

Philanthropy Partner



TATA MUMBAI MARATHON 2024

Corporate Philanthropy Structure



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Introduction to Tata Mumbai Marathon 2024



The Tata Mumbai Marathon (TMM) is among the world's top 10 prestigious marathon events. Since 2003, it has provided a platform for individuals to showcase their sporting excellence and emerged as a prominent fundraising platform for participating NGOs in Asia, boasting one of the lowest fundraising costs. Since its inception, this event has raised more than INR 357 crores, benefiting over 690 NGOs. The impact of these funds has been far-reaching, supporting various causes such as arts, culture, sports, education, environment, health, human rights, and more. The event remains impartial to specific causes, making it cause agnostic. In the latest edition in 2023, an impressive INR 40.68 crores were raised, benefiting 252 NGOs through 970+ individual fundraisers and 177 companies.



United Way Mumbai

The Official Philanthropy Partner

United Way Mumbai (UWM) has been the official Philanthropy Partner of TMM since 2009. As the official Philanthropy Partner, UWM enables participating NGOs to leverage the fundraising potential of the TMM and raise funds for their causes. UWM is responsible for managing all philanthropic funds and issuing tax-exempt donation receipts to donors for all contributions made through its platform.

UWM maintains a digital platform that enables participating NGOs to leverage the event through different mediums like Corporate Team participation, Charity Bibs for individuals, online crowdfunding, etc.

To ensure that the platform is an equal and level playing field for all participating NGOs and remains cause neutral, UWM maintains a high standard of transparency. Since there are limited running spots at the TMM, the fundraising opportunities against these spots are distributed equitably between the NGOs. Potential donors are guided to make decisions by interacting directly with NGO partners.

100% of the funds donated on fundraiser and NGO pages on the UWM website are disbursed fully to the NGO as UWM absorbs the payment gateway charges. This makes it one of the most cost-effective fundraising platforms for NGOs.

Introduction to Tata Mumbai Marathon 2024

The TMM 2024 Corporate Philanthropy Structure

The Corporate Philanthropy Structure provides a flow of the processes for companies participating in the 2024 edition of the TMM. The document gives the corporate SPOC a complete understanding of their company's and teams' participation in the event. It contains detailed information on the team sizes, race category-wise bifurcation, donation amounts, team and runner registration processes, employee fundraising opportunities, and important dates. The Corporate Philanthropy Structure is an extract from the more detailed TMM 2024 Philanthropy Structure which can be viewed here

<https://www.unitedwaymumbai.org/downloads/PhilanthropyStructureTMM2024.pdf>

Race Categories

This year, there are six on-ground race categories at the TMM.*

Race Category	Distance	Min. Age Eligibility	Race Fee	Qualifying Timing Certificate	What you get Post Race
Marathon	42.195km	18 years as on 20th Jan 2024	INR 2800	Required	Medal & Timing Certificate
Half Marathon** (Timed)	21.097km		INR 2100		
Half Marathon*** (Untimed)	21.097km				
Open 10K****	10km	15 years as on 20th Jan 2024	INR 1500	Not Required	Medal + Downloadable Participation Certificate
Dream Run	5.9km	12 years as on 20th Jan 2024	INR 950		
Sr. Citizens' Run	4.7km	60 years as on 20th Jan 2024	INR 400		
Champions With Disability	1.3km	12 years as on 20th Jan 2024	INR 400+ INR 200 (buddy)		

* Participation through Corporate Team is possible only in the on-ground race categories

**Registration with timing relaxation (Relaxed timing criteria for registering through Half Marathon is exclusively through Charity)

***Registration without prior timing certificate (Limited no of Half Marathon Bibs are reserved for charity. These Bibs do not require prior timing certificate to register).

****Open 10K for men is exclusively through charity.

Corporate Team Participation

The Corporate Team category is designed for companies to form employee teams for the Tata Mumbai Marathon and raise funds for their chosen NGOs. This initiative fosters employee engagement, team bonding and contributes to various causes. In TMM 2023, 8000 employees from 177 companies participated and raised INR 17.095 crore for their NGOs. On race day, corporate employees enjoy a special tent for an enhanced experience.

The event enables corporates to invest in their employees' well-being and engage them in charitable activities. Research suggests that volunteering, donating to charity, and acts of kindness improve mental health, reduce stress, and enhance overall well-being. Many corporates use fundraising challenges, campaigns, and contests throughout their TMM journey, starting from registration.

Participating as a Corporate Team offers companies the following benefits:

1. **Foster a socially conscious workplace:** Empower employees to raise funds and awareness for causes they deeply care about, creating a positive and socially conscious environment.
2. **Enhanced race day experience:** Provide employees with a unique race day experience in the Corporate Tent, including team bonding activities.
3. **Brand visibility:** As corporates opt to invest in branded t-shirts for race day, it gives them a branding opportunity along the race route. Their brand gains visibility in front of thousands of runners and numerous spectators. The more participants in the contingent, the greater the visibility.
4. **Fundraising through pledges:** Corporates can raise donations through pledges, such as employees donating their leaves towards a cause each year. The accumulated amount is then donated to the supported NGOs.

Corporate Tent

This is a unique benefit for corporate participants. On race day the Event Promoters set up a dedicated tent in the holding area exclusively for Corporate Teams participating through philanthropy. The tent offers various enjoyable activities such as games, Zumba, foot massages, art and craft, photo booths, team challenges, and refreshments. This ensures that corporate teams participants have a memorable and distinct experience at the Tata Mumbai Marathon in addition to their run.

Incentives/Benefits for Corporate Team Runners

Some of the other benefits that members of the Corporate Teams have are:

- Corporates are eligible for limited number of Half Marathon Bibs that do not require prior timing certificates to register and Half Marathon Bibs with timing relaxation .
- 'Company Name' will be mentioned and be visible on the Bibs of the runners.
- Corporate runners in the Dream Run category will have line up priority ahead of general category on race day.

Corporate Team Participation

- Corporate Team runners will be hosted in a special Corporate Tent, separate from the general runners on race day.
- Company name will be acknowledged in the Corporate Tent.
- Company will be acknowledged in the post event docket.
- Employee fundraising workshop will be conducted by UWM and beneficiary NGO, upon prior request, for team members.
- Easy single point collection of Bibs for all employees irrespective of race category from the UWM counter at the Expo.
- Leaderboard of Top 10 Fundraising Corporates as on 26th December 2023 will be featured during the Live Telecast.

Bib Allocation as per Team Sizes along With Donation Amount

Companies have the flexibility to form teams of 15, 25, 40, or 100 runners by making a non-refundable contribution. This contribution includes donations to the selected NGO/s (which must be registered with UWM for TMM 2024) and UWM. The race fee for team members is separate from the donation amount and is to be paid directly to the Event Promoter – Procam International Pvt. Ltd. when submitting the final team, following the invoice sent by them.

From the 2024 edition onwards, all Corporate Team donations will be split i.e. NGO donation (for the project will be transferred directly to the NGO) and UWM retention amount will be transferred to UWM.

Corporate Team registrations operate on a first-come, first-served basis due to limited slots available. Historically, Corporate Team slots tend to fill up before the deadline, so companies are strongly encouraged to register promptly.

Team Size	Total donation amount	Please split the donation as per below -mentioned amounts		Category restriction per team size		
		In the name of 'United Way of Mumbai'	In the name of beneficiary NGO (for the project)	Open 10K*** upto	Half Marathon** (Untimed) upto	Marathon/ Half Marathon* (Timed)/Dream Run/Champions with Disability /Sr.Citizens' Run
Team 15	INR 3,45,000	INR 32,000	INR 3,13,000	5	4	No Restriction
Team 25	INR 5,50,000	INR 50,000	INR 5,00,000	8	6	No Restriction
Team 40	INR 8,40,000	INR 75,000	INR 7,65,000	13	10	No Restriction
Team 100	INR 20,00,000	INR 1,75,000	INR 18,25,000	40	30	No Restriction

A company can convert their Half Marathon** (Untimed) and Open 10K bibs to Marathon, Half Marathon* (Timed), Dream Run, Champions with Disability, Sr. Citizens' Run but they cannot convert Marathon, Half Marathon* (Timed), Dream Run, Champions with Disability, Sr. Citizens' Run to Half Marathon** (Untimed) and Open 10K bibs. Similarly, Half Marathon** (Untimed) and Open 10K bibs cannot be interchanged.

*Registration with timing relaxation (Relaxed timing criteria for registering through Half Marathon is exclusively through Charity)

**Registration without prior timing certificate (Limited no of Half Marathon Bibs are reserved for charity. These Bibs do not require prior timing certificate to register.

***Open 10K for men is exclusively through charity.

Corporate Team Participation

For companies opting to donate via cheque/DD, the cheques/DDs should be sent to UWM for verification and after verification, UWM will hand them over to the respective NGO/s. In the case of direct bank transfers, NGOs need to share their bank statement as evidence of donations received. The verification of donations is a prerequisite for finalizing Corporate Team allocation.

Please Note

- The contribution amount includes a non refundable donation to the chosen NGO (NGOs registered with UWM for TMM 2024) and UWM retention. The race fees, based on the number of employees, are separate from the donation and must be paid to the Event Promoter – Procam International Pvt. Ltd. upon team submission following the invoice sent.
- Race fees should be paid within 30 days of invoice generation or by 6th December 2023, whichever is earlier.
- UWM does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the Corporate to ensure that the Marathon and Half Marathon*(Timed) Bibs are allotted to runners who have a valid timing certificate.
- Valid timing certificate is mandatory for all Marathon and Half Marathon*(Timed) applicants. To check if the applicant is eligible, please refer to the table on the next page or the event website <https://tatamumbaimarathon.procam.in/>
- As per the circular dated June 18, 2014 issued by the Ministry of Corporate Affairs, one off events such as a marathon would not qualify as CSR expenditure for the purposes of Section 35 of Companies Act, 2013.
- Since one off events such as marathon do not qualify as CSR expenditure, the corporate donor shall be solely responsible and liable for compliance in relation to the amounts being paid by the corporate donor for participation in the TMM (including any amount contribution as the event registration fees for Charity Bibs or towards administrative expenses) with respect to provisions relating to corporate social responsibility under the Companies Act, 2013 and the rules made thereunder (including but not limited to Section 135 of Companies Act, 2013).
- All contributions, except event fees regardless of the chosen option, are eligible for tax exemption, and Form 10BE will be emailed by UWM for all donations made to UWM.
- For vendor registration of Procam International for race fees, kindly send the form and instructions (if any) to accounts@procam.in
- If Procam International rejects a runner's application for any reason, they will refund the entry fee paid by the applicant according to the entry rules. However, any amount donated or contributed to the NGO or United Way Mumbai will not be refunded.

***Registration with timing relaxation (Relaxed timing criteria for registering through Half Marathon is exclusively through Charity)**

Corporate Team Participation

Relaxed Timing Criteria for Corporate Team Participants Applying for Half Marathon :

The table below shows timing relaxation for Half Marathon as per the race category of the timing certificate used for qualification.

<i>Timing Submitted</i>	<i>Male</i>	<i>Female</i>
<i>Half Marathon</i>	<i>Under 3 hrs 30 mins</i>	<i>Under 3 hrs 45 mins</i>
<i>10k</i>	<i>Under 1 hr 35 mins</i>	<i>Under 1 hr 42 mins</i>
<i>25K</i>	<i>Under 4 hrs 12 mins</i>	<i>Under 4 hrs 30 mins</i>
<i>Marathon</i>	<i>Under 7 hrs 18 mins</i>	<i>Under 7 hrs 49 mins</i>

Corporate Team Registration Process

Corporates register with UWM directly and participating NGOs are requested to share the following information with the corporate SPOC to complete their Corporate Team registration.

- Step 01** If the corporate has participated in an earlier edition of TMM, please login with your existing credentials or email corporate@unitedwaymumbai.org for the same.
- Step 02** If you are participating for the first time, please Sign up as a corporate:
https://www.unitedwaymumbai.org/corporate_signup.php
- Step 03** Once Corporate SPOC has received the login credentials from UWM, they can log in to their corporate page on <https://www.unitedwaymumbai.org/accounts/login.htm>
- Step 04** On the dashboard, on the left side panel, click on TMM Registration Form and fill the entire form, add teams, donation details and submit.
- Step 05** Once you have made the donation and submitted the team request through the corporate portal, drop a confirmation email to corporate@unitedwaymumbai.org so that the UWM team can review your request.
- Step 06** Once the team application is reviewed and the donation details are verified by UWM, the teams will be allocated to your SPOC and they will receive emails with runner registration details.

Corporate Team Participation

Team Submission Process

Corporate runner applications are handled through the official online portal managed by the Event Promoter – Procam International Pvt. Ltd. Runners can register using company-specific unique codes.

- Step 01** After initial registration, the Corporate SPOC will be provided a unique code generated specially for the corporate, a registration link, and a step-by-step process to share with the employees. Employee runners enter this unique code on the registration link, fill in their personal details, upload a valid timing certificate (if applicable), and submit the information.
- Step 02** Once employees fill their details on the link using the unique code the Corporate SPOC can monitor the applications from the corporate registration portal.
- Step 03** The Corporate SPOC can accept or reject applications any time before submitting the final teams to the Event Promoter.
- Step 04** Once all the applications are received, the Corporate SPOC needs to verify the applications, make a final selection and submit them to the Event Promoter through the corporate registration portal.
- Step 05** The Corporate SPOC is requested to ensure the runners have valid timing certificates before applying for Marathon and Half Marathon(Timed) race categories to avoid rejection by the Event Promoter – Procam International Pvt. Ltd.
- Step 06** After the team submission, the Event Promoter will generate an invoice for race fees based on the selected race categories. The corporate has 30 days from the invoice generation date or until 6th December 2023, whichever is earlier, to make the payment. If payment is not received by the Event Promoters, Bibs will not be issued at the Expo. In this case, the donation made to the chosen NGO/s and/or UWM will not be refunded.
- Step 07** If any changes need to be made in the runner application, the Corporate SPOC must request UWM for the same. If possible, UWM, in consultation with the Event Promoter – Procam International, will allow such requests on a case to case basis before 6th December 2023.
- Step 08** Once the corporate makes the payment, the employees will receive confirmation within 7 working days or latest by Friday, 29th December 2023, whichever is earlier.
- Step 09** The Corporate Representative can collect all the Bibs from the UWM counter at the Expo and distribute them to their runners.

Corporate Team Participation

Employee Fundraising

Employees from participating corporates have the option to enhance their philanthropic engagement in the TMM by fundraising for causes and NGOs of their choice. Fundraising for a cause is a fulfilling and gratifying experience, offering a valuable opportunity to contribute to underserved communities. UWM supports these individuals in this endeavour by providing an efficient, empowering, and effective platform to raise funds for a cause. Depending on the fundraising amount, the individual gets elevated to the higher levels. All employee fundraisers start by creating their fundraising page on the UWM website.

For NGOs, employee fundraising presents an opportunity to engage new fundraisers who support their cause.

Employee Fundraising Benefits

- Top 10 employee fundraisers get a shout-out on LinkedIn from United Way Mumbai & TMM.
- Employee fundraisers who are Change Runners get 1 additional Bib to participate in any race category (Event rules apply), 1 additional Procam Marquee and Grand Stand invite for 1 guest/collaborator (Only for on-ground participants).
- 100% of funds raised online on fundraiser and NGO pages are disbursed to the NGO as UWM absorbs the payment gateway charges. On offline funds UWM retains a maximum of 2% (depending on fundraiser level) as opposed to a maximum of 4% in case of general individual fundraisers.
- All other privileges are applicable to employee fundraisers as per their achieved fundraiser level.
- Top 3 corporates with the highest number of employee fundraisers will get a scroll at the Philanthropy Awards Nite and the company representative will be given a shout-out as well.
- For employee fundraisers, UWM retains maximum 2% on offline funds raised as opposed to a maximum of 4% in case of general individual fundraisers.

These benefits are specific to employee fundraisers and are in addition to incentives for individual fundraisers mentioned [here](#).

Additional benefits to the companies who have employee fundraisers

Employee fundraisers who have collectively raised above INR 1 Lakh:

1. Company name featured in the special section of the Corporate Tent on race day.

Employee fundraisers who have collectively raised above INR 3 Lakh:

1. Company logo featured in the special section of the Corporate Tent on race day.
2. Grand Stand and Procam Marquee invite for company representative (one per Corporate).
3. One TMM Philanthropy Awards Nite invite for the company representative (one per Corporate).
4. Feature in the TMM 2024 Post Event Docket .

Employee fundraisers who have collectively raised above INR 5 Lakh:

1. Company logo featured in the special section of the Corporate Tent on race day.
2. Grand Stand and Procam Marquee invite for company representative plus a guest (Self +1) (two per Corporate).
3. TMM Philanthropy Awards Nite invite for the company representative plus a guest (Self +1) (two per Corporate).
4. Quarter page feature in the TMM 2024 Post Event Docket.

Top 3 fundraising companies will have an opportunity to be interviewed by the official radio partner.

Corporate Team Participation

Offline Pledge Raising

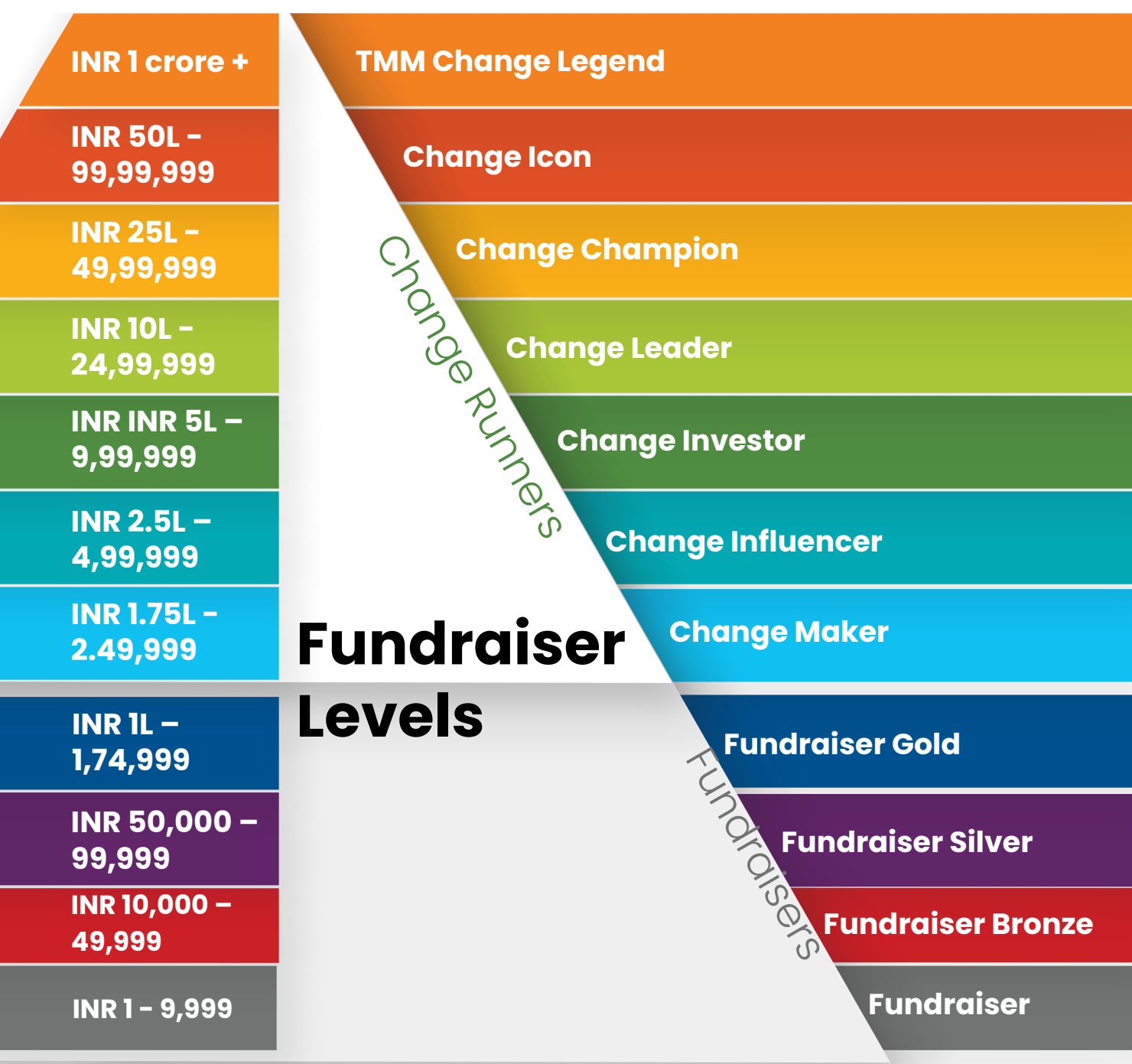
Corporates have the option to collect donations on behalf of their employees and contribute as a lumpsum to the corporate-supported NGO. To contribute through offline pledge raising, the list with donor details, including PAN number, must be filled and shared with UWM. If the donation is made through cheque/DD, it must be sent to UWM. For direct bank transfers, the details can be emailed to UWM along with the donor details. Once the funds are received, they will be reflected on the corporate page on the UWM website.

Retention: 2% on the total amount raised only on the offline funds submitted.

Corporate Team Participation

Levels of Fundraisers

Fundraisers including employee fundraisers, achieve different fundraising levels based on the amounts raised. Each fundraising level is associated with different incentives. Details of the fundraising process and levels can be viewed [here](#).



Important TMM Deadlines & Information

Corporate Team Registration starts on: **7th September, 2023**

Important Deadlines

 Tuesday, 3rd Oct 2023	Corporate Team Registration Ends.
 Monday, 6th Nov 2023	Corporate Team Submission Deadline.
 Wednesday, 17th Jan to 20th Jan 2024	TMM 2024 Expo Dates.
 Sunday, 21st Jan 2024	TMM 2024 Race Day.
 Monday, 5th Feb 2024	Individual Fundraising Deadline.*

NOTE:

- Race day privileges of all individual fundraisers (Incl. Young Leaders) and Privilege Level NGOs will be decided on 26th December 2023.

*Offline Donation will close 5 business days prior to the date.

Disbursements to the NGOs

All disbursements will be completed before 31st March 2024

Disbursement can be expected in the following order:

- Corporate Team donations by the 1st week of November 2023
- Offline donations by the 2nd week of March 2024
- Online donations will be done in three batches, in the first week of October, December, and last week of February.

Disbursement will be through direct bank transfer hence NGOs are requested to update UWM of any changes in the bank details at the time of registration.

Following Foreign Contribution Regulation Rules, UWM will not accept any donation from a foreign source meant for a participating NGO and thus will not disburse any FCRA funds to any participating NGO.

Donation Receipts

For online donations, receipts are emailed immediately through an automated system. For offline donations, receipts will be emailed within a week of realisation of the cheque. Form 10BE certificates will be sent by June 2024 for the donations received for FY 2023-24.

- All donations made to UWM will be entitled for 10BE certificates .
- Receipts for Charity Bib donations is system generated and is emailed to the email ID provided
- PAN number is mandatory for all donations.
- Ensure that the email ID is filled in correctly for all donations along with the PAN Number.
- 10BE certificates to donors will be emailed to the ID which was provided while making the donation from finance@unitedwaymumbai.org. Donors are requested to add this email ID to the safe sender list to avoid the mail going to spam.

Philanthropy Awards and Recognition

The Tata Mumbai Marathon Philanthropy Awards Nite, organized by Procam International Pvt. Ltd., is an important event that marks the conclusion of the entire TMM cycle. It aims to acknowledge and honour the remarkable efforts and contributions of individuals, corporates, and participating NGOs. The event serves as a platform for awardees and other attendees to come together in a relaxed and informal setting, exchange learnings build connections for potential collaborations, and celebrate philanthropy.

Awards Presented to Corporates at the TMM Philanthropy Awards Nite

- Top 3 Highest Employee Fundraising companies will receive trophies at the Philanthropy Awards Nite
- All Employee Fundraisers who achieve the Change Champion, Change Icon and Change Legend levels will receive trophies at the Philanthropy Awards Nite.

Recognition for Fundraising Corporates

- Top 3 corporates with highest number of employee fundraisers will get a scroll at the Philanthropy Awards Nite and the SPOC will be given a shout out as well.

Disclaimer: Procam International Pvt. Ltd. (PIPL) is the promoter of Tata Mumbai Marathon and shall do all such acts, deeds, matters and things as it may consider appropriate to promote, manage and organize the Event and to exercise and commercially explain all the rights whatsoever associated with the Event in such manner as it considers appropriate. PIPL will be solely responsible for seeking all necessary approvals required by the law of the land to conduct the event. United Way Mumbai is the official Philanthropy Partner for the Tata Mumbai Marathon. All philanthropic activities/campaigns undertaken at the TMM 2024 shall be through United Way Mumbai. United Way Mumbai is not responsible for providing any nature of services/products/publicity branding through paid channels at the TMM. All contributions (donations) made to United Way Mumbai are intended towards the implementation and development of projects by United Way Mumbai and/or UWM's capacity building efforts for the development sector. All the event related benefits/incentives for the participating NGOs/Corporates/Individuals are being provided by the event and the Event Promoter and not United Way Mumbai and remain at the discretion of the Event Promoter.

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United Way Mumbai



UWM Landline Number: +91-22-69523100

UWM Marathon Helplines: 91670 11900/9833307251/9833307253



Email: TMM@unitedwaymumbai.org



Website: www.unitedwaymumbai.org



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