

SCMM 2012-CHARITY STRUCTURE

The Standard Chartered Mumbai Marathon (SCMM), now in its 9th 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 fund raising event for charity. In the last eight years of existence, it has assumed a stature of eminence, being the single largest philanthropic sporting event in India.

United Way of Mumbai (UWM), the exclusive charity partner for this event promotes and facilitates the fund raising and distribution aspects of the marathon. This document elaborates the charity structure for 2012 edition. Whether you are an NGO, corporate or individual, you can find information on how to register for the event as well as important dates and procedures for fund raising.

I. CORPORATE CHALLENGE

Corporate Challenge (CC) is a category specially designed for companies who wish to sponsor employee teams to participate in the SCMM and raise funds for charity. 134 companies had fielded 198 teams to participate in SCMM 2011.

Companies participating in this category make an upfront non-refundable contribution towards a NGO of their choice while registering. Alternatively, they can choose a cause that they wish to donate to and UWM can help them choose the right NGO. Companies who register are assured guaranteed pre decided number of running slots for their employees. Post registration, the corporate puts together a team of employees who run any of the race categories they wish to – Dream Run, Half Marathon or Marathon. As part of the corporate registration, employees do not have to pay any extra amount as event application fees; however employees are encouraged to raise funds at an individual level for the registered NGO.

The Corporate Challenge **registration process** for this year is detailed below.

General Round: Registration in this round is open to all corporates who wish to participate in the SCMM 2012. There are 2 team sizes available –

- a. Team 25 – 25 running spots per team.
- b. Team 15 – 15 running spots per team

Since there are limited team slots available, registration is on a first come first served basis.

General Round registration opens on 22nd July 2011 and closes on 30th September 2011 or until number of Corporate Challenge teams are filled.

A company registers by filling up the Corporate Challenge form and making an upfront, non-refundable contribution of an amount as may be applicable, in order to join. **Company registration for the Corporate Challenge is on first come first served basis.**

Team 25 (25 runners)

- 1 Fill up the Corporate Challenge Registration form
- 2 Choose your NGO/ Charity
- 3 Enclose a cheque for Rs. 3,50,000 drawn in favour of 'United Way of Mumbai'
- 4 Submit the form and cheque at the UWM office

Team 15 (15 runners)

- 1 Fill up the Corporate Challenge Registration form
- 2 Choose your charity
- 3 Enclose a cheque for Rs. 2,25,000 drawn in favour of 'United Way of Mumbai'
- 4 Submit the form and cheque at the UWM office

Priority Status: This round has been introduced to encourage employees from within Corporate Challenge teams to raise funds. In appreciation of their efforts, companies whose employees had raised pledges in the 2011 edition, as per the qualification norms, will be invited on a priority basis to register two teams of 25 members for 2012 edition. Unutilized teams from this round would be made available to all in the General round.

Criteria to qualify for this round in 2013 will be based on pledges raised in SCMM 2012:

Team 25: Employees must have raised an aggregate of Rs 1,50,000.

Team 15: Employees must have raised an aggregate of Rs 75,000.

On race day corporate teams will be lined up in order of their status in the priority segment. Corporate teams will run in order of highest funds raised. In addition we will be inviting the MD/CEO of the top 3 teams (based on SCMM 2011 collections) to the Event prize distribution stage along with other dignitaries and celebrities to witness and wave off their teams as they start their run.

To register under the Priority Round -

- 1 United Way of Mumbai will send an invitational email to the eligible companies
- 2 The company needs to follow all the steps outlined for Team 25 under General round.
- 3 Post registration, start date to submit details of team members online – 22nd July 2011 to 30th September 2011

The maximum number of Corporate Challenge teams (whether Team 25 or Team 15 or a combination or both) a company can field, through General Round and/or Priority Round, is 7 teams.

Table 1: Corporate Challenge Registration Fees

25 MEMBER TEAM	Rs 3,50,000/-*
15 MEMBER TEAM	Rs 2,25,000/-*

* This amount includes applicable Event application fees, irrespective of the race category chosen by team members.

Corporate Challenge Post Registration Formalities

Once a company is registered with UWM, they are required to complete the following formalities:

1. On submission of registration fees. You will receive admin login id and password to a corporate page in your company's name along with a detailed process explanation.
2. Select the employees who will participate in the Event.
3. Get them to submit their details in the 15/25 member application form allocated to you along with photo upload. They will also be required to select the race category (dream run/half marathon/Full marathon) they are interested in competing.
4. Once complete, nominate one member of the team as the champion for the team in the form. This person will be the single point contact for all race related updates/ fitness tips/fund raising suggestions etc. unless specified.
5. Submit the page before **30th September 2011**.

Please Note:

- a) You will not be able to submit the online form if any of the mandatory fields is incomplete.
- b) Once submitted you will not be able to access or change details.

Important Dates and Deadlines: Corporate Challenge

Date	Particulars
12 th July	Invitation to Priority Corporates
22 nd July	Corporate Challenge Registration Opens (All rounds)
30 th September or until no. of teams are filled	Registration Closes for CC under General Round

Incentives on offer for Corporate Challenge Participants

Some of the benefits that members of the Corporate Challenge can look forward to –

- ✓ Employees will be hosted in a special CC Tent separate from general race in Azad Maidan on race day.
- ✓ Special bib will be made available for team members participating in the Dream Run.
- ✓ Regular newsletters and pre-race day communication.
- ✓ Participants will be eligible for priority line-up on race day during the Dream Run.
- ✓ Team acknowledgement on website and charity docket.
- ✓ Pledge raising workshop conducted by UWM, on request and prior intimation, for the team members.
- ✓ Online giving page facility on our website and 80G certificates to every donor and corporate.

NGOs

NGOS who wish to participate in the SCMM and/or raise funds need to register with UWM. The earlier an organization registers the better the chances of connecting with prospective donors.

To register, NGO will have to fill up the NGO registration form along with all required documents, along with a cheque for Rs 2500 in favour of 'United Way of Mumbai'. UWM puts up the list of registered NGOs on its website and creates an online donation page for the NGO with linkage to supporters and corporate pages. There will be also be a link to this list from the official event website (www.procamrunning.in). This will help build awareness for participating NGOs.

A total of 5000 running slots (bibs) have been reserved for NGOs who register for SCMM 2012, to help them raise funds. Bib allocation is on the basis of funds raised in the past three years (SCMM 2009, 2010 and 2011) as per records available with UWM for the top 100 NGO's and the balance equally amongst all registered NGO's. In case an NGO in the pre assigned top 100 is not interested in blocking their full allocated bibs, these will be made available to the common pool.

	No of Bibs allocated
Top 50 funds raiser 2009-2011	50
Top 51-100 fund raisers 2009-2011	30
All other registered NGO's	*

**equally divided among all registered NGO's not included in above 100.*

The list of the top 100 fund raisers will be made available on request.

To block their allocated bibs top 100 fund raising NGO's need to pay **Rs 1000** per bib by **15th July 2011**, and all registered common pool NGO's by **12th August 2011**. After blocking the running slots, the NGOs will work within a pre-defined time period to find donors who would donate towards their cause. For the blocked bibs to be confirmed, the NGOs need to raise a minimum of Rs 5,000 per bib (which includes the initial Rs 1000 bib blocking amount paid). Once collections close, UWM will disburse the entire amount back to the respective NGO, post consideration of processing charges of Rs 250 and Event application fees as per race category chosen by the donor. **NGO registrations commence on 29th June 2011.**

Rules for NGO bib blocking –

1. NGO's can block any number of bibs up to their allocated limit for which they need to find donors.
2. Bib blocking for top 100 NGO's will begin by **29th June 2011**. They will have to confirm and block bibs by **15th July 2011**, failing which these bibs will be released to the common pool.
3. To block bibs, NGO's need to pay the bib blocking fees up-front (i.e. Rs 1000 per bib).
4. The donation amount against each bib must be minimum Rs. 5,000.
5. Bib blocking for common pool NGO's will begin on **18th July 2011** and end on **12th August 2011**.
6. To confirm the blocked bibs, all NGO's need to submit the application forms of the participants along with donation cheque (of min amount Rs. 4,000) and pledge form to

UWM. Last date to submit donations and application forms for Marathon and Half Marathon and Dream run category is **Thursday, 20th October, 2011**.

7. In case an NGO wants to return any unutilized bibs (for which they could not find donors) on or before **30th September 2011**, bibs will be put up for general bids on 6th Dec 2011, and the bib blocking amount paid (Rs 1000 per bib) shall be refunded in full by **31st December 2011**.
8. However, if an NGO does not return any unutilized bibs by **30th September 2011**, the amount paid by the said NGO will be forfeited.

To support the NGOs in raising funds, the deadline for submission of the application forms and donations for these bibs has been extended by a month after the general registrations for the public close. Please see the table below titled “Important Dates” for more details.

How to sign up:

Step 1: NGO Registration for SCMM 2012

- ✓ Fill up the NGO registration form. The filled form needs to be submitted to UWM both online as well as offline. The sections in the form requiring write up, utilization of funds and case study would be used while creating the NGO online giving page on the website and hence needs to be carefully written as it will be in the public domain.
 - ✓ The form needs to be duly signed and sealed in order to avoid rejection of the application.
 - ✓ Attach all required legal and certification documents, which are mentioned in the form
 - ✓ Enclose a NGO registration cheque of Rs. 2,500/- be in favor of ‘United Way of Mumbai’.
 - ✓ Submit copy of the filled form online and a print along with all of the above at the UWM office
- Once the registration is confirmed, the NGO will receive email intimation.

Pl Note: NGO’s who had registered for SCMM’11 with United Way of Mumbai are not required to attach legal and certification documents as they are already available with UWM. These NGO’s will only have to fill the registration form, submit it to us online and send us a print of the same duly signed and sealed along with the registration amount to the United Way of Mumbai Office.

Step 2: Bib Blocking

- ✓ We will send an allocation mail along with application forms to all registered NGOs qualifying for pre allocation bibs. NGO’s who wish to block bibs need to submit the application letter with the following information –
 - a. Contact details of their organization
 - b. The number of bibs that they wish to block along with race category (Dream Run/ Half Marathon/Marathon), subject to set upper limit.
 - ✓ Enclose the payment towards application fees (Rs 1000/Bib X No of bibs blocked) by cheque drawn in favour of “United Way of Mumbai” and submit in the UWM Office.
- Once pre allocated Bib round is over. We will intimate all other registered NGO’s on Bibs available along with application form as above.

Step 3: Submitting Application forms & Donor Cheques

- ✓ The blocked bibs will be confirmed for participation only on receipt of donor cheques along with the completely filled application forms.
- ✓ As mentioned earlier, a minimum donation at the rate of Rs.5000/- per bib (which includes the bib blocking amount of Rs 1000 per bib) needs to be raised.
- ✓ Donor cheques, of minimum Rs 4,000 per bib, to be made in favor of 'United Way of Mumbai'
- ✓ The cheques, application forms and pledge sheets must be submitted in the UWM office.
- ✓ We will disburse the entire amount, minus Event application fees and UWM processing fees of Rs 250 per bib, back to the NGO for whom the amount has been raised by March 2012.

Important Dates:

Activity	Start Date	Last Date
NGO Registration	29 th June 2011	
Top 100 NGO bib blocking	29 th June 2011	15 th July 2011
Common pool Bib blocking	18 th July 2011	12 th Aug 2011
Return unutilized bibs (all categories)		30 th Sept 2011
Submit donation and form for Race category		20 th October 2011
Remaining Bibs (if any) Auction	6 th Dec 2011	6 th Dec 2011

NGO's are encouraged to tap their network/trustees and nominate motivated individuals to raise funds for them through the dream category below. NGO's with more than 3 Dream Makers/Champions supporting their cause will qualify for priority bibs allocation in SCMM 2013.

II. DREAM CATEGORY

This is a special category meant for those highly motivated individuals who feel passionately about a cause and commit to raise a substantial sum of funds towards their charity during the SCMM. There are three categories:

DREAM CHAMPION - Individual commits upfront to raise more than Rs. 10 lakhs in pledges for a charity of his/her choice.

To sign up –

1. Fill the 'Dream Champion' registration form
2. Make an upfront, non-refundable contribution of Rs. 50,000*.
3. Enclose the cheque in the name of 'United Way of Mumbai'. The contribution less the administration cost will be disbursed to the chosen NGO.
4. Submit the completed event application form and all of the above to UWM.

*Please note that this initial contribution is included in the Rs 10 lakh commitment amount.

DREAM WIZARD - Individual commits upfront to raise more than Rs 5 lakh in pledges for a charity of his/her choice.

To sign up –

- 1 Fill the 'Dream Wizard' registration form
- 2 Make an upfront, non-refundable contribution of Rs. 25,000.*
- 3 Enclose the cheque drawn in the name of 'United Way of Mumbai'. The contribution less the administration cost will be disbursed to the chosen NGO
- 4 Submit the completed event application form and all of the above to UWM.

*Please note that this initial contribution is included in the Rs 5 lakh commitment amount.

DREAM MAKER - Individual commits upfront to raise a minimum of Rs. 1 lac upto Rs. 5 lakhs in pledges, for a chosen charity of his/her choice. A Dream Maker raising amounts in excess of Rs 5 lakhs before the deadline of **6th January 2012** and submitting the raised funds to UWM, will automatically get upgraded to Dream Wizard as is applicable.

To sign up –

- 1 Fill the 'Dream Maker' registration form
- 2 Make an upfront, non-refundable contribution of Rs. 10,000.
- 3 Enclose the cheque drawn in the name of 'United Way of Mumbai'. The contribution less the administration cost will be disbursed to the chosen NGO
- 4 Submit the completed event application form and all of the above to UWM.

Please note that this initial contribution is included in the Rs 1 lakh commitment amount.

Registrations open from 22nd July 2011 to 30th November 2011

Dream category individuals are offered a host of special privileges like special pledge kits, invite to the marquee event, VIP parking passes, personalized bibs with name, media coverage, acknowledgement in charity docket, official event kitting, name and profile featured on official event website, photograph in post event advert for Dream Champions, etc. We create customized online donation pages for the dream category individual and link it to the NGO page they support to facilitate easy online donations. They also join the exclusive group of past and present SCMM Dream Team Alumni in online as well as offline forums. In depth details will be shared once registered.

They also get priority running status on race day.

III. DONATIONS & PLEDGE RAISING

Fundraising which is popularly called 'Pledge raising' is the process when the runner asks friends, family and colleagues to support their participation by donating money to a cause close to the runner's heart. Special awards and incentives have been put in place for people who set benchmarks in fund raising for the year. All Donations received above Rs 100/- will be issued 80 G receipt for tax saving purposes provided all relevant donor details are provided.

Modes of collection

- Online at www.unitedwaymumbai.org by creating their dedicated Online Giving Page.
- Cash and Cheque collected by the pledge raiser

Please note that for outstation pledges, demand drafts will be accepted. For all cash collections, the pledge raiser must issue a consolidated cheque favoring "United Way of Mumbai" while submitting pledges.

Creating an Online Giving page

In order to help pledge raisers pitch to potential donors, UWM offers the facility to create their own online giving page.

Participants can simply log onto the UWM website www.unitedwaymumbai.org and go to the 'Create your own Online Giving Page' option. Then follow three simple steps to create their page.

- Register as a new user by filling in the required details and entering the email address as their User ID. Once complete, a password will be sent from United Way of Mumbai to the email address provided during registration.
- The pledge raiser can use their User ID and the given password to log in and create their personal online giving page with details on their charity, themselves etc.
- Finally, once the online page is created, a link to the Online Giving Page will be sent which can then be mailed to friends and relatives, facilitating their donations online.

The pledge page will be valid till January **27th 2012**. After that, the page can only be viewed but cannot be used for donations

Last date to send in pledges

The last day for receiving pledges at the UWM office is **6th January 2012**. UWM has created an online pledge kit which will help fund raisers track their donations. While submitting the donations, pledge raisers must make sure that all requisite details are filled in the pledge sheet. Pledge raisers must also ***ensure that pledge sheets have been numbered, and filled with full address of all donors carefully entered on the pledge sheet, as this is required as per Income Tax regulations with effect from April 1, 2006. All cheque(s) should be drawn in the name of 'United Way of Mumbai'.***

80G Receipts

- Receipts for all donations over Rs 100 will be sent 2-3 weeks post cheque clearance. Receipts for online donations will be emailed directly to the donor.
- Foreign donors will only be given receipts and no tax exemption certificate will be provided.

Table 2: Application fee structure for 2012(As advised by Procam International)

Race Category	In INR for Indian Resident	In USD for Overseas Applicant
Marathon	Rs. 700	USD 45
Half Marathon	Rs. 700	USD 45
Dream Run	Rs. 600	USD 30
Sr. Citizens Run	Rs. 300	USD 15
Wheelchair Event	Rs. 300	USD 15

Table 3: Charity Fee structure for 2012

Category	Charity Entry fees	UWM fees (amount which will be retained by UWM for its administrative costs)
NGO registrations		Rs 2,500
Corporate Challenge – team 25	Rs 3,50,000	Rs 35,000
Corporate Challenge – team 15	Rs 2,25,000	Rs 25,000
Dream Champion	Rs 50,000	2% of funds raised or Rs 7500 whichever is higher
Dream Wizard	Rs 25,000	2% of funds raised or Rs 7500 whichever is higher
Dream Maker	Rs 10,000	2% of funds raised or Rs 7500 whichever is higher
We Care Pledges		5% of funds raised

Our Contact Details –

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