



Run.....Girls Are Far Behind,
Your Running Can Help Them Catch Up!!!!!!



The Tata Mumbai Marathon

The Tata Mumbai Marathon holds a place of prestige amongst the top 10 marathons in the world. It is not only a platform to test an individual's sporting excellence but also a unique fundraising platform for participating charities. Over the years, it has assumed a stature of eminence, as the largest philanthropic sporting platform in India. Since its inception, the event has raised more than INR 229.93 crores, benefitting over 550 charities, with the funds being used for causes ranging from arts, culture & sports to education, environment, health, human rights and others; making the platform truly cause agnostic. The 2018 edition itself saw INR 34.36 crores being raised, shattering all previous records.

Vacha Charitable Trust

Vacha Resource Centre for Women and Girls had started with efforts and personal contributions of 3 women in September 1987. It was registered as Vacha Charitable Trust in March 1990. From 1996 it has focused more clearly on issues of deprived girls in the age group of 10-18 years with the belief that girls' empowerment can lead to better status of women in family, community and work place. The organization is active in 18 *bastis* ('slums') in Mumbai, Thane and Palghar districts of Maharashtra with empowerment activities. In 12 of these *bastis*, we run an intensive programme of equipping girls with soft and hard skills and encouraging them to use these for benefit of their community as well. In 10 *bastis*, some of the resources such as mobile library, computer and camera workshops include boys in the participants peer group. The reasons for this are several. One is that gender sensitized boys can support their sisters in their empowerment as sons are privileged in many ways. Also the girls may relocate after marriage whereas the boys will stay on and some of the gains of the programme can be sustained. Girls' leadership in mixed groups is a benefit derived from this policy.



Girls belonging to poor families, further deprived by their low caste or minority status, and living in very poor neighborhoods form one of the most marginalized groups in society. They are disadvantaged by poverty, caste, migrant status and lack of access to basic government services. Adolescent girls have to deal with various issues of gender, education, nutrition and health and control over mobility. Girls of disadvantaged backgrounds however have little access to the information, support systems and health facilities that they need leading to a lifelong detrimental impact on their well-being and holistic development.

We are seeking funds to strengthen and expand our work in *bastis* on girls' empowerment, enrich it with more interventions, apply versions of the programme in more neighborhoods as required, organize events to highlight gender issues in the important second decade of life and make a collective call for action, document gains of the programme and share them interactively with NGOs, women's groups and academics working on gender issues. We see our work as addressing SDG 5 viz. the Sustainable Development Goal of Gender Equality.

United Way Mumbai (UWM)

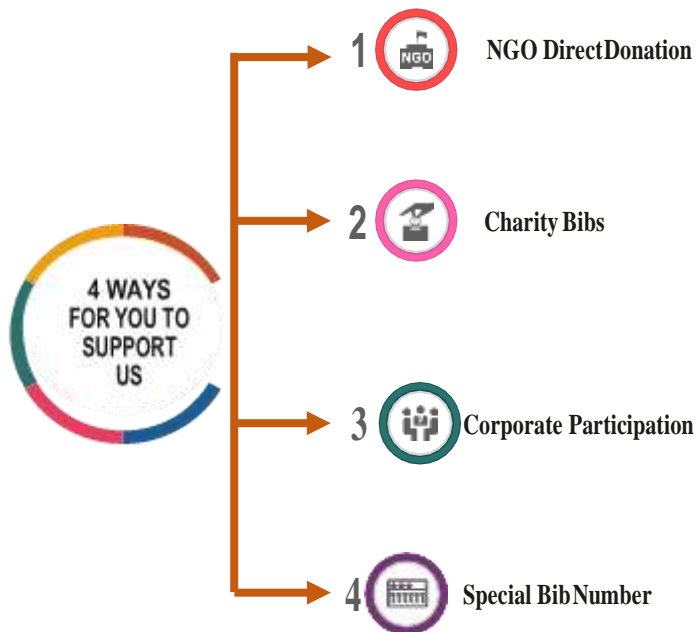


As the philanthropy partner of the Tata Mumbai Marathon, United Way Mumbai (UWM) undertakes the multiple roles of facilitating participants to power their runs by supporting various causes, as well as enabling those who are not running, to participate via fundraising. The platform lets corporate employees' benefit from the marathon as an employee engagement activity, while enabling NGOs to raise funds for their projects.

WAYS OF SUPPORTING VACHA



Vacha is gearing to participate in the Tata Mumbai Marathon 2019, and are looking for supporters who will contribute to our cause of Girl' Empowerment. It's the first time that Vacha is participating in the Mumbai Marathon and we trust to receive your unhindered support, to help us reach out to more girls.



DIRECT DONATIONS ON NGO PAGE



- On completion of its TMM registration, an NGO becomes eligible to receive direct online donations through an exclusive page on the United Way Mumbai website.
- For donations received online on the NGO page, no retention is charged. 100% of the amount is disbursed to the NGO. All payment gateway charges are absorbed by UWM.
- For donations received offline through cheque/DD, **4% of the amount will be retained** will be retained by UWM to defray administrative expenses.

CHARITY BIBS



Charity Bibs

Running slots (bibs) have been reserved for NGOs who register for TMM 2019, to help them raise funds. To maintain a level playing field, a minimum donation is mandatory per bib to be accepted for event registration.

Type of Race Categories, Eligibility & Race Fees

NOTE: Applicable race fees are to be paid by the runner directly to the event organizers – Procam International Pvt. Ltd. at the time of runner registration.

	Kms.	Min. Age	Timing certificate	Min. donation	Registration fees
Full Marathon	42	18	✓	10,000/-	2,200/- (50\$)
Half Marathon	21	18	✓	12,000/-	1,900/- (50\$)
Open 10K	10	15	✗	10,000/-	1,400/- (45\$)
Dream Run	6.6	12	✗	8,000/-	850/- (30\$)
Senior Citizen Run	4.7	60	✗	8,000/-	350/- (15\$)
CWD	2.1	12	✗	8,000/-	350/- (15\$)

Restriction of Race Categories in 1st & 2nd Allocation:

	Category A	Category B	Category C	Category D
	Half Marathon (Register without valid timing certificate)	Half Marathon (Register with valid timing certificate)	Open 10K	Unrestricted bibs
All NGOs are eligible for 15 CHARITY BIBS which are allocated in 2 rounds as mentioned below				
1st Round (Total 10 bibs)	3	2	1	4
2nd Round (Total 5 bibs)	1	0	1	3
Option to convert allocated bibs to other race categories				
Full Marathon	✓	✓	✓	✓
Half Marathon (Register with valid timing certificate)	✓	---	✗	✗
Half Marathon (Register without valid timing certificate)	---	✗	✗	✗
Open 10K	✗	✗	---	✗
Dream Run	✓	✓	✓	✓
Senior Citizen Run	✓	✓	✓	✓
CWD	✓	✓	✓	✓



Corporate team is a category specially designed for companies who wish to field employee teams for participation in the TMM to raise funds for NGO(s) of their choice. Over **7250 employees from 169 companies** participated in the Tata Mumbai Marathon 2018. Besides raising substantial amounts of funds for various causes over the years, this has emerged as an excellent employee engagement and team bonding activity. Corporate teams are hosted in a special tent on race day for a differentiated team experience, and enjoy priority dream run line up over the general categories.

Corporate Tent & Benefits:

On race day, a special tent is set up in the holding area to exclusively host employees of the corporates participating through charity. These employees are engaged in various fun activities pre and post completion of their race. Activities like games, Zumba, foot massage, art and craft, photo booths, team challenges, etc. ensure that participants have an amazing experience at the TMM.

Some of the benefits that the corporates can look forward to are:

- Corporate runners are eligible for timing relaxation in Half Marathon. For details please refer to the **Corporate Philanthropy Structure** which can be found in the 'Downloads' section of the United Way Mumbai website.
- '**Company Name**' will be mentioned on the running bibs of the runners.
- Dream Run participants will be lined up ahead of general category on race day.
- Corporate team runners will be hosted in a special corporate tent, from the general runners on race day.
- Invitation to the pre-race day workshop (subject to feasibility).
- Acknowledgment for corporate in the TMM 2019 post event docket.
- Corporate name will be mentioned on the interior wall of the corporate on race day.
- Employee fundraising workshop conducted by United Way Mumbai beneficiary NGO, for team members, upon prior request.

Team Registration:

Companies participating in this category make a non-refundable contribution toward the NGO/s of their choice while registering for team sizes of 15, 25 and 40 members. The contribution amount is inclusive of donation to the chosen NGO/s (which must be registered with United Way Mumbai for TMM 2019) and United Way Mumbai's retention. Team members' applicable race fee is to be submitted directly to Procams International Pvt. Ltd. during the final team submission

Bib allocation as per team size:

Team Size	Unrestricted Race Categories	Restricted Race Categories	
	<i>*Full Marathon with timing certificate Half Marathon with timing certificate Dream Run / Champions with Disability / Senior Citizens' Race</i>	<i>Half Marathon without timing certificate</i>	<i>Open 10K</i>
Team 15	No restrictions	Maximum 5	Maximum 2
Team 25	No restrictions	Maximum 8	Maximum 4
Team 40	No restrictions	Maximum 15	Maximum 6

*To check if the applicant is eligible as per the relaxed timing criteria for corporate teams, please refer to the corporate philanthropy structure, which can be found in the **'Downloads'** section of the United Way Mumbai website.

All participants for FM, HM & 10K upon completion of the race, will get a TMM 2019 timing certificate and medal.

Note:

- A corporate can opt for any number of teams of the above team sizes.
- United Way Mumbai does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the corporate to ensure that the timed bibs are allotted only to runners who have a valid timing certificate.

Contribution Options:



- **Option A** - Make a single donation through one cheque
- **Option B** - Split the donation into two cheques (as mentioned in the overleaf) for companies who require their contribution to be compliant with their CSR policy, which mandates that contributions have to be made directly to projects or programmes.

All contributions, irrespective of option chosen are eligible for 80G tax exemption

Form submission along with cheque/s as per selected option:



- Download the corporate team registration form from the section of the United Way Mumbai website.
- Fill and print the completed form and duly attest it (sign and company seal).
- Make an up-front, non-refundable contribution of the registration as cheque(s)/bank transfer by either of the two options mentioned:

Team Size	Option A (Single contribution)	Option B (Split cheque contributions)	
	In the name of 'United Way of Mumbai'	In the name of 'United Way of Mumbai'	In the name of beneficiary NGO
Team 15	INR 3,00,000	INR 28,000 (9.3%)	INR 2,72,000
Team 25	INR 5,00,000	INR 45,000 (9%)	INR 4,55,000
Team 40	INR 8,00,000	INR 68,000 (8.5%)	INR 7,32,000

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Note:

- Corporate registration form & cheque/s (both single or split cheques) need to be couriered to 'United Way Mumbai, 309, Nirman Kendra, Famous Studio Lane, Dr. E. Moses Road, Mahalaxmi Estate, Mumbai 400 011, Maharashtra, India.' United Way Mumbai will hand over the split cheque to the NGO after verifying the same. In case of direct bank transfers, the recipient NGO would need to share the bank statements to verify the receipt of donation/s.
- If the corporate is not registered under the Indian Companies Act 1956 and is a 100% subsidiary of a foreign company, the funds will be considered under FCRA and the beneficiary NGO must have FCRA registration. The corporate will also be required to provide an authorised declaration on a company letterhead confirming the same.
- Corporate contribution does not include runners' event participation fee. The event fee as applicable has to be paid separately during team submission to Procam International Pvt. Ltd.
- Procam International Pvt. Ltd. will generate a separate invoice post team submission, which will consist a fee as per the race category of employees. Runners will receive confirmation after 15 working days of the payment being made.
- For vendor registration of Procam International Pvt. Ltd., kindly send the form and instructions (if any) accounts@procam.in
- Confirmed corporate runners can also choose to upgrade their Bib number to a custom number of their choice against a donation to any registered NGO, as explained in the 'special bib numbers' section on page 11.

CORPORATE TEAM SUBMISSION



Submission:
Latest by TUESDAY, 2018

13/11



Corporate runner applications are processed through an online portal, which allows the company SPOC to receive and edit multiple applications, and make a final selection of team members from the applications received. This process allows the company SPOC to run interesting employee engagement activities, inter-company / inter-departmental competitions / challenges in the time until final team submission on the portal.

Process:

1. After initial registration, United Way Mumbai will provide the company SPOC with login credentials to an exclusive corporate team registration website.
2. The company SPOC will also receive a customized web link, which is to be shared with employees for registration on the corporate registration website.
3. Once the employees register, the company SPOC is required to login, select and submit the runner applications as per the allotted limits. The deadline for team submission is deadline for team submission is **13th November 2018**. Once the company SPOC submits the team, they will not be able to access it or make further changes.
4. Once the SPOC submits the final team/s and United Way Mumbai completes the verification process, an invoice will be generated based on the selected race categories. (See page 7 for race fees). The corporate will have one month to make the payment from the date of invoice being generated or until 15th December 2018, whichever is earlier. Where payment is not received by the event organizers, runner bibs will not be issued at the Mirchi Get Active Expo of TMM 2019. In such a case the amount donated to the chosen NGO and / or United Way Mumbai will not be refunded.
5. Once the payment is made by the corporate, the employees will receive confirmation within 15 working days.

EMPLOYEE FUNDRAISING - CORPORATE CHALLENGE



Employees of participating corporates can choose to deepen their philanthropic involvement in the TMM by fundraising for causes and NGOs of their choice. Raising funds for a cause is a deeply satisfying and rewarding experience & provides an opportunity to contribute to those in need.

Process:

- Employees are encouraged to create their own personalised page on the United Way Mumbai website. They may also choose to add collaborators to their page.
- These personalised and feature rich pages will allow the employees to customise appeals; select NGO/s; upload photographs and videos; set targets; receive all important communication, donation notification and updates on the dashboard. These pages are easy to share on social media.
- While creating the fundraising page, each employee is requested to the corporate they are associated with, so that the funds they raise reflect under the employee fundraising category.
- All privileges and levels that accrue to fundraisers are covered under individual fundraising section on page 23.
- **Note:** 100% of all online funds raised are disbursed in entirety to the beneficiary NGO. On offline funds (like cheque / DDs / NEFT) United Way Mumbai **retains 2% or less** (depending on fundraiser level) as opposed to a **maximum of 4%** in case of general individual fundraisers.



Offline Fundraising: Corporates may choose to accumulate donations on behalf of their employees and contribute them to the NGO being supported. To submit contributions through offline sources like cheques, DD, NEFT, a form needs to be filled and submitted to United Way Mumbai along with the cheque/s or DD/s favouring United Way of Mumbai. The accumulated funds will reflect in the corporate page on the United Way Mumbai website.

Additional benefits to the companies who have employee fundraisers:

Employee fundraisers who have collectively raised above INR 3 Lakh:

1. Social media feature by United Way Mumbai.
2. Company logo featured in the special section of the corporate tent on race day.
3. One Grand Stand pass for the company CXO on race day.
4. Complimentary Dream Run bib from United Way Mumbai for the company SPOC.
5. An exclusive TMM arm band to recognise the company SPOC.
6. One TMM 2019 Philanthropy Awards Nite invite for the company CXO.
7. Citation certificate to the highest fundraiser of the corporate.
8. Certificate of appreciation for the corporate.
9. Quarter page feature in the TMM 2019 post event docket.

Employee fundraisers who have collectively raised above INR 5 Lakh:

All rewards mentioned above, in addition to:

1. Procam Marquee invite for company CXO + 1 and an additional Grand Stand invite for company CXO on race day.
2. Additional TMM 2019 Philanthropy Awards Nite invite for the company CXO.
3. One TMM 2019 Philanthropy Awards Nite invite for the company SPOC.
4. Half page feature in the TMM 2019 Post Event Docket.

Note:

- Race day benefits will be decided on the basis of employee amount raised as on **Wednesday, 26th December, 2018.**





THANK YOU

Contact info

Visitors are welcome to Vacha's Project Office
(Tuesday to Saturday, 10 a.m. to 6 p.m.)
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