Tata Mumbai Marathon 2023

NGO Orientation Workshop
Topics covered

• Tata Mumbai Marathon Philanthropy History
• TMM & COVID-19 Fundraisers
• TMM 2023 Philanthropy Structure
• 7 Ways to raise funds at TMM’23
• TMM - Philanthropy Potential
• TMM 2020 Stats
• Race Categories at the TMM 2023
• NGO Pages
• Charity Bib allocation for TMM 2023
• Bib blocking deposit & bib forfeit
• Early bird discount
• Charity Bib submission process
• Runner registration process
• Individual Fundraiser

• Fundraiser level
• Corporate Team registration
• Corporate Team submission
• Top-up donation
• Special Number Bib
• NGO registration
• NGO Privilege Levels
• Overall timelines
• Annexures
• Changes from TMM’20 to TMM’23
• Resources
• Sponsors
• How to reach us
TMM – Philanthropy History

Structured Philanthropy Platform
The TMM is optimized to help NGOs leverage its popularity and prestige to raise funds & awareness.

Cost Effective
The platform strives to keep the fundraising costs to the lowest possible while taking care of all the logistics associated with it.

100% of online donations on NGO & Fundraiser pages are disbursed to the NGO in full.

Credibility & Reputation
The platform has tremendous goodwill & serves as a trust builder through its fair, transparent and empowering model.

Relationship & Capacity Builder
Creates opportunities for NGO to initiate, build and deepen relationships with donors & fundraisers.

Improve NGOs ability to fundraise through peer learning.

Resulting in over ₹ 317 Cr raised at the Marathon
From a modest ₹ 1.44 crores in 2004 the Tata Mumbai Marathon has raised over ₹ 45.90 crores in the 2020 edition.
TMM & COVID-19 Fundraisers

95 NGOs benefitted + Over 478 Individual fundraisers and Thousands of donors = Resulting in over ₹ 5 CR+ through TMM COVID-19 Fundraiser

48 Change Runners of whom 22 were Young Leaders

Structured Philanthropy Platform

TMM ecosystem came together once again to stand together for our communities with the belief; that in times when needs were the most urgent, it was essential that the platform be used for the intent it was created to serve our communities. With all our work affected by the pandemic in one way or another, our fundraisers and NGOs raised funds for a wide range of interventions in health, income, education, and more.

We are immensely grateful to all the supporters who stood by us in the tough times.
TMM Philanthropy Structure

- Outlines various fundraising opportunities
- Covers all the processes from NGO registration to disbursements
- Covers important timelines
- Detailed list of benefits for all stakeholders
- Helps NGOs plan their campaign through NGO Privilege Levels and benefits

Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race Day</td>
<td>Sunday, 15th January 2023</td>
</tr>
<tr>
<td>Expo</td>
<td>From Wednesday, 11th January to Saturday, 14th January 2023</td>
</tr>
<tr>
<td>Fundraising Closes</td>
<td>Sunday, 5th February 2023</td>
</tr>
</tbody>
</table>
Seven Ways to Raise Funds at the TMM 2023

1. NGO PAGES
2. CHARITY BIBS
3. INDIVIDUAL FUNDRAISERS
4. CORPORATE TEAM
5. TOP UP DONATIONS DURING RUNNER REGISTRATIONS
6. PERSONALISED NUMBER ON BIB
7. INCENTIVES & GRANTS
TMM – Philanthropy Potential

Amount raised at the TMM 2018:
Rs 34.4 Crore

- Individual Fundraising: 44%
- Charity Bibs: 39%
- Direct Donations: 12%
- Employee Giving: 4%
- Corporate Participation: 1%

Amount raised at the TMM 2019:
Rs 40.7 Crore

- Individual Fundraising: 41%
- Charity Bibs: 9%
- Direct Donations: 3%
- Employee Giving: 3%
- Corporate Participation: 1%

Amount raised at the TMM 2020:
Rs 45.9 Crore

- Individual Fundraising: 38%
- Charity Bibs: 7%
- Direct Donations: 3%
- Employee Giving: 1%
- Corporate Participation: 51%
TMM – Philanthropy Potential

Amount raised at the TMM 2018:
Rs 34.4 Crore

Amount raised at the TMM 2019:
Rs 40.7 Crore

Amount raised at the TMM 2020:
Rs 45.9 Crore

Individual Fundraising
Charity Bibs
Direct Donations
Employee Giving
Corporate Participation
### TMM 2020 - Stats

#### Corporate Team

<table>
<thead>
<tr>
<th>Teams</th>
<th>Range</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team 15 – 40 ( Rs 3L - 8 L)</td>
<td>₹ 3,00,000 to ₹ 8,00,000</td>
<td>Rs 17.56 Crores</td>
</tr>
</tbody>
</table>

#### Charity Bibs Allocated

<table>
<thead>
<tr>
<th>Bibs utilized</th>
<th>Bib average</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3675</td>
<td>₹ 9,231</td>
<td>₹ 3.38 Crores</td>
</tr>
</tbody>
</table>

#### Fundraiser Level

<table>
<thead>
<tr>
<th>Numbers</th>
<th>Average Amount Raised</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change Legend ( Rs 1 Cr +)</td>
<td>Rs 1,60,46,536</td>
<td>Rs 9.62 Crore</td>
</tr>
<tr>
<td>Change Icon (Rs 50L-1Cr)</td>
<td>Rs 53,42,211</td>
<td></td>
</tr>
<tr>
<td>Change Champion (Rs 25L-50L)</td>
<td>Rs 30,95,502</td>
<td>Rs 2.47 Crore</td>
</tr>
<tr>
<td>Change Leader (Rs 10L-25L)</td>
<td>Rs 13,51,604</td>
<td>Rs 2.16 Crore</td>
</tr>
<tr>
<td>Change Investor (Rs 5L-10L)</td>
<td>Rs 6,31,609</td>
<td>Rs 2.52 Crore</td>
</tr>
<tr>
<td>Change Maker (Rs 1.5L-5L)</td>
<td>Rs 2,11,235</td>
<td>Rs 3.25 Crore</td>
</tr>
<tr>
<td>Fundraiser Gold (Rs 1 L-1.5L)</td>
<td>Rs 1,11,822</td>
<td>Rs 68.21 Lakh</td>
</tr>
<tr>
<td>Fundraiser Silver (Rs 50k-1L)</td>
<td>Rs 70,239</td>
<td>Rs 1.37 Crore</td>
</tr>
<tr>
<td>Fundraiser Bronze (Rs 10k-50k)</td>
<td>Rs 21,117</td>
<td>Rs 98.19 Lakh</td>
</tr>
<tr>
<td>Fundraiser (Rs 0-10K)</td>
<td>Rs 4,081</td>
<td>Rs 19.38 Lakh</td>
</tr>
</tbody>
</table>
# Race Categories at the TMM 2023 (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>15 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>12 years as on 14th Jan 2023</td>
<td>INR 6000</td>
<td>INR 950</td>
<td>INR 250</td>
<td>Participation Certificate</td>
<td>Participation Certificate</td>
</tr>
<tr>
<td>Dream Run</td>
<td>7 km</td>
<td>60 years as on 14th Jan 2023</td>
<td>INR 6000</td>
<td>INR 350</td>
<td></td>
<td></td>
<td>Lapel Pin + Participation Certificate</td>
</tr>
<tr>
<td>Sr. Citizen Run</td>
<td>4.7 km</td>
<td>12 years as on 14th Jan 2023</td>
<td>INR 6000</td>
<td>INR 350 + INR 175 (Buddy)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Champion With Disability</td>
<td>1.3 km</td>
<td>12 years as on 14th Jan 2023</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NGO Pages

- Each NGO gets a unique personalized page on the UWM website.
- This unique-personalized NGO page will display: a donation button, NGO's contact detail, bibs available, total amount raised, the fundraisers who support the NGO and the privilege level of the NGO.

100% of all funds raised online are disbursed in full to the NGO, UWM absorbs the payment gateway charges.

Bib Request button added to NGO pages to help them generate enquiries directly from the interested runners/donors.
Charity Bib Allocation for TMM 2023

<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>
</tbody>
</table>

Minimum donation per Bib: INR 12,000

* 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.

Please note: 58 NGOs who raised funds in the Special COVID Fundraiser through the TMM are eligible for additional five bibs of any race category (inform UWM via email how many Bibs are wanted in what category) along with 1st allocated bibs.
Bib Blocking Deposit & Bib Forfeits

• Every NGO that blocks Charity Bibs, is required to put a refundable Bib blocking deposit of INR 1,000 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 the allocated Bibs by 18th December 2022

• UWM will deduct INR 1,000 from the Bib deposit for every unutilized Bib
• The NGO can also request fewer Bibs or return the unutilized Bibs by 25th October 2022 to avoid any Bib forfeit
Early Bird Discount: Till 30th September 2022

Till 30th September, 2022:
All Open 10K and Half Marathon Bibs utilized will require a minimum donation of INR 6000

1st October onwards, 2022:
All Open 10K and Half Marathon Bibs utilized will go back to minimum donation of INR 12,000

Till 30th September, 2022:
Similarly, Dream Run, Marathon, Champions with Disability and Senior Citizens Run Bibs utilized will require a minimum donation of INR 3000

1st October onwards, 2022:
All open 10K and Half Marathon Bibs utilized will go back to minimum donation of INR 6000
This slide has been explained in great detail from page 9-10 of the Philanthropy Structure.
Runner Registration Process

Runners will get a unique code & registration link

Runners enter details & upload valid timing certificate (if applicable)

The runner will be taken to the payment gateway to pay the race fee.

Once the race fee is paid, the runner registration will be complete.

If the application is accepted, the runner will receive a confirmation email

The runner needs to carry this confirmation letter to the Expo to collect their bib.

Prepaid code

Postpaid code

Runner enters unique code on the link

This slide has been explained in great detail on page 11 of the Philanthropy Structure
Individual Fundraising

The UWM online platform is ideal for raising funds for a cause – it’s free, it’s easy to set up and 100% of the money raised online goes to the NGO.

Who are Individual Fundraisers?
Ordinary individuals who are passionate for causes they believe in and makes an effort to raise funds.

Who are Young Leaders?
Individuals below the age of 21 years as on race. They get eligible for privileges on raising INR 1,00,000 for their NGO/s.

Who are Change Runners?
Individuals who raise INR 1.5 lakh and above in support of their chosen NGO/s.

Who are Employee Fundraiser?
Individual Fundraiser can select their participating corporate and accrue incentives for their company.

UWM’s Fundraiser Assist App helps fundraiser connect with all their contacts through Email, WhatsApp, Social Media seamlessly and enables sending appeals and thank you messages effortlessly.
Individual Fundraising

The UWM online platform is ideal for raising funds for a cause – it’s free, it’s easy to set up and 100% of the money raised online goes to the NGO.

On a fundraiser page and dashboard a fundraiser can....

- Personalize appeal, add photographs and videos
- Add collaborators and raise funds in a group
- Share their page on various social media to create awareness and raise funds
- Receive online donation on their page and add offline donation details
- Receive and respond to donor comments updates
- Share important updates on their campaigns
- View all donor details in an easy to download format

UWM’s Fundraiser Assist App helps fundraisers connect with all their contacts through Email, Whatsapp, and Social Media seamlessly and enables sending appeals and thank you messages effortlessly.
To know more on Fundraiser's privilege levels, please visit page no 15 & 16 of the Philanthropy Structure.
### Corporate Team Registration

#### Highlights
- Relaxed timings for Half Marathoners
- Employee Engagement-Corporate Tent
- Fulfilment of CSR Mandate
- Employee fundraising & Offline fundraising
- Priority Dream Run line up

#### OPTION 1: Single Donation Amount
- In the name of 'United Way of Mumbai' (UWM)
- Amount: INR 3,45,000

#### OPTION 2: Split Donation Amounts
- In the name of 'United Way of Mumbai' (UWM retention amount)
- Amount: INR 32,000
- In the name of beneficiary NGO for CSR projects
- Amount: INR 3,13,000

#### Bib Allocation for Each Team Size

<table>
<thead>
<tr>
<th>Team Size</th>
<th>10K</th>
<th>HM</th>
<th>DR/FM/CWD/SCR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team 15</td>
<td>6</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Team 25</td>
<td>10</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Team 40</td>
<td>16</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Add-on team of 5</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

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**Registration Process:**

**Step 1:** Register online on UWM website

**Step 2:** Make online payment/through cheque, update payment details and submit the form

Event fees of runners need to be paid directly to Procam International post the submission of team by 30th December, 2022, an invoice for which will be generated and emailed.
How to Get Corporate Teams to Support You

- Prepare a list of companies you are already connected with
- Know your potential supporter: research about the company’s recent CSR involvement to speak in the company’s interest
- Involve your board to introduce you to the right person
- Prepare a pitch
  - Introducing yourself & the TMM
  - TMM as an employee engagement tool
  - TMM as a part of CSR spends
  - Proposal for the donation amount
  - Show the benefits the company and its employees will receive (speak in the company’s interest)
- Any additional benefits that you can provide
- Make a plan to create a differentiated experience for the employees
- Make a race day plan for these runners
- Don’t limit it to Race Day. Can you provide employee engagement throughout the year? Think
- Be creative with your engagement
- Build networks within the company: You will usually have one key supporter within the company. Try to meet as many people in the company as possible. That will not only help your main contact to make the case for you, but it will also protect your funding if your key contact moves on.

Try this: Almost every person you know works somewhere. Ask them who is the right person to connect with in their company and if they can connect you?
Corporate Team Submission Process

Team Submission Process: Company SPOC receives two emails from the corporate portal – with log in credential & another with link to share with employees to register.

Step 1: SPOC shares the received link, Unique codes with employees to register.
Step 2: SPOC logs in and approves the final set of runners as per the allocation.
Step 3: SPOC receives an invoice for the selected race category and processes the same for payment to Procam International Pvt. Ltd.
Step 4: Once payment is done (latest by 30th December, 2022) employees receive a confirmation email from Procam within 7 working days from the date of payment.

*For more detailed process info: Please visit page no 23 of TMM’23 Philanthropy Structure
Top-up Donations

- The registration process now provides an option to all runners to donate to an NGO of choice while registering for their run.
- 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 and will be divided amongst NGOs as per the privilege levels achieved.
- 4.72% of the donation amount is retained 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 during the registration.
- A 10BE certificate will be issued for the total donation amount to the donor by UWM.
Special Number Bibs

- Runners have a choice of selecting their own 6-digit number against a fixed donation of INR 5,000 to any NGO of their choice.
- Non-refundable donation, once made.
- The number cannot begin with the digit 0 and confirmation is subject to availability
- Additional opportunity for participating NGOs to raise funds by converting registered and confirmed runners into donors
- Can be used for any race category
- Last date to register - Monday, 26th December 2022

Two ways to avail:

1. **While runner registering at TMM website**: UWM will not retain anything but 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 UWM.
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.
NGO Registration

NEW NGOs
Sign up here: www.unitedwaymumbai.org/ngo_signup.php

RETURNING NGOs
i.e. NGOs that participated in TMM 2020
www.unitedwaymumbai.org/accounts/ngos.htm

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

- 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
TMM 2023 NGO Registration Process

NGOs willing to register for the TMM 2023 will have to complete UWM’s statutory and financial due diligence processes in order to raise funds through the platform.

NGOs registering for the first time:

1. Step 1: Sign up at www.unitedwaymumbai.org/ngo_signup.php
2. Step 2: Log in and complete pre-verification process (fill form, upload documents and submit for review)
3. Step 3: UWM will review and approve your application upon process completion and activate the TMM 2020 application form
4. Step 4: Log in and fill the TMM 2020 form, download auto-generated form then sign and put your NGO seal
5. Step 5: Upload registration on google form along with payment of Bib blocking deposit via online/offline (details on google form) to UWM

Returning NGOs

If you have participated in TMM 2020 you just need to follow the steps given below to register your NGO for TMM 2023.

Please email UWM if there are any changes in the information you have submitted last year.

1. Step 1: Log in and upload the latest audited financials under “Registration Details” tab
2. Step 2: Fill the TMM 2023 form, update fund utilization details, download auto-generated form then sign and put your NGO seal
3. Step 3: Upload registration form on google form along with payment of Bib blocking deposit via online/offline (details on google form) to UWM

UWM Address: United Way Mumbai, 6th Floor, Mumbai Educational Trust, Bandra Reclamation, Bandra (West), Mumbai 400 050, India.
It is not a rating of an NGO’s work and only indicates the level of participation at the TMM.

However, the race day benefit will be decided on the privilege level pertaining to the NGO on Monday, 26th December 2022.
## Overall 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>Last date for runners to register online using voucher codes</td>
<td>Event Expo</td>
<td>Last date for fundraising</td>
</tr>
<tr>
<td>1st Bib allocation begins</td>
<td>25th Oct</td>
<td>Return 1st allocation Bibs against full refund</td>
<td>30th Nov</td>
<td>Last date to utilise and submit donations for all Charity Bibs</td>
<td>15th Jan</td>
<td>Last Date for NGOs to improve privilege levels</td>
</tr>
<tr>
<td>Individual Fundraising begins</td>
<td>25th Aug</td>
<td>Last date to complete 1st allocation and request 2nd allocation</td>
<td>Deadline for Corporate Team submission</td>
<td>Premium Bibs allocation**</td>
<td>Race Day</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**
Annexures

1. A list consisting of NGOs that achieved Privilege Levels in TMM'20 and no of eligible bibs for TMM'23
2. A list consisting of 58 NGO names from COVID-19 Fundraiser who are eligible for additional Five Bibs of any race categories
<table>
<thead>
<tr>
<th>NGO NAME</th>
<th>2020 PRIVILEGE LEVEL</th>
<th>NO. OF ELIGIBLE BIBS IN 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shrimad Rajchandra Love &amp; Care</td>
<td>Diamond</td>
<td>50</td>
</tr>
<tr>
<td>Family Planning Association, India</td>
<td>Diamond</td>
<td>50</td>
</tr>
<tr>
<td>United Way Mumbai</td>
<td>Diamond</td>
<td>50</td>
</tr>
<tr>
<td>Isha Education</td>
<td>Platinum</td>
<td>30</td>
</tr>
<tr>
<td>Light of Life Trust</td>
<td>Platinum</td>
<td>30</td>
</tr>
<tr>
<td>Habitat For Humanity India</td>
<td>Platinum</td>
<td>30</td>
</tr>
<tr>
<td>Karunya Trust</td>
<td>Platinum</td>
<td>30</td>
</tr>
<tr>
<td>RUBAROO - Centre For Advancement of Philanthropy</td>
<td>Platinum</td>
<td>30</td>
</tr>
<tr>
<td>CanKids KidsCan</td>
<td>Platinum</td>
<td>30</td>
</tr>
<tr>
<td>Urban Health Resource Centre</td>
<td>Platinum</td>
<td>30</td>
</tr>
<tr>
<td>Cancer Patients Aid Association</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>The Foundation</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>Touching Lives Welfare Trust</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>Amar Seva Sangam</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>Vipla Foundation</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>Sparsha Charitable Trust</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>Tata Medical Centre Trust</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>Action Against hunger</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>Adhar</td>
<td>Gold</td>
<td>20</td>
</tr>
<tr>
<td>Children’s Movement for Civic Awareness</td>
<td>Gold</td>
<td>20</td>
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<tr>
<td>Concern India Foundation</td>
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<td>St. Jude India Childcare Centres</td>
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<td>Catalysts For Social Action</td>
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<td>Central Himalayan Rural Action Group</td>
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<td>COTAAP RESEARCH FOUNDATION</td>
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<td>Kripa Foundation</td>
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<td>Muktangan Education Trust</td>
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<td>Population First</td>
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<td>Smile Foundation</td>
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<td>Spark a Change Foundation</td>
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<td>Teach to Lead (Teach for India)</td>
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<td>The Indian Council For Mental Health</td>
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<td>World for All Animal Care and Adoptions</td>
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<td>All other NGOs</td>
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- Access Life Assistance Foundation
- Adhar
- Animedh Charitable Trust
- CARE India Solutions for Sustainable Development
- Cancer Patients Aid Association
- Centre For Social Action
- ChildRaise Trust
- Children Toy Foundation
- Children’s Movement for Civic Awareness
- COTAAP RESEARCH FOUNDATION
- DATRI Blood Stem Cell Donors Registry
- EPILEPSY FOUNDATION
- Family Planning Association, India
- Forum For Autism
- GOONJ
- Habitat For Humanity India
- Heed India (Samarpan Charitable Trust)
- Isha Education
- Learning Space Foundation
- Light of Life Trust
- Maharashtra State Women’s Council
- MANAV Foundation
- Mentaid
- Mohan Foundation
- Mumbai Mobile Creches
- Myna Mahila Foundation
- Population First
- Samarth Bharat Vyaspeeth
- SANJEEVANI LIFE BEYOND CANCER
- Sanskriti Samvardhan Mandal
- Sense International India
- Sharon Welfare Society
- Shrimad Rajchandra Love & Care (Shrimad Rajchandra Sarvamangal Trust)
- Sir Dorabji Tata Trust
- Sir Ratan Tata Trust
- Sita Devi Foundation
- Sona Sarovar Trust
- Sparsha Charitable Trust
- Sri Sri Thakur Anukulchandra Seva Kendra
- Srijon - Artscape
- Srujna Charitable Trust
- St. Jude India Childcare Centres
- Sunshine Education Society (Sunshine School)
- Tata Education and Development Trust
- The Handmaids of the Sacred Heart Of Jesus (Dilkhush School)
- The Indian Council For Mental Health
- The Opentree Foundation (Toybank)
- The Vatsalya Foundation
- Think Foundation
- Touching Lives Welfare Trust
- Udaan Welfare Foundation
- Ummeed Child Development Centre
- United Way Mumbai
- Urban Health Resource Centre
- Vanavasi Kalyan Ashram, Maharashtra
- VConnect Foundation
- Welfare Society For Destitute Children (St. Catherine of Sienna School and Orphanage)
- Youth 4 Jobs Foundation
Changes from TMM 2020 to TMM 2023

1. Bib forfeiture amount to be deducted from the bib blocking deposit.
2. No untimed Half Marathon bibs in TMM 2023
3. No division in Charity bibs types, race categories remains the same
4. Bib allocation as per NGO Privilege levels achieved in TMM 2020
5. Additional five bibs of any race category for 58 COVID-19 Fundraiser NGOs
6. Early Bird Discount for Charity bibs
7. UWM retains INR 500 per Bib on Open 10K & Half Marathon I INR 250 on Dream Run, Marathon, Sr. Citizens Run & Champions With Disability
8. 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-transferable
9. Changes in the Corporate Team donation amount
10. Option to add team of 5 over and above team of 15/25/40
11. Changes in Employee Fundraisers’ benefits
12. Option to make top-up donation during runner registration
13. Two-ways to avail a special no bib
Resources

Some useful resources to help you plan your campaign. We will keep on adding to add to this page as we go along:

1. TMM 2023 Philanthropy Structure
2. Corporate Philanthropy Structure
3. TMM 2023 Event Logo
4. NGO Privilege Level 2020+Special Covid Fundraisers
5. NGO Privilege Level Explained - video
6. List of running events to qualify for TMM 2023
7. TMM 2023 NGO Orientation Workshop presentation

Contact Us

Contact us between Monday – Friday, 10 am – 12 pm

UWM TMM Helpline for NGOs: +91- 9167011900
UWM TMM Helpline for Corporates & Individual Fundraising: +91 98333 07251
UWM TMM Helpline for Overall Campaign: +91 9833307253

- NGO registrations and charity bib allocations:
  - Debopama Bandyopadhyay (debopama@unitedwaymumbai.org)

- Corporate registrations and Individual fundraising:
  - Avijit Chakrovorty (avijit@unitedwaymumbai.org)

- Overall campaign:
  - Sahej Mantri (sahej@unitedwaymumbai.org)
Thank you