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MUMBAI 2011
MARATHON

Jan 16, 2011

Feel the spirit



CHARITY
DOCKET





The sport of distance running is based on the 4 pillars of (i) International Pride & Prestige to the host city, (ii) Communal Harmony, (iii) Health & Fitness, and (iv) Charity. And 'Charity' is at the heart of the Standard Chartered Mumbai Marathon. 189 NGO's representing varied causes, from child welfare, women empowerment, disability, education, elderly, medical support, aid & support for cancer patients, community disability, HIV/AIDS, rural development, registered with the Event's official Charity Partner, United Way of Mumbai. Some used this event as a platform to raise awareness for the work they undertake and some to raise amounts for their charitable activities. Each NGO was empowered, under the able supervision of United Way of Mumbai, to reach out to corporates and the citizens of Mumbai and India. Individuals and companies could choose a cause closest to their hearts, and reach out to their friends, colleagues and family, in their fund raising mission.

The 8th edition of the Standard Chartered Mumbai Marathon was a milestone year in the journey of this IAAF Gold Label Marathon. A record amount of Rs. 12.16 crores has been raised by 131 NGO's across the country with the help of benevolent contributions from individuals, corporates and groups. This is a clear increase of Rs 3 crores as compared to the amount raised in the 2010 edition.

We wish to thank the Maharashtra Government and the custodians and caretakers of Mumbai for their whole hearted and unstinted support in the success of the Standard Chartered Mumbai Marathon 2011. This docket records the excellent charity work carried out by non-profit organizations, corporates and individuals. Our sincere thanks to all our partners and participants for making this 2011 edition a watershed event.

CHARITY RAISING MODEL

NGO's working for varied causes effectively use the Standard Chartered Mumbai Marathon as a platform to raise awareness on their respective causes and raise funds for their projects. An easy-to-use model provides avenues for people of all walks of life to raise funds for their preferred cause/NGO.

Charity raising is encouraged through 'pledges'. Pledges are donations of any amount made by family, friends, colleagues, companies, associates, acquaintances of the runner, who wish to support his/her cause with their contributions.

The charity raising model for the Standard Chartered Mumbai Marathon 2011 is facilitated, coordinated and monitored by the Event's official Charity Partner, United Way of Mumbai. All funds raised through the Event are routed through the Charity Partner.

DREAM CHAMPION

Select individuals who commit to raise a minimum of ` 10 lacs for their individual chosen NGO's/causes. To be a Dream Champion, s/he has to make an upfront payment of ` 50,000 which is considered in the total minimum to be raised by the Dream Champion.



DREAM WIZARD

Select individuals who commit to raise a minimum of ` 5 lacs for their individual chosen NGO's/causes. To be a Dream Wizard, s/he has to make an upfront payment of ` 25,000 which is considered in the total minimum amount to be raised by the Dream Wizard.

DREAM MAKER

Select individuals who commit to raise a minimum of ₹ 1 lac for a charity of his/ her choice. To be a Dream Maker, s/he has to make an upfront payment of ₹ 10,000 which is considered in the total minimum amount to be raised by the Dream Maker.



CORPORATE CHALLENGE

The Corporate Challenge is a select group of companies fielding teams of 25 employees and/or 15 employees, contributing a minimum pre-determined amount of ₹ 3,00,000 and ₹ 2,00,000 respectively, for the NGO of the company's choice. Each employee is motivated to raise any amount in pledges.

WE CARE

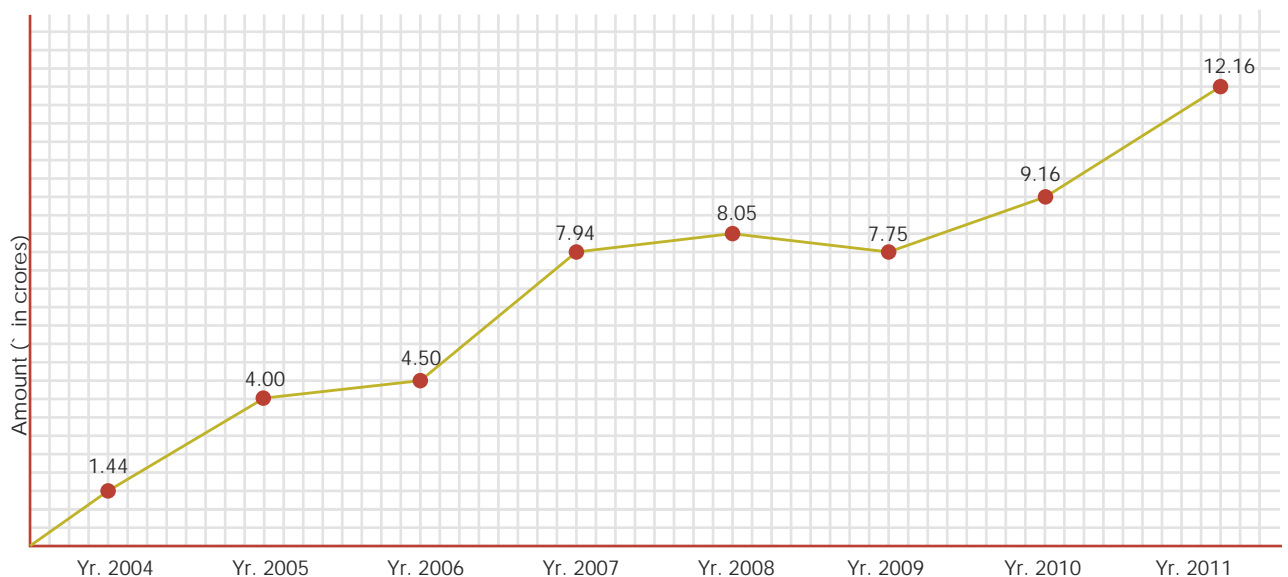
Individuals who run in support of a cause they individually believe in and raise pledges of any amount for the said NGO.

CHARITY AMOUNTS AT A GLANCE

SUMMARY OF AMOUNTS RAISED THROUGH THE STANDARD CHARTERED MUMBAI MARATHON 2011

Amount raised by Dream Champions	₹ 1,28,31,984
Amount raised by Dream Wizards and Dream Makers	₹ 1,30,73,126
Amount raised by We Care runners	₹ 2,46,59,838
Amount raised by the Corporate Challenge	₹ 6,00,70,400
Total amount raised via the Charity Partner	₹ 11,06,35,348
Amount raised by Standard Chartered Bank	₹ 30,00,000
Amount raised by Tata Consultancy Services	₹ 5,03,000
Estimated amount raised directly by NGO's	₹ 75,00,000
TOTAL AMOUNT RAISED	₹ 12,16,38,348

Funds raised through the Standard Chartered Mumbai Marathon (2004 to 2011)



DREAM CHAMPIONS

Individuals who raised a minimum of ₹ 10 lacs for a chosen charity

9 Dream Champions



ANAND MAHINDRA,
raised funds for "K.C. Mahindra Education Trust – Project Nanhikali"



NISABA GODREJ,
raised funds for "Teach To Lead"



RAVI TREHAN,
raised funds for "National Liver Foundation"



SHHYAM SINGHANIA,
raised funds for "Nana Nani Foundation"



SHOBHAA DE,
raised funds for "Childline India Foundation"



MIHIR DOSHI,
raised funds for "Childline India Foundation"



RAHUL KADRI,
raised funds for "Save The Children India"



SADASHIV S RAO,
raised funds for "Isha Education"



S. SANKARA RAMAN,
raised funds for "Amar Seva Sangam"

DREAM WIZARDS

Individuals who raised a minimum of ₹ 5 lacs for a chosen charity

2 Dream Wizards



CARLTON PEREIRA,
raised funds for "Sanskriti Samvardhan Mandal"



KALPANA MANIAR,
raised funds for "Isha Education"

DREAM MAKERS

Individuals who raised a minimum of ₹ 1 lac for a chosen charity

48 Dream Makers



AARAN PATEL
(raised funds for "Light of Life Trust")



AMRUDA NAIR
(raised funds for "Life Trust")



ANIL MENON
(raised funds for "Isha Education")



BRIAN ORAVEC
(raised funds for "Salaam Baalak Trust Mumbai")



CHANDRESH DEDHIA
(raised funds for "Ummeed Child Development Center")



GAURANGI KUSHAL DESAI
(raised funds for "Iskcon Food Relief Foundation")



ALOKE BHUNIYA
(raised funds for "Salaam Baalak Trust Mumbai")



ANAHITA PANDOLE
(raised funds for "The Research Society")



ANISHA JOHRI
(raised funds for "Family Service Centre")



CHAITANYA DESAI
(raised funds for "Iskcon Food Relief Foundation")



DARIUS PANDOLE
(raised funds for "The Research Society")



HUSAIN QUETTAWALLA
(raised funds for "Arpan")



JAMSHED JEHANGIR
(raised funds for "Isha Education")



KAILASH AGARWAL
(raised funds for "Epilepsy Foundation")



KUNICKAA LALL
(raised funds for "Ballygunge Society for Children In Pain")



MEYYAMMAI GANESH
(raised funds for "Isha Education")



MIRA PATEL
(raised funds for "Kasturba Gandhi National Memorial Trust")



NAJMA GORIAWALLA
(raised funds for "Indian Association for Promotion of Adoption and Child Welfare")



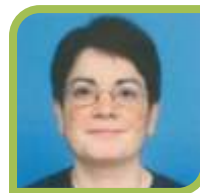
ISHA MEHRA
(raised funds for "Save The Children India")



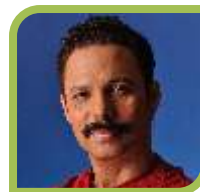
JEREMY DESAI
(raised funds for "Helpage India")



KETAN GAIKWAD
(raised funds for "Isha Education")



MANJU JAGADE PARVATIKAR
(raised funds for "Isha Education")



MICKEY MEHTA
(raised funds for "The M.N.B. Industrial Home For The Blind")



MOHAMMED G SHAIKH
(raised funds for "Salaam Baalak Trust Mumbai")



NEHA DHUPIA
(raised funds for "Concern India Foundation")



NIKHIL RAGHAVAN
(raised funds for "The Akanksha Foundation")



NOOPUR KUSHAL DESAI
(raised funds for "Iskcon Food Relief Foundation")



RAMESH MANGALESWARAM
(raised funds for "United Way of Mumbai")



ROHAN BATRA
(raised funds for "Life Trust")

SANJAY S DANGI
(raised funds for "Epilepsy Foundation")



NAOMI NIGAM
(raised funds for "Kripa Foundation")



NIKHIL BANERJEE
(raised funds for "Umang Foundation")



DR. NIRMAL SURYA
(raised funds for "Epilepsy Foundation")



RAJESHWARI KESAVAN
(raised funds for "Isha Education")



RAVI KRISHNAMURTHY
(raised funds for "Isha Education")



S RAMANI SANKARARAMAN
(raised funds for "Amar Seva Sangam")



SANJEEV KAPOOR
(raised funds for "Forum for Autism")



SHANKAR SHARMA
(raised funds for "EnAble India")



SIDDHARTHA DEV
(raised funds for "Centre for Hearing Impaired Children")



SUMER PARIKH
(raised funds for "Shraddha Charitable Trust")



SUNIT MEHRA
(raised funds for "Human Capital for Third Sector" and "United Way of Mumbai")



VINITA FATIR
(raised funds for "Salaam Baalak Trust Mumbai")



VIVEK KUDVA
(raised funds for "Cheshire Homes India")



SHEELA BHOGILAL
(raised funds for "Isha Education")



DR SUCHETAN PRADHAN
(raised funds for "Ballygunge Society for Children In Pain")



SUJAL SHROFF
(raised funds for "Light of Life Trust")



SUNIL RAWLANI
(raised funds for "Childline India Foundation")



VANDANA S SHAH
(raised funds for "Isha Education")



YOUNG PHILANTHROPISTS

Gaurangi Desai (13 years)

Aaran Patel (17 years)

Sumer Parikh (15 years)

Naomi Nigam (17 years)

Mira Patel (16 years)

CORPORATE CHALLENGE

134 Companies; 198 Teams

Abbott Healthcare Pvt Ltd (2 teams) - Supported "Pratham Education Foundation" & "Helpage India"

Abbott India Limited - Supported "Americares India Foundation"

Abu Dhabi Commercial Bank - Supported "Paragon Charitable Trust"

Accenture Services Pvt. Limited - Supported "MNB Industrial Home for the Blind"

Accurex Biomedical Pvt. Ltd. - Supported "ATMA Education"

Aditya Birla Group (5 teams) - Supported "Paragon Charitable Trust"

Aegon Religare Life Insurance - Supported "Deeds Public Charitable Trust"

Air Mauritius - Supported "ATMA Education"

Allcargo Global Logistics Ltd. - Supported "Apnalaya"

Arshiya International Ltd. (2 teams) - Supported "Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS)"

Asian Paints Ltd. (2 teams) - Supported "Deeds Public Charitable Trust"

Aventis Pharma - Supported "Childline India Foundation"

BA Continuum Solutions Pvt. Ltd. - Supported "Vidya"

Bajaj Electricals Ltd. (3 teams) - Supported "Paryavaran Mitra"

Bank of America NA - Supported "ADAPT" and "Childline India Foundation"

Bank of Baroda - Supported "Paragon Charitable Trust"

BASF India Limited (2 teams) - Supported "Paragon Charitable Trust"

BCP Advisors Pvt. Ltd. - Supported "Childlink India Foundation"

Bling Entertainment Solutions Pvt. Ltd. - Supported "The Foundation"

Bloomberg Data Services (India) Pvt. Ltd. - Supported "ChildLink India Foundation"

Cadbury India Ltd. (2 teams) - Supported "The Akshaya Patra Foundation"

Caliber Point Business Solutions - Supported "Helen Keller Institute of Deaf & DeafBlind"

Capgemini India Pvt. Ltd. (2 teams) - Supported "K.C. Mahindra Education Trust A/c Nanhi Kali"

Castrol India Limited (3 teams) - Supported "K.C. Mahindra Education Trust A/c Nanhi Kali" and "Project Crayons"

Central Bank of India (2 teams) - Supported "Concern India Foundation"

CGG Veritas Services India Pvt. Ltd. - Supported "Paragon Charitable Trust"

Cleartrip Travel Services Pvt. Ltd. - Supported "ChildLink India Foundation"

CLP Power India Pvt. Ltd. - Supported "Cancer Patient's Aids Association"

Colgate-Palmolive (India) Ltd. - Supported "Network in Thane by people living with HIV (NTP+)"

Core Projects & Technologies Ltd. - Supported "Smile Foundation"

Cox & Kings (India) Ltd. - Supported "Om Creation Trust"

DBS Bank Ltd. India (2 teams) - Supported "Ballygunge Society for Children in Pain" and "Aseema Charitable Trust"

Deccan Healthcare Pvt. Ltd. - Supported "The Foundation"

Dewan Housing Finance Corpn Ltd - Supported "Mumbai Mobile Creches"

Dhanlaxmi Bank - Supported "Swayamsiddh Matimand Mulansathi Matrupalak Sanstha"

Dimensions International - Supported "ChildReach"

DSP Merrill Lynch Limited (2 teams) - Supported "ADAPT" and "Childline India Foundation"

Eclerx Services Limited (2 teams) - Supported "CRY - Child Rights and You"

Ernst & Young Private Limited (2 teams) - Supported "The Society for Door Step School" & "Paragon Charitable Trust"

Eureka Forbes Ltd. - Supported "Nana Nani Foundation"

F2 Fun n Fitness India Private Limited. - Supported "ChildReach"

FIL Fund Management Pvt. Ltd (2 teams) - Supported "ASEEMA Charitable Trust"

Financial Technologies (India) Ltd. (FTIL) - Supported "Kherwadi Social Welfare Association (KSWA)"

Fun Multiplex Pvt. Ltd. - Supported "Swayamsiddh Matimand Mulansathi Matrupalak Sanstha"

Future Capital Holdings Ltd. - Supported "Apnalaya"

Geodesic Ltd. - Supported "Project Crayons"

Global Innov Source Pvt. Ltd. - Supported "CRY - Child Rights and You"

Global Innov Source Solutions Pvt. Ltd. - Supported "GTL Foundation"

Global Markets Centre, DB Group - Supported "SUPPORT"

Godrej & Boyce Mfg. Co. Ltd. (2 teams) - Supported "ALERT INDIA" , "Vatsalya Trust" and "Bombay Republican Sport Club"

Godrej Industries Ltd. (2 teams) - Supported "Teach to Lead"

Goldman Sachs (India) Securities Pvt. Limited - Supported "Teach to Lead"

GTL Limited (2 teams) - Supported "GTL Foundation" and "Indian Council for Mental Health"

Gujarat Reclaim & Rubber Products Ltd. - Supported "K.C. Mahindra Education Trust A/c Nanhi Kali"

GVK (4 teams) - Supported "Indian Council for Mental Health"

HDFC Asset Management Company Limited - Supported "Paragon Charitable Trust"

HDFC Bank Ltd. - Supported "Project Crayons"

HDFC Ergo General Insurance Company Ltd. (2 teams) - Supported "The Akanksha Foundation"

HDFC Ltd. (6 teams) - Supported "Rotary Club of Bombay-Bhavishya yaan"

HDFC Securities Limited - Supported "Cancer Patient's Aids Association"

HDFC Standard Life Insurance Ltd. - Supported "Make a Wish Foundation of India"

Hexaware Technologies (2 teams) - Supported "Umang Foundation" and "Helen Keller Institute for Deaf & DeafBlind"

HSBC Asset Management (India) Pvt. Ltd. - Supported "Aseema Charitable Trust"

HSBC Bank Ltd (2 teams) - Supported "ASEEMA Charitable Trust" and "Deeds Public Charitable Trust"

ICICI Lombard General Insurance Co. Ltd. (2 teams) - Supported "Iskcon Food Relief Foundation" and "SNEHA"

ICICI Prudential Asset Management Company (2 teams) - Supported "VIDYA Intergrated For Youth and Adults"

ICICI Prudential Life Insurance Company Ltd. (2 teams) - Supported "Meljol"

IDBI Asset Management Ltd. - Supported "Shri Gajanan Leela Charitable Trust"

IDBI Bank Ltd. (2 teams) - Supported "Concern India Foundation"

IDBI Federal Life Insurance - Supported "Swayamsiddh Matimand Mulansathi Matrupalak Sanstha"

IDFC Private Equity Company Limited (2 teams) - Supported "Sangopita" and "St. Jude India Childcare Centres"

IL&FS Financial Services Ltd. (2 teams) - Supported "United Way of Mumbai "

Infrastructure Leasing & Financial Services Ltd.(2 teams) - Supported "Dignity Foundation"

IL&FS Investment Managers Ltd - Supported "Nalanda Foundation"

Indian Overseas Bank - Supported "Paragon Charitable Trust"

IndusInd Bank Limited - Supported "Society Undertaking Poor People's Onus for Rehabilitation (SUPPORT)"

Ingersoll Rand International (India) Limited - Supported "United Way India"

Ingram Micro India Limited - Supported "Concern India Foundation"

IRB Infrastructure Developers Ltd. - Supported "LIFE Trust"

Ispat Industries Ltd. (2 teams) - Supported "Ispat Foundation"

J.M. Baxi & Co. - Supported "Dignity Foundation"

Johnson & Johnson Limited (3 teams) - Supported "Hellen Keller Institute for the Deaf and Deafblind", "Population Services International" and "K.C. Mahindra Education Trust"

Johnson Controls (I) Pvt. Ltd. - Supported "Mumbai Mobile Creches"

JP Morgan Mutual Fund - Supported "Swayamsiddh Matimand Mulansathi Matrupalak Sanstha"

JSW Steel Ltd. (2 teams) - Supported "Victory Art Foundation" and "Maharashtra Dyslexia Foundation"

Kale Consultants Ltd. - Supported "Catalysts For Social Action (CSA)"

Kotak Mahindra Bank (2 teams) - Supported "The Indian Council of Mental Health" and "Cancer Patients Aid Association"

Kotak Securities - Supported "SOPAN"

KPMG (4 teams) - Supported "Sangopita - A Shelter for Care", "Paragon Charitable Trust" and "SOS Village"

Larsen & Toubro Limited (2 teams) - Supported "Vasantha Memorial Trust"

Life Insurance Corporation of India (2 teams) - Supported "Concern India Foundation"

Lodha Group - Supported "Lodha Charitable Trust"

Macquarie Capital Securities (India) Pvt. Ltd. (2 teams) - Supported "Mumbai Mobile Creches"

Marathon Realty Pvt. Ltd. (2 teams) - Supported "Ramniklal Zaverbhai Shah Trust"

Marsh India Insurance Brokers Pvt. Ltd. - Supported "Concern India Foundation"

Merck Ltd. - Supported "Merck India Charitable Trust"

Merck Specialties Pvt. Ltd. - Supported "Merck India Charitable Trust"

Miranda Tools Pvt. Ltd. - Supported "Ashok G. Piramal Trust"

Morarjee Textiles Ltd. - Supported "Ashok G. Piramal Trust"

Nomura Services India Pvt. Ltd. (2 teams) - Supported "Lifetrust" and "Save the Children India"

Nomura Structured Financial Services Pvt. Ltd. - Supported "Royal Commonwealth Society for the Blind (Sight Savers)"

NTPC Ltd. - Supported "Concern India Foundation"

Oil Natural Gas Corporation Ltd. - Supported "DEEDS Charitable Trust"

Paragon Property Enterprises Pvt. Ltd (2 teams) - Supported "Paragon Charitable Trust"

Peninsula Land Ltd. - Supported "Ashok G. Piramal Trust"

Pepsico (I) Holdings P. Ltd. (2 teams) - Supported "Concern India Foundation"

Piramal Diagnostic Services Pvt. Ltd. - Supported "United Way of Mumbai"

Punjab National Bank - Supported "Paragon Charitable Trust"

Qualcomm India Private Limited - Supported "ADAPT"

Rabo India Finance Ltd. - Supported "Concern India Foundation" and "The Society for Door Step School"

Raheja Universal Ltd. - Supported "The Foundation"

RNA Corp Ltd - Supported "United Way of Mumbai"

Sequoia Capital India Advisors Pvt. Ltd. - Supported "Habitat For Humanity"

Sharyans Resources Ltd. - Supported "Bhagwan Mahaveer Viklang Sahayata Samiti"

Shri Sai Jewels Pvt. Ltd. - Supported "Epilepsy Foundation"

SKF India Limited - Supported "ALERT INDIA"

Solvay Pharma India Ltd. - Supported "Helen Keller Institute of Deaf and DeafBlind"

Star India Pvt Ltd - Supported "Childline India Foundation"

TATA AIG Life Insurance Company Ltd. (2 teams) - Supported "Childline India Foundation"

TATA Capital Limited (2 teams) - Supported "The AURED Charitable Trust" and "United Way Of Mumbai"

Tata Motors Finance Limited - Supported "United Way of Mumbai"

Tata Motors Limited (2 teams) - Supported "Mumbai Mobile Creches"

Tetra Pak India Pvt. Ltd. - Supported "The Akanksha Foundation"

The Indian Hotels Company Ltd. (2 teams) - Supported "Deeds Public Charitable Trust" and "Kherwadi Social Welfare Association"

The Leela Palaces Hotels & Resorts - Supported "Paragon Charitable Trust"

Thermax Ltd (2 teams) - Supported "The Akanksha Foundation"

Transocean Offshore International Ventures Ltd. - Supported "The Society for Door Step School" and "Nalanda Foundation"

Turner International India Pvt. Ltd. - Supported "K.C. Mahindra Education Trust A/C Nanhikali"

Union Bank of India - Supported "Paragon Charitable Trust"

Universal Medicare Private Limited - Supported "Paragon Charitable Trust"

Varun Industries Ltd. (2 teams) - Supported "Epilepsy Foundation"

Vodafone Essar Limited (3 teams) - Supported "Childline India Foundation" and "Deeds Public Charitable Trust"

Zee Entertainment Enterprises Ltd. - Supported "Friends of Tribal Society"

NM Rothschild and Sons (India) Pvt. Ltd. - Supported "CRY"



AND THE AWARDS GO TO...

DREAM CHAMPIONS

Highest Fund Raising Dream Champion - Mihir Doshi - ₹ 25,23,555 for Childline India Foundation

DREAM WIZARDS

Highest Fund Raiser (Men) - Carlton Pereira - ₹ 10,40,750 for Sanskriti Samvardhan Mandal

Highest Fund Raiser (Women) - Kalpana Maniar - ₹ 5,56,502 for Isha Foundation

DREAM MAKERS

Highest Fund Raising Dream Maker amongst Women - S Ramani Sankararaman - ₹ 4,49,002 for Amar Seva Sangam

Youngest Dream Maker - Gaurangi Desai (13 years) - ₹ 3,63,802 for Iskcon Food Relief Foundation

Highest Pledge Raising Duo - Noopur & Gaurangi Desai - ₹ 4,63,802 for Iskcon Food Relief Foundation

HIGHEST FUND RAISING INDIVIDUALS

Highest Fund Raiser - Nikhil Raghavan - ₹ 37,34,000 for The Akanksha Foundation

Highest Fund Raiser amongst Women - Shobhaa De - ₹ 25,10,000 for Childline India Foundation

CORPORATE CHALLENGE

Highest Fund Raising Company - HDFC Ltd – ` 18,00,000 for Rotary Club of Bombay – Bhavishya yaan

2nd Highest Fund Raising Company - Aditya Birla Group – ` 15,00,000 for Paragon Charitable Trust

Company with highest employee contribution - Thermax Ltd. – ` 13,05,737 with ` 8,05,737 being raised by its team members

Company with 2nd highest employee contribution - Larsen & Toubro – ` 12,45,161 with ` 6,45,161 being raised by its team members

Most Active Corporate - Kotak Mahindra Bank – the company and its 38 employees together raised ` 11,02,954

Highest individual pledge raiser (men) - K Ravindranath (Larsen & Toubro) – ` 5,95,000 for Vasantha Memorial Trust

2nd Highest individual pledge raiser (men) - Girish Borkar (Geodesic Ltd.) – ` 4,37,602 for Project Crayons

Highest individual pledge raiser (women) - Anu Aga and Meher Pudumjee (Thermax Ltd.) – ` 7,08,002 for The Akansha Foundation

2nd Highest individual pledge raiser (women) - Malini Thadani (HSBC) – ` 1,81,600 for Deeds Public Charitable Trust

WE CARE

Highest individual pledge raiser (men) - V Vaidyanathan – ` 10,01,000 for Bal Asha Trust, Apnalaya, KC Mahindra Education Trust A/C Nanhi Kali

2nd Highest individual pledge raiser (men) - Jash Choraria – ` 4,50,000 for Bhagwan Mahaveer Viklang Sahayata Samiti

Highest individual pledge raiser (women) - Sujata Murali – ` 4,72,000 for Paramparik Karigar

2nd Highest individual pledge raiser (women) - Madhurie Pandit – ` 3,21,000 for Catalysts for Social Action

NGO AWARDS

Highest Fund Raising NGO - Shrimad Rajchandra Love & Care – ` 77,26,999

2nd Highest Fund Raising NGO - Childline India Foundation – ` 76,78,108

NGO with maximum corporate donations - Paragon Charitable Trust – ` 62,42,365

NGO with highest number of Dream Teamers - Isha Education – 1 Dream Champion, 1 Dream Wizard and 9 Dream Makers, together raising ` 37,10,212 for the NGO



SCMM 2010 VS. SCMM 2011: A COMPARISON

	Year 2011	Year 2010
Description	Figures	Figures
No. of NGOs who benefitted monetarily through the event	131	109
No. of people who pledged money	8,083	8,010
Largest number of pledges raised by a runner	2,022	278
Largest single pledge amount	₹ 33,75,000	₹ 67,50,000
Smallest single pledge amount	₹ 10	₹ 5
No. of pledges of ₹ 50 or lower	865	74
No. of pledges of ₹ 5,000 or higher	560	569
No. of pledges of ₹ 10,000 or higher	856	679
Highest Individual Fund Raisers	Amount	Amount
From amongst Dream Teamers	₹ 37,34,000	₹ 18,53,764
From amongst team members of all Corporate Challenge teams	₹ 7,08,002	₹ 15,61,001
From amongst We Care runners	₹ 10,01,000	₹ 3,42,143
Corporate Challenge/Description	Number/₹	Number/₹
Largest No. of participants from a company	38 (Kotak Mahindra Bank)	92 (HSBC)
Highest funds raised by a company	₹ 18,00,000 (HDFC Ltd.)	₹ 25,00,726 (HSBC)
Highest Fund Raising NGOs	Name/Amount	Name/Amount
Highest	Shrimad Rajchandra Love & Care (₹ 77.26 lacs)	Akanksha Foundation (₹ 55.26 lacs)
2nd Highest	Childline India Foundation (₹ 76.78 lacs)	The Research Society (₹ 52.11 lacs)
3rd Highest	Paragon Charitable Trust (₹ 62.42 lacs)	Childline India Foundation (₹ 40.49 lacs)

TOTAL AMOUNTS RAISED BY NGO'S

Name & Description	Amount (INR)
A.K. Munshi Yojana Works on multiple areas of intervention, such as, Medical care (Dental, Allopathy, Homeopathy, Pathology, Gynaecology, Eye clinic, etc), Schools for mentally challenged (education, vocational training and early intervention, along with nutrition, medicines, therapies for overall development), an Child Welfare centre (Counselling, medical aid, awareness programme to normal school going children, a youth guidance clinic (youth counselling and career guidance), a Family Welfare centre (Women Empowerment (socio- cultural-educational), legal aid, medical and psychological aid to "Prudha", Financial educational aid to distressed women, awareness workshops, family counselling).	96,000
ADAPT (Formerly The Spastics Society of India) ADAPT aim is to provide equal opportunities within a human rights framework in education, job training and placement to all children and youth with and without disability, to facilitate their inclusion in mainstream schools, employment and society.	7,50,000
Aditya Jyot Foundation For Twinkling Little Eyes The foundation aims to provide quality and accessible eye care to all poor and needy in Mumbai slums, tribal and rural areas of the state.	1,06,101
Advitya Kala Sangam Trust Advitya is an organization that strives to serve the cause of specially gifted individuals. Run as a vocational centre, Advitya caters to the needs of differently able adults who are unable to adjust in other special institutes due to their need for individualized attention, age or other behavioural disorders.	49,500
Akshaya Patra Foundation	6,00,000
ALERT INDIA ALERT INDIA is a charitable organization carrying out leprosy control activities for the last 33 years. Apart from detection and treatment of leprosy, educational campaigns are conducted in schools, slums and villages, creating awareness about the early signs of leprosy and its treatment.	7,50,177
Amar Seva Sangam The vision of Amar Seva Sangam is to establish a valley for the disabled, whereby physically/mentally challenged persons live in a pro-active society where equality prevails irrespective of physical, mental or other challenged with the rest of the society.	16,01,502
Amcha Ghar Amcha Ghar caters to the orphan destitute girls of Mumbai streets, pavements, and slums. It provides residential facilities and English medium education till they join mainstream and get them married.	76,000
Americares India Foundation Americares India Foundation was registered in India in the year 2006 as a non profit disaster relief and humanitarian aid organization providing immediate response to emergency medical needs and long term humanitarian assistance programs.	4,00,000
Apnalaya Apnalaya is a 37 years old NGO, working mainly in Govandi and Mankhura in M-East Ward of Mumbai, which has the lowest performance in Human Development Indicators in entire Mumbai. The core focus of Apnalaya is Community organisation and development with interventions in health, education, including disability, with a view to empower community groups to evolve and seek solutions for their own problems.	8,18,008
Apne Aap Women's Collective AAWC is a day care centre provides support and resources to brothel based prostitution in Kamathipura red light area at Mumbai and also to prevent their children from falling into flesh trade.	75,000
Arpan Arpan is a registered organization based in Mumbai. Its mission is to prevent the occurrence of child sexual abuse and heal the individuals affected by it. So far Arpan has reached out to over 8500 adults and children with its various prevention and healing programs	1,14,000

Name & Description	Amount (INR)
Aseema Charitable Trust Aseema's mission is to provide underprivileged children with a nurturing and stimulating educational environment that helps them recognize their limitless potential. Aseema works in close partnership with the MCGM and is currently working in three municipals schools providing quality education to students from pre primary to std. X.	19,42,441
Ashok G. Piramal Trust Ashok G. Piramal Trust is a non government organization registered under Mumbai public trust act. Our focus areas are livelihood, health care and environment. All our CSR initiatives are self-sustaining models and can be easily replicated. We involve and engage not only the communities but also our employees to create sustainable models that will bring tangible changes to the society and environment.	8,00,000
Asian Cancer Foundation	57,100
Atma Education Atma partners with educational organizations to create quality education for underprivileged children. Providing four core services of consultancy, training, volunteer support and an exchange platform to other industry experts. Atma has enabled massive cultural change within partner organization.	4,09,251
Avishkar Balvidnyan Kendra Avishkar Balvidnyan Kendra is a non government non political social organization established during 2002 at Aurangabad under charity registration act 1860 and income tax. Mission Avishkar is a one of the major project of Avishkar Balvidnya Kendra for propagation and training of science, technology and spirituality basically about space and missile technology a dedicated work of Dr.A, P, j. Abdul Kalama honorable former president of India.	3,00,000
Bal Asha Trust Bal Asha Trust is a professionally managed NGO working for the empowerment of women and Rehabilitation of children since 1985. The trust implements various projects for the beneficiaries. The Trust mission is on that not only the needy need to benefit in short term but also long term sustainable basis.	3,43,272
Ballygunge Society for Children in Pain CHIP Mumbai works to improve the quality of education available in the public school system. Through the BMC School adoption program CHIP has implemented many programs addressing two key areas education and health	10,11,500
Bhagwan Mahaveer Viklang Sahayata Samiti BMVSS is a non religious non political non -governmental voluntary organization for helping the handicapped. It is a registered society set up in 1975 which provides artificial limbs, calipers, crutches walkers, wheel chairs tricycles, hearing aid etc, totally free of cost. BMVSS is the world's largest organization for the handicapped.	17,05,000
Bhasha Research and Publication Centre Bhasha is not an acronym. The term 'bhasha' means in most Indian languages, 'language', 'speech', 'definition' or 'voice'. Bhasha Trust was founded in 1996 for study, documentation and conservation of languages not protected by the Constitution of India.	81,000
Bombay Republican Sport Club	3,00,000
Cancer Patients Aids Association Cancer patient's aid association (CPAA) is a registered charitable trust NGO working towards the total managements of cancer as a disease. Our activities encompass early area related to cancer right from awareness, early detection patient t care to rehabilitate patients.	9,95,678
CanKids...KidsCan CanKlds...KidsCan is a family support group enabling children and their families faced with cancer and a unit of Indian Cancer Society (ICS) Delhi, set up in Jan 2004 to provide a complete range of support serves to children with cancer and their families, from moment of diagnosis, through treatment and after --into survival ship, or relapse, palliation and bereavement support.	27,000
Catalysts For Social Action CSA works with the belief that "Every child has a right to a family ". Since inception, it has been working for child adoption and Institutional Child care. Adoption provides a child with a loving & caring family, which is the best possible form of complete rehabilitation.	9,85,975

Name & Description	Amount (INR)
Centre for Hearing Impaired Children The Centre for hearing Impaired Children, a charitable organisation, providing free services to all income group infants, was established in 1990 with the objective of creating a combined diagnostic, and providing educational and parent guidance facility for children with impaired hearing.	6,25,600
Cheshire Homes India Bangalore Unit The home provides care for orthopedic ally impaired girls and women from the weaker sections of society. Girls are given treatment, education, trainings and opportunity for personal development while they are with us, preparing them for independent or semi-independent living.	1,10,000
Childline India Foundation From small beginnings to an up scaled national programme, Childline 1098 has come a long way in its 14 years of existence. Child line offers service for children particularly to the most disadvantaged among them.	76,78,109
Childlink India foundation Magic Bus's vision is to bring about a paradigm shift in the way communities develop. Since 1999, the organization has worked with approximately 140,000 children from marginalized backgrounds, providing them with a need based and age specific programme, which addresses vital social and personal developmental needs.	7,36,002
ChildReach Running a school for slow learners and children with learning disabilities who have dropped out of mainstream school as they were unable to cope with the normal curriculum.	4,00,000
Children Toy Foundation Children Toy Foundation aim is to educate children through Play, beyond reading and writing, so as to help them acquire real skill and develop positive attitudes in their life.	60,000
Children's Movement For Civic Awareness CMCA is an innovative national citizenship programme that seeks to sensitise junior citizens to democratic, civic & environmental issues. Being informed of their civic rights & duties, engaging with the government, being sensitive to the rights of the poor & marginalized, actively participating in solving local issues.	1,95,201
Concern India Foundation Started in by Ardeshir B.K. Dubash, Concern India foundation is a non profit public charitable trust. Our objective is to work towards making the disadvantaged self reliant and thereby enable them to lead a life of dignity. Concern India Foundation supports development oriented organizations working with the most vulnerable people of our society in the areas of education, health and community Development.	34,37,003
CRY-Childs Rights and You CRY- Child Rights and You is an Indian organization working to ensure to Indian children their rights to survival, protection, development, and participation. CRY believes that child rights are indivisible from human rights and therefore in order to make a permanent change in the lives of deprived Indian children it is necessary to also address larger issues that affect children, their parents, families and communities.	15,04,651
Deeds Public Charitable Trust DEEDS is a charity for the hearing impaired and focuses on providing free education & vocational training leading to job placements for the Deaf. The vision and mission of Deeds is to give a better quality of life to the Deaf and to make the Deaf financially self reliant and contributors in mainstream society.	21,22,003
Dignity Foundation Dignity Foundation is an NGO for the cause and care of the older persons. Dignity Foundation was established in April 1995, to cater to the needs of the elderly, starting with the publication of the magazine Dignity Dialogue. The Foundation is premised upon scientific developments in the fields of Geriatrics and Gerontology. It offers structural opportunities to exercise the choice of how to live young in chronologically advancing years.	9,00,000
EnAble India	1,49,000

Name & Description	Amount (INR)
Epilepsy Foundation Organization is essentially for creating awareness of Epilepsy that it is curable if diagnosed earlier. We conduct free Epilepsy clinic every Tuesday at our registered office. We give free treatment & medicine for the needy & poor.	10,67,063
Family India Foundation FIF is a not-for-profit organization, registered in New Delhi as public charitable trust in 2007 by a group of concerned individuals with grass root experienced in varied social projects across the country, who came together to set up an organization that would effectively work for the disadvantaged sector across the Indian Subcontinent.	1,28,500
Family Service Centre In keeping with the vision of empowering the family, the core unit of society, by creating an enabling and supportive environment, provides counselling and developing positive human values. The organization conducts various family based and community oriented initiatives.	4,22,055
Forum For Autism Forum for Autism is an organization, formed nearly a decade ago, registered as a Trust and Society to help out autistic children and their parents. Autism is information processing neurological disorder of the brain that causes the development of child to differ in certain ways than that of normal development.	1,96,101
Foundation For Mother and Child Health To improve the health and nutrition of children through health and nutrition programs and to reduce poverty amongst families by empowering members of the family through sustainable skills training and the provision of any other related education programs	17,000
Foundation For Promotion of Sports and Games Olympic Gold Quest (OGQ) is a programme of the foundation for promotion of sports and games, which is committed to support the deserving and the talented Indian sports person with an aim to help them to win Olympic Gold Medals.	72,501
Friends For Tribals Society The Eka movement aims to help eradicate illiteracy from rural & tribal India by 2013. Our current Schools run all over India is 34,150 and No. of students in the schools is 7,96,976 as on June 2010. It's a long term mission and may take at least 30 or more year approximately for achieving the target.	3,00,000
GoSports Foundation Founded by a former Olympian and graduate from Oxford & Harvard, GSF supports junior talent in Olympic disciplines. We believe that champions are created when the right talent gets the right support at the right time. To further this objective we provide monetary and non monetary support to athletes with world class potential.	1,000
GTL Foundation GTL Foundation is a Global group initiative, is registered under the Bombay Trust Act of 1950. The trustees spearhead the efforts of the trust to achieve the objectives listed in the trust deed. Disability, Education, Health, Support to unprivileged children and other community work are the key focus area of GTL Foundation.	6,00,000
Habitat For Humanity India Trust Habitat for Humanity International is an NGO dedicated to eliminating poverty housing. HFHI has built more than 3,00,000 houses in 100 countries globally, and over 1.2 million people are living in habitat homes they helped build and which they own through low-cost, no-profit mortgages.	5,60,000
Helen Keller Institute for Deaf & Deafblind To establish, organize, manage, maintain and /or render financial, technical & other assistance to any school, clinic or Institution for (a) The education care & guidance of deaf, blind & multiply handicapped. (b) Imparting of instruction to parents & guardians. (c) To contact research investigation & experiments in all matters concerning education of deaf, deaf-blind & multiply handicapped. (d) Pre – vocational training, vocational training, on the job training for promoting gainful occupation, economic rehabilitation, income generation. (e) Human Resource development, teachers training & training personnel with single diseases. (f) To educate public concerning the problems.	15,86,222

Name & Description	Amount (INR)
Helpage India HelAge India (HI), registered in 1978, is a national level, secular, apolitical not for profit organization dedicated to the cause of the elderly. Headquartered in New Delhi, it has presently 4 regional and 59 offices all over India. Since 30 years HelpAge India has supported over 3000 age care service and development projects, reaching out to the unprivileged older persons/elders, their families and immediate community, with the focus on poor, destitute, physically challenged widows and dalits. Approximately Rs. 30 crore is disbursed on such intervention annually.	4,60,500
Human Capital for Third Sector Catalyst is a not-for-profit program under the aegis Third Sector Partners who with its vast experience in the field of talent search has recognized that the management workforce in India is limited and that there is an enormous need and scope for people in the management cadre, this is truer in the case of women.	6,42,251
Indian Association for Promotion of Adoption and Child Welfare The child in difficult circumstances is our principal concern. The child deprived of parental care, the child who is on the brink of losing the birth family's care and the child whose education & development opportunities are severally limited are of specific concern to us.	1,30,303
Isha Education Isha Education is committed to raising the level of rural literacy by providing affordable high quality education where it is otherwise unavailable. The schools are designed to build confident, English speaking, Computer Adept youth on par with students from good urban schools	37,10,212
Isha Outreach Isha Outreach's mission is to mobilize rural population and unorganized social groups to transform their communities by providing holistic health care, building sustainable livelihood, empowering children with quality education & promoting life in harmony with the environment	3,00,000
ISKCON Food Relief Foundation ISKCON Food Relief Foundation was formed with the twin objectives of eradicating hunger and promoting education amongst the under-privilege sections of the thereby ensuring their socio-economic development.	8,73,802
ISPAT Foundation The trust was incorporated with aim to benefit poor students and for their development. The trust do far donated to schools and hospitals and needy people.	6,00,000
K.C. Mahindra Education Trust A/C Nanhi Kali	36,05,266
KARM KARM was founded in the year 1986 with the intention to strive to serve the poor, the needy and the marginalized people in our society through Health, Education, and rural community development activities and programmes.	45,000
Kasturba Gandhi National Memorial Trust	1,01,001
Kherwadi Social Welfare Association The Kherwadi Social Welfare Association(KSWA) is an 18 years old NGO founded by a group of social workers in 1928 and registred in 1954.It has provided uninterrupted services to slu, dwellers residing between Bandra and Khar in Mumbai in the fields of education ,healthcare and vocational training.	5,91,200
Kripa Foundation Kripa Foundation is the largest NGO, affiliated with the Ministry of Social Justice and Empowerment, Govt. of India, helping people afflicted and affected from chemical dependency and HIV-AIDS offering a non-discriminating, supportive community living, to bring about a life-style change in people and also highlighted the need to study risk perception, effectively assist in harm minimization and trains the affected individuals to monitor life as an ongoing process of spiritual growth.	6,60,122
Life Trust LIFE Trust is a service delivery NGO that works to partner with and support the public education system at the school and pre-school level with an aim to offer quality education to less privileged children.	10,07,274

Name & Description	Amount (INR)
Light of Life Trust	5,40,501
The founder Villy Doctor's unconditional love for each individual who seeks help in the moving force behind the projects of the LOLT. The organization aims to enrich and empower people's lives through integrated, holistic, sustainable social models which encompass three critical areas: 1. Project Anando – Education: approach is three pronged Educate, Empower and Equip. 2. Project Jagruti – is a holistic approach to create a community which can blossom with the emotional support and interdependence of each other. 3. Project Angan – Health: to give care and comfort to the terminally ill in a residential quarter and to engage in R & D	
Lodha Charitable Trust	3,00,000
The Lodha Group's vision of 'Building a Better Life Extends to its social responsibilities to the community and the society at large, to create a better life through proactive social initiatives.	
Maharashtra Dyslexia Association	5,51,002
M.D.A is a non profit body of parents & professionals concerned about the lack of awareness and facilities for people with learning disabilities. We focus on creating awareness, negotiating with education authorities to ensure proper curriculum & provisions creating a cadre of competent professionals.	
Maharashtra State Womens Council	2,10,000
The Maharashtra State Women's Council founded in 1919 with the primary aim of bringing together women of all communities of Maharashtra for mutual help and service to others, carries forward in every way the interests and advancement of underprivileged women and children and trains women in the responsibilities of citizenship.	
Make a Wish Foundation of India	3,12,500
Make-A-Wish Foundation of India is one of the 35 affiliates of Make-A-Wish Foundation International. The Foundation's mission across the globe is dedicated to granting cherished wishes of children with life-threatening illness in the age group of 3 & 18 years, irrespective of their socio economic status, caste, race or religion.	
Manav Foundation	1,13,000
The Manav Foundation is a charitable trust, which is running the Manav Rehabilitation Centre, a day care therapeutic set up for the psychosocial rehabilitation of adults suffering from mental illness and emotional disorders.	
Meljol	6,87,500
Meljol aims at developing responsible citizenship amongst children through Child Rights Education.' Equal Rights, Opportunities and Respect for All, forms the basis of Meljol's philosophy.	
Merck India Charitable Trust	5,00,000
The Merck India Charitable Trust Scholarship Programme was established in 2005 to encourage talented students in India to pursue higher education. The objective of the programme is to adopt these under privileged students by sponsoring their key educational expenses for as long as they wish to study and prevent them from dropping out of academics due to lack of resources.	
Mumbai Mobile Creches	17,86,314
MMC works with the children of migrant construction workers living on construction sites in Mumbai providing them a safe, healthy & educated childhood.	
Nalanda Foundation	3,00,000
The Kherwadi Social Welfare Association(KSWA) is an 18 years old NGO founded by a group of social workers in 1928 and registered in 1954. It has provided uninterrupted services to slum dwellers residing between Bandra and Khar in Mumbai in the fields of education ,healthcare and vocational training.	
Nana Nani Foundation	13,50,000
The Nana Nani Foundation is a decade old NGO committed to the cause of the elderly. The foundation is a firm believer in caring for the elderly by providing innovative recreational programmes institution and maintenance of parks.	
National Liver Foundation	11,80,926
NCF works towards creating awareness of liver diseases, liver transplant and organ donation. The activities address to needs of patients with liver diseases and their families but also seek to promote awareness and better understanding of liver diseases among health professionals and general public	

Name & Description	Amount (INR)
National Society For Equal Opportunities For The Handicapped India NASEOH, a voluntary organization founded in 1968 with the initiative and involvement of like-minded professionals, business leaders, philanthropists and social workers under the leadership of late Shri Vijay Merchant, a great Indian Cricketer Industrialist and above all a Social Worker par excellence with a vision to create comprehensive rehabilitation opportunities for the differently-abled persons, so as to facilitate integration into the mainstream of the society, and to enrich the life of differently-abled persons as well as the interfacing individuals and community.	1,63,084
Network in Thane by people living with HIV (NTP+) The organisation aims to improve the quality of life people living with HIV in Thane and to provide a sense of belongingness & togetherness to people living with HIV.	3,00,000
Nirmaya Health Foundation Niramaya focuses on preventive and curative Health services to underprivileged and marginal sector communities in slums of Mumbai under various projects.	1,50,000
OM Creations Trust Om Creations formed in 1991, is a pioneering Non-profit Training Project, for Holistic & Educational Rehabilitation of mentally challenged women (Differently-abled) in age group of 20 yrs - 53 yrs. Founded by a visionary special educator and set of parents of young / Adults.	3,75,000
OXFAM INDIA Oxfam India is a newly restructured Indian NGO integrating the 60-years-old India operations of 6 separate International Oxfam affiliates working in the country. The Oxfam's rights-based organizations that fight poverty and injustices.	63,500
Paragon Charitable Trust Mukangan was founded in 2003 by Mrs. Elizabeth Mehta to overcome the limitations in mainstream education in India. Mukangan, a partnership between Paragon Charitable Trust and MCGM, has pioneered community-based Whole School approach through a model that incorporates all aspects of quality education.	62,42,365
Paramparik Karigar Paramparik Karigar was formed to preserve and promote the traditional art and craft of our country, as well as to strive to create an environment conducive for the craftsmen to create their exquisite pieces of art. This institution encourages the craftsmen to constantly innovate new techniques, designs and styles.	4,72,000
Parkinson's Disease & Movement Disorder Society Develop support groups, disseminate knowledge and understanding of Parkinson's Disease. It organizes workshops, seminars, conferences, research and provides needy patients with Financial assistance. Visits to homebound patients are also conducted.	75,000
Paryavaran Mitra "Paryavaran Mitra" is an NGO constituted as a society on the 24th September 2004, in order to make some efforts to minimize global warming, floods, droughts and man-made disasters. Our main aim is to prevent air, water, lands and sound pollutions, so that we offer a better world to live in for our present and future generation.	7,00,000
Population Services International PSI works in the domain of Public Health with programs on HIV-Aids, child survival, malaria and reproduction health.	8,24,201
Pratham Education Foundation Aim is to ensure that "every child is in school and learning well". Seeded by UNICEF and MCGM in 1994, Pratham began in the slums of Mumbai.	3,60,500
Project Crayons Our Trust has been consistently developing infrastructure in rural schools with the intention to attract as many children as possible, providing milk everyday, uniforms, books, benches, electrification, play equipments and well-painted buildings and toilets.	15,83,744
RA Foundation The RA Foundation Education Programme (TREP) aims at imparting qualitative residential schooling for academically bright but economically challenged Indian Children and provides a life-changing environment.	2,451

Name & Description

Amount (INR)

Name & Description	Amount (INR)
Ramniklal Zaverbhai Shah Trust We are promoting and encouraging primary, secondary and higher education in any stream of knowledge viz. science, engineering, arts, handicrafts by financing or establishing educational institutes. We promote any charitable activity as would conclude to the general welfare or condition of needy.	6,00,000
RANGDE.ORG Rangde is a social enterprise that supports rural entrepreneurs mostly women with cost effective loans to either start new or expand their existing business.	3,72,785
Republican Sports Club	2,05,177
Rotary Club of Bombay-Bhavishya yaan	18,00,000
Royal Commonwealth Society For The Blind	2,94,774
Salaam Baalak Trust Salaam Baalak Trust provides a holistic group of services to help the street children of Mumbai become productive members of our society	4,50,300
Sangopita-A Shelter For Care Sangopita is a center where the mentally challenged (children who are mentally retarded or suffer from Autism, Cerebral palsy, Downs syndrome etc) children reside in a commune like environment.	6,50,000
Sanskriti Samvardhan Mandal SSM, a rural voluntary organization was founded in 1959 by Mr. K.N. Deshmukh, who donated 100 Acres of his own land as he was craving to remove the darkness of ignorance, poverty and superstitions.	10,40,750
SAVE THE CHILDREN (BAL RAKSHAK) The organization addresses four priority needs of children in 10 states and union territories and has reached over 3 million children. These priorities are: improving children's health and nutrition status; expanding access to quality inclusive education; protecting children from abuse, exploitation and neglect and enabling children and their families to be better prepared to cope with emergencies.	73,500
Save The Children India Save The Children India aims to serve children from the marginalized sections of society. It has been successful in achieving the desired results in the field of Education and Health	19,19,408
Secure Giving Secure Giving is an independent, non-profit registered trust that offers consultancy services in analyzing and assessing the impact of developmental projects on behalf of donors- corporate houses, funding agencies and trusts. Our mission is to maximize the impact of donor investments in developmental projects, through objective, third party assessments.	3,00,000
Shraddha Charitable Trust Shraddha is a non-profit vocational and rehabilitation centre for the Autistic & Mentally challenged young which trains them to create various artistic & utility gifts. And thus keeps them gainfully occupied & so lead a life with dignity adults. It is a sheltered workshop	2,37,300
Shri Gajanan Leela Charitable Trust Our Trust empowers poor & underprivileged by providing them tools of basic education. Providing basic necessities to poor mentally challenged orphans, adivasis & street children.	2,00,000
Shrimad Rajchandra Love and Care SRET is a powerful endeavor to fill every child it comes across with fullness by providing them with education; value based learning and overall development, in turn sketching a brighter tomorrow for India and mankind as a whole.	77,26,999
Silver Inning Foundation Silver Innings is working towards creating an Elder Friendly World where ageing becomes a Positive and Rewarding Experience. Silver Innings Active Ageing Center at Mira Road is a center of ageing where older adults come together for services and an activity that reflects their experience and skills, respond to their diverse needs and interests.	5,201
Smile Foundation SMILE Foundation works as catalyst to change the lives of underprivileged children and youths and give them a better future. We facilitate individuals, corporate homes and institutions to invest in initiatives aimed at the welfare of poor and needy children.	3,00,000

Name & Description	Amount (INR)
SNEHA (Society for Nutrition, Education and Health Action)	4,15,000
SNEHA works in 4 verticals in the area of public health – Maternal and New Born Health, Child Health and Nutrition, Prevention of Violence against Women and Children and Sexual and Reproductive Health. The strength of SNEHA lies in the fact that it brings the community and the existing health systems together.	
Society Undertaking Poor People's Onus for Rehabilitation (SUPPORT)	5,00,000
SUPPORT is a voluntary Non Governmental Organisation registered as a charitable trust in Mumbai. Its mission is to encourage street children and homeless youth to give up their drug habit and reduce risk behaviour through a process of detoxification, rehabilitation and mainstreaming.	
SOPAN	5,48,446
SOPAN is a non-profit registered association of parents who have children with autism. Our mission is to empower individuals with autism and their families. In order to achieve our mission we undertake activities at different levels.	
SOS Village	6,00,000
SOS Children's Villages of India is a Non-Profit Organization, voluntary organization, committed to care of children in need and to strengthening families and communities as a preventive measure in the fight against abandonment and social neglect. The aim and objective of the SOS children's villages of India is to help orphaned and homeless children by giving them a family, home and a strong foundation for an independent and secure life.	
Sparsha Charitable Trust	1,51,000
We run various projects in Maharashtra, through our Sankskar Project we are focusing on "Holistic Development of Child Through Prenatal Support"	
St. Jude India Childcare Centres	3,00,000
St. Jude India Childcare Centres have uncovered a huge un met social need to provide a safe and clean environment for children to recuperate following treatment for serious chronic diseases.	
Swasth Foundation	24,000
Swasth Foundation is a public charitable trust that aims to increase the awareness and participation from the society towards the goal of improving the health of low income households.	
Swayamsiddh Matimand Mulansathi Matrupalak Sanstha	16,73,501
Swayamsiddh is a parental organization that works for M.R.C.P. autistic and multiple disabled children, formed in the year 2001.	
Teach to Lead	19,55,000
The Akanksha Foundation	57,44,137
Working in the field of education, educating children living in the slums and low income communities in Mumbai and Pune. Our Vision is that one day all students will be equipped with the education, skills and character they need to lead empowered lives	
The AURED Charitable Trust	3,75,000
The aim was to 'hear' every hearing impaired child speak and be integrated into mainstream society. Today it is an organization made up of highly trained and dedicated therapists who have helped hundreds of children with hearing impairment, across India and overseas, overcome their inability to speak.	
The Education Audiology & Research Society	75,000
The EAR Society's mission is to integrate deaf children into the hearing world. Early detection is done through New Born Infant Screening at public hospitals. Thereafter the infant and child come to our centre for early Intervention and Family counselling. The aim is to ensure deaf children listen and talk and get mainstreamed with their hearing peers.	
The Foundation	9,75,000
The Foundation was set up in 2006 by Mr. Rahul Bose, to see the world free of discrimination. It has chosen to redress this problem through the tool of education. It pledges to under promise and over deliver. Its two projects – REACH and HEAL The new project Heal aims to fight against child sexual abuse.	
The Indian Council for Mental Health	18,95,678
We provided psychiatric and counseling services. We strive to provide special education to mentally challenged and hearing impaired children.	
The M.N.B. Industrial Home For The Blind	7,16,503
This is the first and foremost activity and training centre of national association for the blind and was started in a bungalow aptly titled Chateau Adieu Castle of god on a plot admeasuring two acres given by a Parsee philanthropist lady, late Serene Bai Muncherjee Banajee in memory of her father and is so named.	

Name & Description	Amount (INR)
The Research Society for the Care, Treatment & Training of Children in Need of Special Care	5,22,116
The Research Society is a charitable trust that works with individuals with a mental handicap and associated disabilities for the past 65 years. It was founded by Mr. and Ms. Hormusjee Vakeel who had a "mentally challenged" child with Down syndrome.	
The Society For Door Step school	5,65,850
Door Step School is a registered voluntary organization working for the education of the urban poor for over a decade and a half now. It was founded in 1988, with the aim of eradicating illiteracy and to improving the quality of learning at the primary level.	
The Vatsalya Foundation	1,52,300
The Vatsalya Foundation works for the marginalized children. Reach out to children and understand and analyze their life situation Socio-economic, psychological and emotional needs.	
Toybank - The Open Tree Foundation	3,000
Toy bank is a non-profit organisation which has been set up with the aim of providing toys to children who come from a weak socio-economic background. Several objectives: To ensure that children underprivileged backgrounds receive toys through collection and distribution. To bridge the gap between children from different backgrounds by creative play/group events/ community events.	
Udaan India Foundation	1,50,000
UIF is a registered non-profit organization that is committed to the cause of educating underprivileged children. Our primary aim is to ensure that every child of school going age is in school and gaining a strong educational foundation that will prepare him / her for better employment opportunities and the right to lead life with dignity and self respect.	
Umang Charitable Trust	75,000
Umang Charitable Trust is a non profit organization run by Dr Bhawana Kerkar for the welfare and rehabilitation of special children and slow learners. Umang the special school, provides therapy and treatment to one and all but totally free of cost to the under privileged.	
Umang foundation	8,05,100
Umang Foundation was started in July 2008 by a bunch of IT professionals in Mumbai. All are engaged in their professional pursuit carrying responsibility of Umang Foundation alongside.	
Ummeed Child Development Center	6,82,750
There are over 35 million children in India with developmental disabilities such as cerebral palsy, mental retardation, autism, spinal bifida and visual and hearing impairments. In Mumbai alone, there are more than 650,000 children with developmental disabilities, the majority of whom live in slums.	
United Way India	3,00,000
United Way is a national network of local organizations that work to improve the lives of communities in India by focusing on education, health and livelihood.	
United Way of Mumbai	26,05,403
We dedicate significant time for careful due diligence – evaluating and building synergies with the right partners who demonstrate an ability to understand and address issues in a larger perspective.	
Vasantha Memorial Trust	15,55,161
For the last 17 years from its outlets in Chennai, Mumbai & Coimbatore the trust has been championing the cause of cancer. By its awareness programs, screening camps and now with its cancer centre in Chennai treatment for poor is absolutely free. The trust also has its help cells in Tata & KEM	
Vatsalya Trust	3,55,177
Victory Art Foundation	2,00,000
Victory Arts Foundation is a not for profit organization committed to making dance a meaningful experience for all. VAF endeavors to use the power of performing arts, especially dance to bring joy to the underprivileged, specially challenged, visually impaired and others.	
Vidya Integrated Development For Youth and Adults	9,36,000
To educate and empower the less privileged women through integrated approach and to initiate and implement progressive change. VIDYA Mumbai has worked for the sustainable development of the lesser privileged communities of Powai since 2001	

OUR EXPERIENCE

MIHIR DOSHI (a Dream Champion)



My Motivation: I feel very closely to the work done for underprivileged children by Childline and I have been attached to the organisation for 3 years now. The Standard Chartered Mumbai Marathon helps create a platform to conduct fund raising for those NGOs that require help. The work done by Childline is transparent and I know the funds are well utilized for the end beneficiaries. Helping the underprivileged, especially children, is something I have always felt strongly for. I try to encourage my close friends, colleagues and family to donate a small amount towards a cause - I realize that a small donation can make a huge difference for these children.

My Experience: I sent out an email to everyone on my mailing list including family members, friends and colleagues. Most of them were expecting my email because I have made it a ritual to undertake fund raising close to the Mumbai Marathon! It is heart warming to know that so many people want to donate. Be it small or big amounts, every contribution counts and gives them a feeling of satisfaction too. A lot of the donors this year were the same as the ones who have been supporting me in the past; hopefully it becomes a habit for them too.

Tips to future fund raisers:

When you actually start fund raising, you realize that it takes a little effort to make a huge difference. But, its absolutely worth it!

You are actually changing the lives of someone less privileged than yourself. The satisfaction you achieve whilst doing this cannot be achieved by anything else

Make utmost use of the Mumbai Marathon to raise funds. The concept has been etched in the minds of people and they recognize it as a trustworthy platform for raising funds

Give it all you have

GAURANGI DESAI (age 13 years)

A class 8th student of Aditya Birla World Academy, Mumbai



My Motivation: This was my first year of fund-raising and participating in the SCMM 2011. For the last 2 years I longed to participate with my family members in the marathon, but was too young. This year I seized the opportunity, and decided to support the Midday Meal program (school=lunch). This program provides a free, wholesome lunch to under-privileged children attending government-aided schools. These children often suffer from malnutrition as they do not even get one square meal at home. This program also attracts students to attend school daily and has seen an improvement in their grades, health and concentration.

I was very inspired to support the Midday Meal program after seeing one of their several, super-efficient, state-of-the-art kitchens at Tardeo. In just 1200 sq.ft of area, 12- 15 people cook, clean and pack the meal for 65,000 children every school day, all year round! Their speed, efficiency and strict hygiene standards are incredible! And the 'khichdi' meal tastes delicious! It was amazing to see the joy on the childrens' faces on receiving this meal. It made me realise how lucky I was to have everything I needed and more, whereas most of the children in our country are surviving on so little. It's about time that we reach out and help them.

My Experience: I approached friends' parents and people known to my family for donations. I offered to take them on a tour of the kitchen and its services. Most people were glad that it was a program linked to primary education. With a few reminders many obliged and I was able to raise funds enough to feed 450 children for a year. It is a wonderful feeling to help those in need, especially children who are less fortunate than me. It was also a thrilling experience to run in the SCMM '11 and have the entire city of Mumbai cheer us on as we ran for a good cause! The atmosphere was electrifying and before I knew it I had finished the run! Meeting Cathy Freeman, an Olympic champion was also exciting. I encourage more students to take part in the marathon and do their bit for others less fortunate who need their help. Every little bit we as young children can do also counts.

NAOMI NIGAM (a Dream Maker)



My Motivation: Words from my late grandmother's diary read, "I shall pass through this world but once. Any good I can do, let me do it now." This inspired me to become a youth volunteer as a photographer with the Kripa Dharavi Street Children project over the last 2 years. Last summer, I was galvanized into doing more. I felt the need to touch the lives of the street children addicts with a more personal interaction. A vocational activity of paper bag making quickly propelled into diya and then candle making which has now become a little hallmark of the project.

OUR EXPERIENCE

However what was just as urgent was the need to develop and sustain an educational rehabilitation program as well as add night facilities to the current shelter for the children. With this goal in mind I felt the need to contribute to this project both personally as a Dream Maker in my very first run as well as motivate several other students, teachers and adults to participate in the marathon to support the children.

My Experience: The response to the fundraising through letters, emails and personal calls was overwhelming. I was deeply touched by the outpouring of generosity from young and old alike from all corners of the world. Next year, I would start earlier and make more optimal use of the online giving page which gave my fund raising a huge thrust. My motto was: Don't stop asking!! And it worked! I would also try to inspire more youth to run as Dream Makers for the children.

It was a tremendously fulfilling experience having to innovate at my maiden fundraising as much as it was to see the benefits it reaped for the children. In the words of Mother Teresa "We are just a drop in the ocean; but, without that drop the ocean would be less." I am grateful to the SCMM 2011 for helping me and all the runners for becoming a little drop of change in the lives of these underprivileged children.

A Big Thank You to all who supported me with their kind generosity

GB, A Member of Geodesic Corporate Challenge Team

My Motivation: I have been involved with charity since my very early days. The saying charity begins at home is true, as I have imbibed from my parents what I have seen them do. The joy in giving selflessly or helping someone without any underlying motives is something we have all believed in. This is something I continue in my own little way to help the underprivileged of this city. For me, the girl child has been very important, as the girl child will tomorrow become a mother. If we can give the girl child a good education and good values, they will impart those values to their children who are the future of India. We have always been taught that to give whatever is in excess of our needs is good for the soul. Hence participating in SCMM and running for a cause came very naturally to me.

My Experience: Raising funds for my cause has never been a problem, as an e-mail request with the details of Project Crayons (the cause I support) gives me 99% from my friends and business associates. I set a target for myself every year and do my best to get there. A personal phone call after the e-mail helps and a thank you note after the event to all donors is necessary to show appreciation for their generosity.

Tips to future fund raisers:

You can convince people by telling them that going out with friends for a party could result in Rs.500 to Rs.1000 being spent in a night – just do not party for one night and give that money to charity. Some people buy the argument, others don't, but you can't win them all! People's ego normally comes in the way of asking for aid for a charity - let go the ego - and asking becomes easy.

Quote:

"Timely help for a good cause is invaluable, as a good deed done when needed most gives the most benefit and the resultant smiles of joy and happiness one receives is great for the soul."

MADHURIE PANDIT (a We Care participant)



My Motivation: When I joined Kale Consultants Ltd., little did I know that Kale's CSR will become an integral part of my professional and personal life. Catalysts for Social Action is an NGO in the field of Adoption and Child Rehabilitation. CSA's goal is "A Family for every child" and we believe that adoption and foster parenting is the ideal outcome for homeless children. CSA works with Adoption Agencies to build their capabilities, and simultaneously with prospective parents to facilitate their adoption process. After learning about CSA, I decided that I will do my bit for under privileged children. I wanted to maintain a perfect balance between giving my time and raising funds as every NGO needs both. I realized that Mumbai Marathon will be the best opportunity to raise funds and festivals like Diwali, Christmas will be a good time to visit orphanages and celebrate with little ones.

My Experience: I had no clue about raising funds! I remembered my school days, when I would go to my neighbour's house with a donation card given by my school. I started my fund raising drive in late October 2010. I created my online donation page on United Way of Mumbai's Website and sent mailers to all my family and friends, who I thought would be willing to share my enthusiasm to raise funds. They in turn, appealed to their friends and relatives on my behalf; it was sort of a chain reaction. I also posted leaflets on each and every building notice board in our complex to create awareness and reach out to the people I did not know personally. Apart from this, I used social networking sites like Facebook and LinkedIn to spread the word around.

OUR EXPERIENCE

People applauded the work I was doing, they wrote nice words, but people also criticized me for going public on social networking websites about my fund raising drive. I was told that good work should be done quietly, but all this did not deter me from my goal.

I was overjoyed when I received first donation cheque of Rs. 25,000! I ran 3 email campaigns during the festive season through Diwali till New Year. Every message would remind people about the darkness in the lives of homeless children - all they ask for every New year is to get a family. All my efforts paid off, slowly and gradually donations started pouring in - people who are miles away, ex-colleagues, long lost friends, people whom I didn't know. I was overwhelmed. Thanks to these campaigns, 2 of my friends came forward and expressed their willingness to adopt a girl child.

I ran Mumbai Marathon for the first time in the year 2009, raising Rs. 50,311 and in my 3rd year have managed to raise Rs. 3,21,005. With every passing year, I hope to cross last year's figures.

Quote:

I live by the saying, 'Where there is a will, there is a way' If you want to make the difference, just go for it.... Don't wait for someone to inspire you, be someone's inspiration, instead!

S. RAMANI (a Dream Maker)



I am proud to have participated in the Mumbai Marathon 2011 for the 8th consecutive year. When I ran first in the year 2004, I could not believe my eyes when I noticed thousands of people cheering and encouraging the runners, which was a stimulant to the participants. After this event and after returning to Ayikudy, for months I used to recall the pleasant memories of the event. I then decided I should take part every year in the Dream Run.

I am aged 39 and a Post Graduate in Commerce and presently doing the Chartered Accountancy course. My husband CA S. Sankara Raman has been participating in the wheel chair event since its inception. I wanted to contribute something to Amar Seva Sangam and I thought that under the situations I am put in the best way was to participate in Mumbai Marathon and raise funds that will go a long way in our services to the physically challenged. Our participation in Mumbai Marathon projects our name and image and we notice year after year more and more Mumbaikers are becoming aware of Amar Seva Sangam and its activities. In the Mumbai Marathon 2007 I received the award for the Best Woman Fund Raiser. The creation of a Dream Club has given an opportunity for effective interaction between Dream Runners.

*Mumbai Road
Mingled with FEET.
Which were ready to create FEAT
To make miseries to run
With the rhythm of "Run Mumbai Run"*

*The ovation of Bluish seas
With the waves it weaves
Cheering runners
Who run for worldly peace....*

*As Hope rose with
Young Indians Smiley Run
And Senior Citizen Cheerful Fun
The miseries goes for a Spin
Along with the Reddish morning sun.....*

*It might be a Walk, Run
Or Wheel
But with Merciful Feel!*



To sum up "You are not a failure if you don't make; you are a success because you tried". It should be noted a hundred mile journey begins with one step. Start today.

SHRIMAD RAJCHANDRA LOVE AND CARE (Highest Fund Raising NGO)

Puja Gurudevshri Rakeshbhai, founder of Shrimad Rajchandra Mission Dharampur says "For a spiritual person, service is neither an option nor a duty. To love all and care for all is his need."

Over 1500 participants entered the Standard Chartered Mumbai Marathon, 2011 walking for one common cause – Shrimad Rajchandra Love and Care (SRLC). This was the first ever occurrence of so many people supporting a single cause.

The key differentiation with SRLC is that every selfless volunteer associated with this cause has an inside out approach towards Seva wherein he/she is regularly working towards self transformation and the natural outcome is to extend oneself outside through Seva, defining a higher purpose in life. Included in the SRLC programme are 10 Cares related to mankind, animals and the environment. Each care has 5 key projects under it, thereby widening the reach of the service initiatives.

The marathon witnessed a carnival like participation with 1500 volunteers in SRLC T-shirts and caps, walking in 10 sections highlighting 10 Care areas for society. Over 1000 onlookers from the Mission, including 200 children supported them. Over 250 participants were dressed in costumes and as mascots depicting each Care. Many of them carried banners with innovative taglines, visuals and information about the different causes to spread awareness. SRLC was also the winner of the 'Kingfisher Bindaas Bande Run in Costume Award'. The euphoria was evident not just during the event, but even in the preparation stage and post-event.

SRLC had aimed to garner funds for the various social causes under the 10 Care programme. The fund raising activity went on for more than 3 months. Corporates and business houses like Calyx Chemicals & Pharmaceuticals, State Bank Of India Mutual Fund showed their support for the 10 care programme of SRLC. Over 2000 volunteers reached out to at least 50,000 people collecting small donations from a meagre Rs. 100 or in multiples thereof. The idea was to collect small amounts from more number of people than from the few rich to create awareness in thousands of hearts. By divine grace and public support, the collection at the end was a staggering Rs. 77,26,000/-!

Participation in the Marathon was a fulfilling one for one and all. The supporters of Shrimad Rajchandra Love and Care will ensure that this activity of helping the under privileged does not stop here. Volunteers, benefactors and philanthropist will continue offering their selfless service to this cause in form of time, skills and talents, experience, donations, creative ideas and good wishes.



UTILIZATION OF FUNDS

NGO Name : SWAYAMSIDDH MATIMAND MULANSATHI MATRUPALAK SANSTHA



For how many years has your organization been participating in the Standard Chartered Mumbai Marathon and what has been the amount of funds raised by your organization:
Swayamsiddh has been participating in the Standard Chartered Mumbai Marathon since 2009 raising approximately Rs. 27 Lacs.

Brief inputs on how the funds raised in previous editions of SCMM helped you achieve your objectives.

The funds raised in the Marathon have been utilized to a large extent to purchase teaching aids, physiotherapy and vocational training equipment for the school, to meet operational expenses and towards funds being collected to build a swimming pool complex which will be used by children of our school as well as similar institutions in Aurangabad without any charge.



How has the Standard Chartered Mumbai Marathon benefited your organization in all your previous years of association with the event?
The Standard Chartered Mumbai Marathon has helped us to get tremendous exposure for our cause considering the huge number of people who participate in the Marathon and the media attention generated by it.

Starting with around 150 supporters (Individual and Corporate teams) and 5 Swayamsiddh children in 2009, this year we had almost 450 supporters (Individual and Corporate teams) and 12 Swayamsiddh children with 10 Staff / Parents participating. Participating in this event is a huge experience for our school children as it gives them a sense of achievement after completing the Dream Run. Till date each and every child has completed the entire Dream Run of 6 kms without using a wheel chair or other aids. In fact, at the end of the Run, these children are the ones who boost the morale of rest of us to complete the Run!

Along with giving us the chance to raise much needed funds, the biggest benefit of the Standard Chartered Mumbai Marathon is the exposure and media attention that we are able to generate for our cause. After all which event gives you exposure to more than 40,000 people on location and millions through the media?

How do you intend to utilize the funds raise in SCMM 2011 for present / future projects?

We will continue to utilize the funds raised in the Marathon to purchase teaching aids, physiotherapy and vocational training equipment for the school, to meet operational expenses and to build a swimming pool complex. The teaching aids, physiotherapy and vocational training equipment are a huge help in developing the child's mental and physical abilities.

Teaching Aids: The children absorb new educational inputs faster by looking at pictures or by using aids like say building blocks, abacus, colours, etc.

Physiotherapy Equipment: This helps build the child's motor responses and muscle control through the different exercises possible using the equipment. Many children who was otherwise unable to walk or maybe not able to hold a pencil properly has benefited from these exercises.

Vocational Training Equipment: This equipment is used to give vocational training to the children as per their individual abilities. This is a very important part of our all round education as this not only generates self confidence in the child but also gives the child an opportunity to be self sufficient and independent by giving him a source of livelihood.

Swimming Pool Complex: This is an upcoming project for which we are currently raising funds. Swimming is a very important tool of Physiotherapy and will help a lot in developing motor and muscle control in the legs. This facility will be available absolutely free of charge to not only children of our school but also to children of other similar institutions in and around Aurangabad who work with Special Children.

NGO Name : **CHILDLINE INDIA FOUNDATION**

For how many years has your organization been participating in the Standard Chartered Mumbai Marathon and what has been the amount of funds raised by your organization:

Childline has been participating for the past 7 years at the SCMM and we have raised a total of 2 Crores since we started participating.

Brief inputs on how the funds raised in previous editions of SCMM helped you achieve your objectives.

CHILDLINE 1098 is a national 24-hour, free, emergency phone outreach service for children in need of care and protection linking them to long term services. Any child/concerned adult can call 1098 to access the CHILDLINE service.

The funds raised from the Marathon have been utilized for various purposes - Either for partial or complete support in improving the 1098 service, reaching out to more children and enhancing the quality of the intervention. Some of the activities where the funds are utilized are as follows:

- 1) **Increased Reach:** Reaching out to an increased number of children in need of care and protection and responding to emergencies by ensuring quality standards
- 2) **Replication of the CHILDLINE service:** Childline has grown from 53 cities in 2004 to 110 cities as of February 2011. In the next couple of months, CHILDLINE will be ringing in many more cities/districts
- 3) **Awareness:** Acquainting children/adults with CHILDLINE 1098 and sensitizing the general public about child rights and protection, issues such as Child Labour, Child Sexual Abuse etc. Creating communication and awareness material in different languages for maximum reach in all parts of the country



- 4) Resource Directory: Providing a platform of networking amongst different NGOs and Organizations working for children and providing linkages to support systems that facilitate the rehabilitation of children in need of care and protection. This is by developing a national data base of child protection services, training and capacity building of government and voluntary agencies
- 5) Training and Workshops: CHILDLINE works in a partnership model with the Allied Systems (Police, Health Care, Juvenile Justice, Child Welfare Committee, Transport, Legal, Education, Communication, Media, Political and the Community). Training of all the personnel working for the Allied Systems is very crucial in building up a child friendly system
- 6) Analysis: It is essential to invest in research, documentation and analysis of calls received by CHILDLINE in order to identify emerging trends in relation to children in need of care and protection and advocate for policy reforms

How has the Standard Chartered Mumbai Marathon benefited your organization in all your previous years of association with the event?

SCMMM has been an extraordinary platform for CHILDLINE by:

- 1) Creating awareness within the Corporate Sector
- 2) Creating awareness amongst the general public and earning additional supporters
- 3) Encouraging Volunteers to work with the organisation
- 4) Providing an opportunity to raise a substantial amount of funds

How do you intend to utilize the funds raised in SCMM 2011 for present / future projects?

Presently in 110 cities/districts, 26 states & union territories and responding to over 2 million calls each year, CHILDLINE plans to expand to 30 more cities/towns in the next few months.

The funds raised from Mumbai Marathon will be utilized for the following (one or all or in a combination based on ratios) initiatives:

1. A part or complete funds from the Marathon will be used in expanding the service to the critical areas and districts in order to reach more children. An assessment study will be conducted in those cities where the service doesn't exist, but a need for the same is recognized.
2. To increase awareness, through various modes of local and national communication such as events, advertisements, street plays, documentaries, setting up of kiosks, puppet shows, standees, media and non-media activities etc.
3. Enhancement of the quality of response to calls and intervention is crucial for critical cases and requires a substantial amount of funding for the same.
4. Funding of costs incurred for emergency care and treatment of marginalized children who come in contact with the CHILDLINE network.
5. Funding of the CHILDLINE Contact Centre (CCC) - the centralized call centre initiative of CHILDLINE is currently operational from Navi Mumbai taking in calls from 15 centers in the Western region. CHILDLINE now seeks to include the cities from the Northern regions of India. Subsequently, a similar set up will be replicated in the South and East in order to improve the quality of response and intervention.
6. Towards part or complete funding of special CHILDLINE projects such as support to Shelters for marginalized children in cities where none exist
7. Towards part or complete funding of initiatives that aim at using technology to upgrade existing operations of CHILDLINE in order to achieve optimal control and cost effectiveness of operations. These include such initiatives as a national Password access based MIS system for services and other such technology based initiatives.
8. Towards supplementing partial funds available to meet human resource costs.

NGO Name : BHAGWAN MAHAVEER VIKLANG SAHAYATA SAMITI

For how many years has your organization been participating in the Standard Chartered Mumbai Marathon and what has been the amount of funds raised by your organization:

We have been participating for the last two years in SCMM. Last year we collected ` 20,13,501/-.

Brief inputs on how the funds raised in previous editions of SCMM helped you achieve your objectives. The funds raised have helped us achieve fitting more amputated people in Wada and Jawhar districts as well as Gadchiroli district of Vidarbha region.

How has the Standard Chartered Mumbai Marathon benefited your organization in all your previous years of association with the event?

Standard Chartered Mumbai Marathon has helped us in reaching far & wide throughout the country as well as outside. Also we are happy that our Jaipur Foot beneficiaries are able to run in this event.

How do you intend to utilize the funds raised in SCMM 2011 for present / future projects?

We intend to utilize the funds raised in SCMM 2011 to reach unexplored regions of Maharashtra and help make people affected by polio or whose limbs have been amputated independent.

ABOUT UNITED WAY OF MUMBAI

United Way of Mumbai (UWM) is a premier professional non-profit organization that endeavors to leverage corporate, employee and leadership talent for community development. Through corporate gifts and employee giving campaigns, United Way of Mumbai seeks to successfully engage the corporate sector into meaningful Social Responsibility structures bringing about a positive and lasting change in the communities. UWM is a chapter of United Way Worldwide, which tops the list of the world's 15 largest charities. With a presence in 45 countries collectively raising more than \$5.2 billion annually, United Way Worldwide is not only the largest non-profit, but an integral part of communities around the world.

There are several charitable organizations involved in commendable grassroots activities, but do not have the wherewithal to acquire funding for their projects. United Way of Mumbai strives to not only bridge this gap but also to help in capacity building of NGOs. The endeavor is to ensure a steady stream of income for sustainable projects which aid long term community development. With United Ways operating across the world, it has been possible to incorporate best practices as part of our core competency. Several systems and processes have been put in place in order to ensure efficiency in transactions with both corporate and NGO partners.

United Way of Mumbai is today an acknowledged name in resource mobilization, handling large donations from corporate donors and their employees. As the charity partners for the Standard Chartered Mumbai Marathon, United Way of Mumbai has helped raise the bar every year for funds raised through this event, from Rs 7.75 crores in 2009 to over Rs 12 crores this year, bringing numerous NGOs, Corporates and HNIs together in this philanthropic event.

At United Way of Mumbai, we strive to bring professional management concepts into practice. The high degree of involvement of the Governing Board, comprising Corporate CEOs, adds to the credibility of the organization's functioning ensuring the highest standards of integrity are maintained in fund allocation and management. With a proven track record in resource mobilization and community impact, United Way of Mumbai works towards helping build sustainable communities.





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