sheet, attach the cheques and submit offline funds to UWM. UWM will update the page once the cheques are realized.
- Details of the donors will be visible to the fundraiser. The contact details of the fundraiser's donor will not be shared with the NGO unless the fundraiser specifically gives their consent in this regard.

### **Expo Days:**

- Individual Change Runners and Young Leaders should carry the confirmation email and a government approved photo id proof when they come to the United Way Mumbai kiosk at the Expo to collect their running Bibs.
- If NGOs are collecting Bibs on behalf of their Change Runners and Young Leaders, kindly carry authorization letters and above mentioned documents for each runner. All Half and Full Marathon runners have to come personally to collect their Bibs.

### **Race Day:**

- Entry into the VIP Marquee, only for Change Runners for self and 1 guest (as applicable) + 1 car park pass. Please email Change Runner's car registration number, type of car, driver's name and mobile number to us before Monday, 2<sup>nd</sup> January 2017 so that parking passes can be arranged on time.

### **80G Receipts and Disbursal:**

- 80G receipts will be given to all donors for donations above INR 100. 80G receipts to all online donors will be emailed to the ID which was provided while making the online donation from [contact@unitedwaymumbai.org](mailto:contact@unitedwaymumbai.org). Donors are requested to add this email ID to the safe sender list. Disbursements to beneficiary NGOs will be made once the process of accounting and reconciliation is complete.

**For further queries**, please feel free to contact United Way Mumbai from **Monday to Friday from 10:00 AM to 06:00 PM.**

### **Contact Details:**

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

**Landline Numbers:** +91 22 24937676/79-83/85

**Email:** [scmm@unitedwaymumbai.org](mailto:scmm@unitedwaymumbai.org)

**Website:** [www.unitedwaymumbai.org](http://www.unitedwaymumbai.org)

**Twitter:** @UWMumbai

**Facebook:** [www.fb.com/unitedwaymumbai](http://www.fb.com/unitedwaymumbai)