

TATA MUMBAI MARATHON 2024

PHILANTHROPY STRUCTURE



CHANGE BEGINS HERE

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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 accounting of all philanthropic funds and providing donation receipts with tax exemption benefits to donors for all amounts donated through its platform.

UWM maintains a digital platform that enables the 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 Philanthropy Structure

The Philanthropy Structure provides a flow of the processes for the 2024 edition of the TMM. The document gives the reader a complete overview of the entire philanthropic potential of the event. The document contains detailed information on important dates, fundraising opportunities to benefit the registered NGOs, a clear understanding of the Charity Bib allocation system, details of the processes for individual and corporate registration, and the privileges and benefits of each category.

Race Categories

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

<i>Race categories</i>	<i>Distance</i>
Marathon	42.195 km
Half Marathon	21.097 km
Open 10K	10 km
Dream Run	5.9 km
Senior Citizens' Run	4.2 km
Champions With Disability	1.3 km
Virtual Runs	Marathon, Half Marathon, Open 10K, and 5 km

* Participation through Charity Bibs is possible only in the on-ground race categories

The 7 ways for an NGO to Raise Funds at the TMM 2024

The Tata Mumbai Marathon (TMM) offers diverse avenues for fundraising to benefit NGOs. While it is highly regarded as the epitome of distance running among dedicated runners in India, the event also brings out the festive and inclusive spirit of the city of Mumbai with additions like the Dream Run, Senior Citizens' Run, and the Champions with Disability race categories. These race categories inspire lakhs of runners to participate in the event. Unfortunately the event can only accommodate a limited number of participants. As a solution, the event reserves a number of running slots for charity, allowing NGOs to leverage this gap created through the supply and demand imbalance and raise funds for their causes. Various ways in which an NGO can raise funds are as follows:

1



NGO Pages (pg. no 5)

On registering for the TMM, each NGO gets a unique personalized page on the United Way Mumbai website. The page displays the NGO's appeal, contact details, the previous year's fund utilisation (if applicable), the total amount raised, the fundraisers supporting the NGO, and the NGO's privilege level. The NGO page also features a donate button, allowing the NGO to receive online donations from their supporters on the UWM website. 100% of the funds donated on this page are disbursed to the NGO as UWM absorbs the payment gateway charges.

2



Charity Bibs (pg. no 6)

TMM reserves running slots across race categories for charity. These are called Charity Bibs. These slots, or Bibs, are assigned to NGOs who use them to seek donations from their supporters. The supporters who make a donation and 'run for charity' are guaranteed entry to the event even after general registrations close as long as they fulfill the event rules. UWM sets a base amount as a minimum donation per race category to maintain a level playing field for all NGOs. NGOs can request higher amounts from the donor on top of this base amount. The intent is to provide a means for NGOs to build new relationships and raise funds for their causes.

3



Individual Fundraisers (pg. no 12)

Any individual (who may or may not be running at the TMM) can collect donations for an NGO by creating a fundraising page on the UWM website and reaching out to friends, family, and peers. The fundraiser pages contain various features that support and help the fundraiser raise funds efficiently.

The 7 Ways for an NGO to Raise Funds at the TMM 2024

4

Corporate Team (pg. no 19)

Corporate Team is a category designed for companies who wish to field employee teams to participate in the Tata Mumbai Marathon and raise funds for NGO(s). Besides generating substantial funds for community development, this has emerged as an excellent employee engagement and team bonding activity over the years.

Similar to the NGO page and Individual Fundraising page, a donate button is available on the corporate page, where corporates can raise funds through employee contributions in support of their selected NGO.

5

Top-up Donations During Runner Registrations (pg. no 26)

All runners are encouraged to make a top-up donation while registering for their run at TMM 2024. All registered NGOs are listed on the event website on completing their due diligence process. Runners can choose the NGO they wish to support or add a donation to a shared pool, which is later disbursed as Privilege Level Incentives to the qualifying NGOs as a capacity building grant.

6

Personalised Number on Bib (pg. no 26)

All runners are offered an opportunity to upgrade the Bib number to a unique number of their choice upon making a donation of INR 5000 to any NGO of their choice on the UWM website. A special number Bib is assigned only upon making this donation, and not for any other contribution made through the platform.

7

Incentives & Grants (pg. no 28)

Page.no 28 includes a list of indicators that recognize and encourage the efforts of participating NGOs and provide a roadmap to leverage the fundraising platform of the TMM fully. Each of these indicators translates into a point for the NGO. These points allow NGOs to reach various levels known as Privilege Levels. Each level has privileges and incentives for the NGO, including capacity-building grants.

NGO Pages

All TMM-registered NGOs have personalized pages on the UWM website. These pages showcase the NGO's cause and TMM-related information for potential supporters. The main features of NGO pages are:

Donations

A donate button enables online donations from their supporters for the NGO on the UWM website. UWM absorbs payment gateway charges, ensuring 100% of the funds go to the NGO. Donors' names can be displayed if they choose to make them public.

Charity Bibs Request

Interested runners would be able to request for Charity Bibs on the NGO page through a form. NGOs receive an email with the requestor's details to facilitate contact. This medium helps NGOs build donor relationships as runners often seek Charity Bibs when they don't qualify for timed categories through the general registration process.

Fundraising

All fundraisers supporting the NGO are listed here. Potential donors can visit any fundraiser's page to donate to their campaign. Having fundraiser pages improves the credibility of the NGO as these individuals are ambassadors of the excellent work NGOs do and help raise awareness for their cause.

NGO Information, Appeal and Fund Utilisation

The NGO pages offer detailed utilisation reports, publicly viewable, showing how funds from previous TMM editions were utilised. Potential donors can assess the NGO's credibility. They can also view the NGO's TMM performance in earlier years and decide whether to fundraise or donate based on the appeal.

Privilege Level of the NGO

The NGO page mentions the privilege level, which is not a rating of their work but indicates their TMM participation level. Achieving a privilege level qualifies the NGO for various incentives during the event.

Fundraiser Rating

Fundraisers will rate their experience with the NGO based on support and acknowledgement received during the TMM campaign. This rating is not about the NGO's projects but serves as a supporter's testimonial.

Charity Bibs

To enable philanthropy, special running slots (Bibs) are reserved for NGOs participating in TMM 2024. These unique Bibs allow registration even after general registrations close. Runners can obtain them with a minimum donation to support NGOs and their causes. As TMM attracts numerous participants but has limited slots, availing of Charity Bibs is the only option for runners especially when general registrations fill up quickly.

UWM sets a minimum donation amount per race category to ensure fairness among NGOs. NGOs can request higher amounts from donors. Runners with Charity Bibs proudly display the NGO's name on their running bibs, demonstrating their support for the cause.

Race Categories

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	Not Required		Medal + Downloadable Participation Certificate
Half Marathon** (Untimed)	21.097km					
Open 10K***	10km	15 years as on 20th Jan 2024	INR 1500			
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)			

*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.

Bib Manager

Bib Manager is a feature in the NGO dashboard on the UWM website that enables the NGOs to view Bibs allocated to them. It also allows NGOs to request more Bibs, form teams, assign Bibs to donors, and help them select the preferred payment options.

Charity Bibs

Allocated Bibs

In this edition, each participating NGO can utilise as many Bibs as they require on a first come first served basis. Upon registration, each participating NGO will be assigned one Bib. They can convert this Bib to any race category they require until Bibs of that category are available with UWM. Once an NGO secures a donation and uses the Bib allocated to them, a new Bib will be allocated automatically. This will continue till 13th December 2023 or until Bibs are available (whichever is earlier). In this TMM edition, the Half Marathon** (Untimed) & Open 10K for men are exclusively available through charities, giving NGOs a chance to raise funds through these special race categories.

Request Additional Bibs (Group Bibs)

If an NGO wants more than one Bib at the same time, they can send a request for Bibs through the Bib Manager by asking for a specific number of Bibs for each race category or write to us at bibs@unitedwaymumbai.org. Once UWM confirms the request, UWM will allocate the requested bibs if they are available. These Bibs will appear in the group section of the NGO's Bib Manager.

Charity Bib Donation Amounts

UWM sets a minimum donation amount for Charity Bibs. The race category-wise minimum donation will progressively increase as per the table below.

Race Categories	Retention on Donation	Minimum Donation Amounts				
		August	September	October	November	December
Marathon	INR 250	INR 3,000			INR 4,000	INR 5,000
Dream Run						
Sr. Citizen's Run						
Champions With Disability						
Open 10K***	INR 500	INR 8,000		INR 9,000		INR 10,000
Half Marathon* (Timed)						
Half Marathon** (Untimed)		INR 10,000		INR 11,000		INR 12,000

*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.

Please Note

- To qualify for the minimum donation amount, the donation must reach UWM on or before the last date of the respective month/period. Subsequently, the donation amount will increase progressively, as indicated above.

Charity Bibs

Relaxed Timing Criteria for Charity Bib 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>Open 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>

Assign Bibs to Donors

NGOs can view their assigned Bibs on UWM's Bib Manager. Once they have a confirmed donor and the necessary details, they can add the information to the Bib and generate a donation link or provide offline donation details. After a successful donation, a voucher code is emailed directly to the runner, allowing them to register on TMM's runner registration portal. Upon registration approval, the runner is assigned a Bib, which they can collect at the TMM 2024 Expo. A new Bib is automatically assigned to the NGO on the Bib Manager after a successful donation is received against the earlier assigned Bib.

Privilege Level Benefits

This year, NGOs that achieved a Privilege Level in TMM2023 will enjoy special benefits through guaranteed Bib reservation in the Open 10K and Half Marathon*(Untimed) categories. These Bibs will be available on request even if other NGOs exhaust the particular race categories from the common pool. This privilege will be valid till 13th December 2023. The reserved bibs as per Privilege level are as follows.

<i>Privilege level at TMM 2023</i>	<i>No. of Half Marathon* (Untimed)Bibs</i>	<i>No. of Open 10K Bibs</i>
 <i>NGOs in the Diamond level</i>	<i>10</i>	<i>10</i>
 <i>NGOs in the Platinum level</i>	<i>6</i>	<i>6</i>
 <i>NGOs in the Gold level</i>	<i>4</i>	<i>4</i>

*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).

Charity Bib Retention

UWM retains a fixed amount of INR 500 per Bib for Open 10k and Half Marathon Bibs, and INR 250 for Dream Run, Marathon, Champions with Disability, and Senior Citizens' Run Bibs. This fixed retention on Charity Bibs is not a percentage of the donation amount, encouraging NGOs to raise higher funds for their causes. There are no separate payment gateway charges for Charity Bibs.

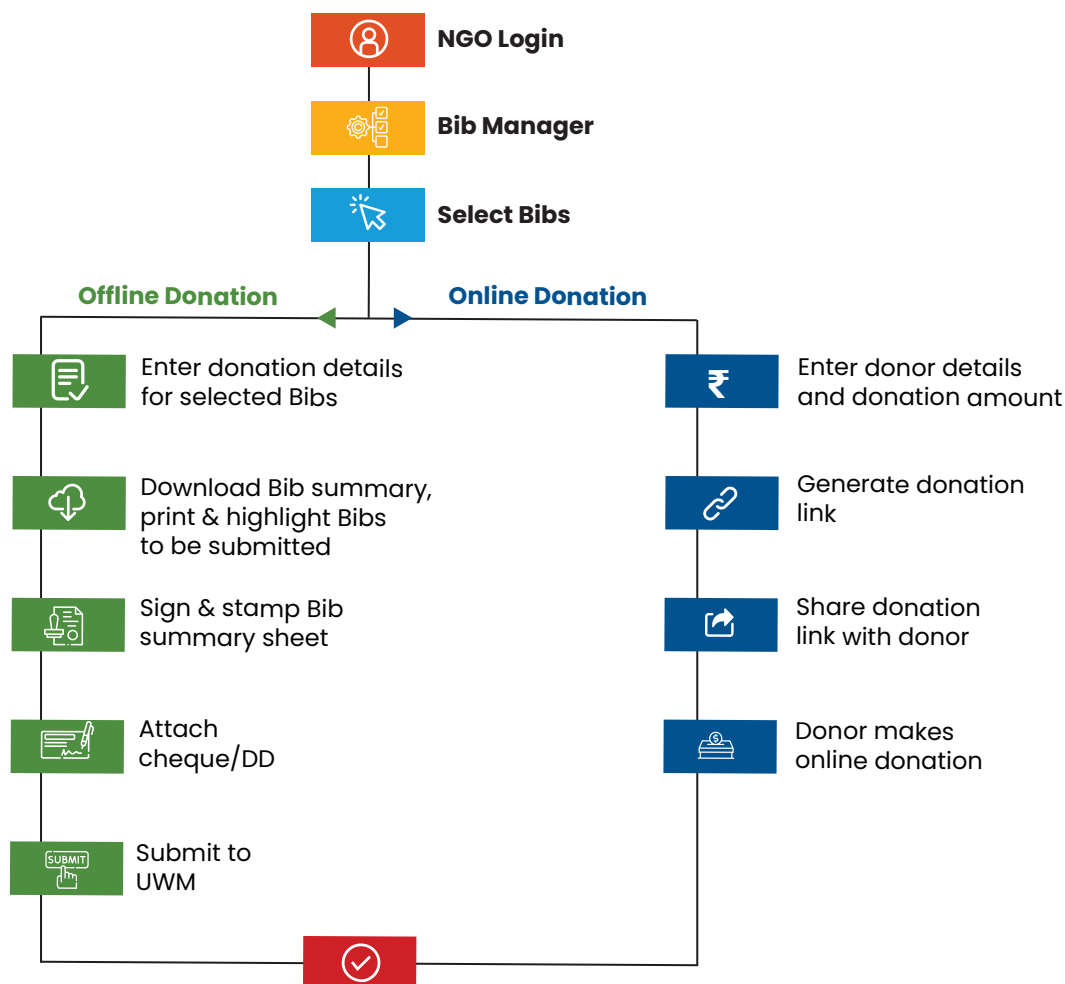
Charity Bib Submission Process

NGOs can utilize their Charity Bibs by seeking donations for the same either through the online mode, (i.e., through UWM's payment gateway), or through the offline mode (via NEFT, cheques, and DDs in favour of United Way of Mumbai and sending them to the UWM office along with the Bib summary sheet).

Charity Bibs

Charity Bib Submission Process

Log into your NGO account page, go to the Bib Manager.



Upon realising the donation, the runner will receive a voucher code for registration. The code will also be visible to the NGO on their dashboard against the Bib and if applicable, a new Bib is allocated automatically in the Individual Bib section.

Runner Registration

After a donation is confirmed as successful on the Bib Manager, a voucher code is generated and sent directly to the runner for registration via email. The registration process happens at the Event Promoters' end on <https://tatamumbaimarathon.procam.in/>.

The voucher code will also be visible in the Bib Manager next to the corresponding Bib. NGOs can share this code with their runners to register directly on the event website. This online registration method saves time and allows runners to register quickly, receiving a confirmation email immediately. UWM does not accept physical runner forms for either online or offline donations.

Please Note

- The runner and the donor can be different people and thus NGOs need to provide the runner's email address in the Bib Manager to ensure they receive the voucher code once the donation is confirmed as successful.

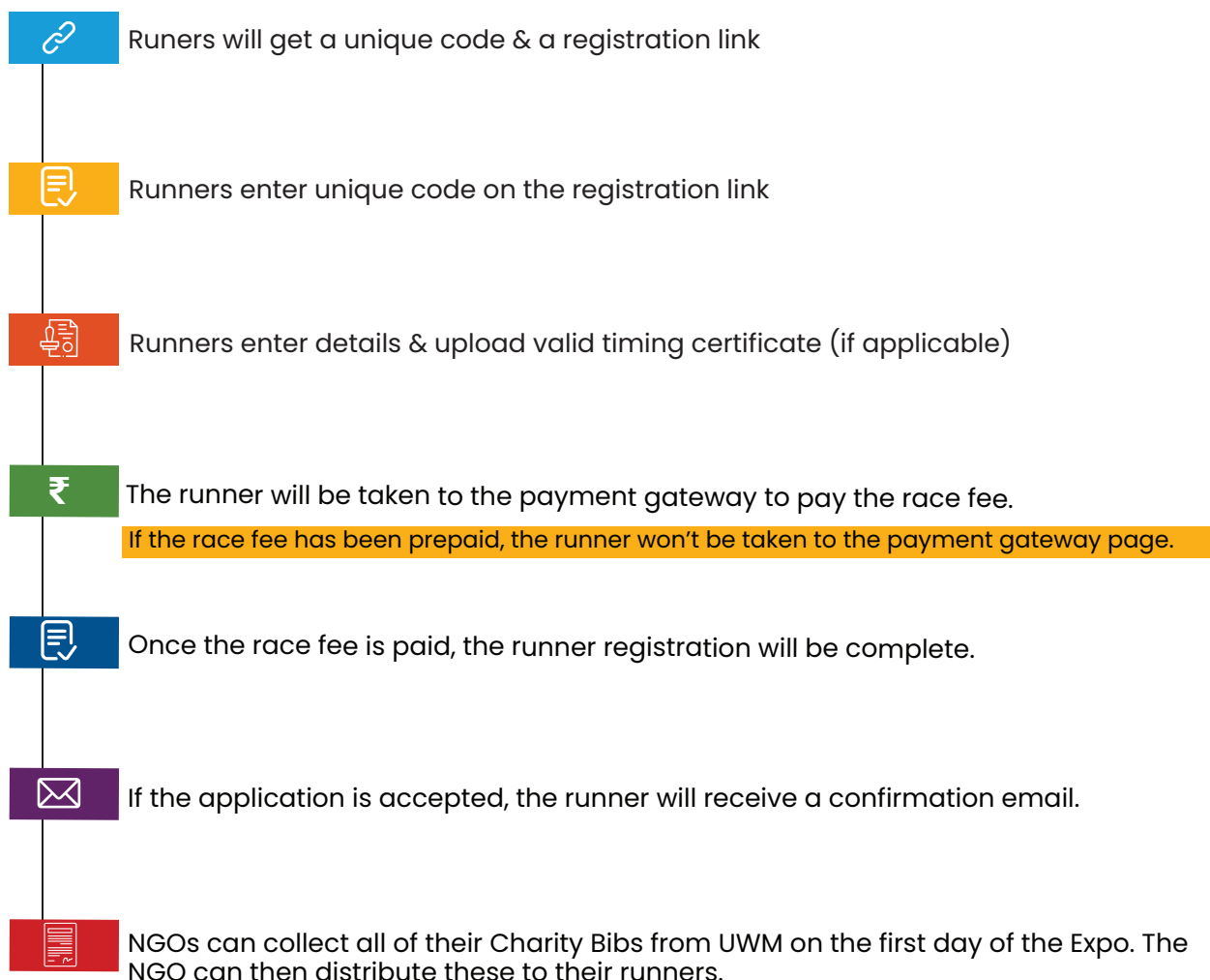
Charity Bibs

Race Fee

The Charity Bib donation is separate from the event's race fees. Hence, runners need to pay the race fees directly to the Event Promoters, Procam International Pvt. Ltd., during the runner registration process.

NGOs have the opportunity to pre-pay the race fee for a group of runners. When requesting the Bibs, NGOs can request for a link to make the payment to the event organisers for the entire group. Once the race fee is paid a special code for the runners is generated so they won't have to pay the race fee individually.

Runner Registration Process



Charity Bibs

Charity Bib Collection Process

All the Charity Bibs obtained through an NGO will now be given to the NGO on the first day of the Expo at the UWM counter for onward distribution to their runners. Charity Bib runners need to connect with their NGOs for their Bibs.

This revamped Charity Bib collection process facilitates meaningful interactions between NGOs and their supporters, strengthening the commitment to the organisation. The NGO may choose to leverage the physical handover of the Bib to include NGO information or other materials including race day props to their runner. We encourage NGOs to use the physical Bib handover as an opportunity to nurture the relationship and build a great donor experience.

In case an NGO is unable to facilitate the same, they can submit a letter to UWM requesting for distribution of their Charity Bibs from the UWM counter at the Expo. Their runners will have to come to the Expo to collect the same from the UWM counter.

Please Note

- UWM does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the NGOs to ensure that the timed Bibs are allotted to runners who have a valid timing certificate.
- A valid timing certificate is required to register for Marathon and Half Marathon (Timed) race categories. To check if the runner is eligible, please refer to <https://tatamumbaimarathon.procam.in/>.
- Runners can get a timing certificate before they register by participating and qualifying in the races the courses of which are measured either by an accredited World Athletics or AIMS Measurer using the calibrated bicycle method. Also, the running event should have been conducted on or after 1st May 2022.
- No donation will be refunded once made.
- UWM will issue 80G receipt and 10BE certificate to all donors contributing through its platform.
- For any offline donations i.e. either cheque or NEFT mode need to reach UWM at least 1 week prior the Charity Bib deadline.

Individual Fundraising

Committed individuals raising funds for a cause of their choice are the backbone of the philanthropic effort at the TMM. An Individual Fundraiser is someone trying to make a difference by raising funds for an NGO to support a cause close to their heart. 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 higher levels. All fundraisers start by creating their fundraising page on the UWM website. These pages are user-friendly, feature-rich, and free to set up. At any point in time, an individual may choose to add collaborators to their page to make fundraising a combined team effort. However, only the creator (owner) of the page and not the collaborators will be eligible for the individual fundraising incentives.

Process of Becoming a Fundraiser

Step 01 Register here

- https://www.unitedwaymumbai.org/fundraiser_registration.php

Step 02 Relogin

- with username and password

Step 03 Create TMM Fundraising Page

- Add a fundraising target and select an NGO you wish to support
- Add your appeal and a short bio
- Add photo and video
- Add collaborators if you wish to raise funds as a team



Now your page is ready to be shared with your peers, friends and family

Download the 'Fundraiser Assist App' from Google or Apple app store which will allow you to track your fundraising campaign

Three Ways to Raise Funds

Fundraiser can raise funds online, offline or, in special cases, directly in their chosen NGO's bank account.

Online

After creating a fundraising page, selecting an NGO and setting a target amount, a donate button gets activated on the fundraiser's page, allowing them to gather funds online through a payment gateway for their campaign.

Offline

In addition to online methods, fundraisers have the option to raise funds through offline means, such as issuing a cheque or DD payable to 'United Way of Mumbai' or through direct bank transfer to UWM's bank account.

Direct to the NGO

During the TMM 2024 fundraising campaign, fundraisers who have achieved the Change Influencer Level (INR 2.5L) have the privilege of receiving donations directly into their NGO's bank account and adding it to their fundraising tally.

Individual Fundraising

Types of Fundraisers

Young Leaders

Individuals below the age of 21 years (born on or after 21st January 2003) are identified as Young Leaders at the TMM 24 and featured in a separate leaderboard on UWM's website. Among them, those who raise a minimum of INR 1 Lakh, are called Eligible Young Leaders and they get certain special incentives as mentioned below.

Special Benefits (in addition to fundraiser benefits mentioned on page no 15)

- Eligible Young Leaders, receive a complimentary special running Bib for any race category (subject to age qualifications) that is non-transferable.
- Eligible Young Leaders, after the fundraising cycle, receive an Official Certificate and Letter of Recommendation from Procum International and UWM.
- Other privileges depend on the achieved fundraiser level.
- The top 10 Young Leaders are recognized on LinkedIn by United Way Mumbai and TMM.
- Eligible Young Leaders below the age of 18 receive an additional pass to the Philanthropy Awards Nite.
- The top 10 Young Leaders get to meet the Event Ambassador and receive signed mementos.
- Additionally, all Young Leaders received a digitally signed memento from the Event Ambassador.

Change Runners

Individuals raising a minimum of INR 1.75L for their supported NGOs are known as Change Runners.

Employee Fundraiser

Individuals who belong to any of the participating corporates at the TMM and decide to raise funds and select their corporate while creating their fundraising page are categorised as employee fundraisers.

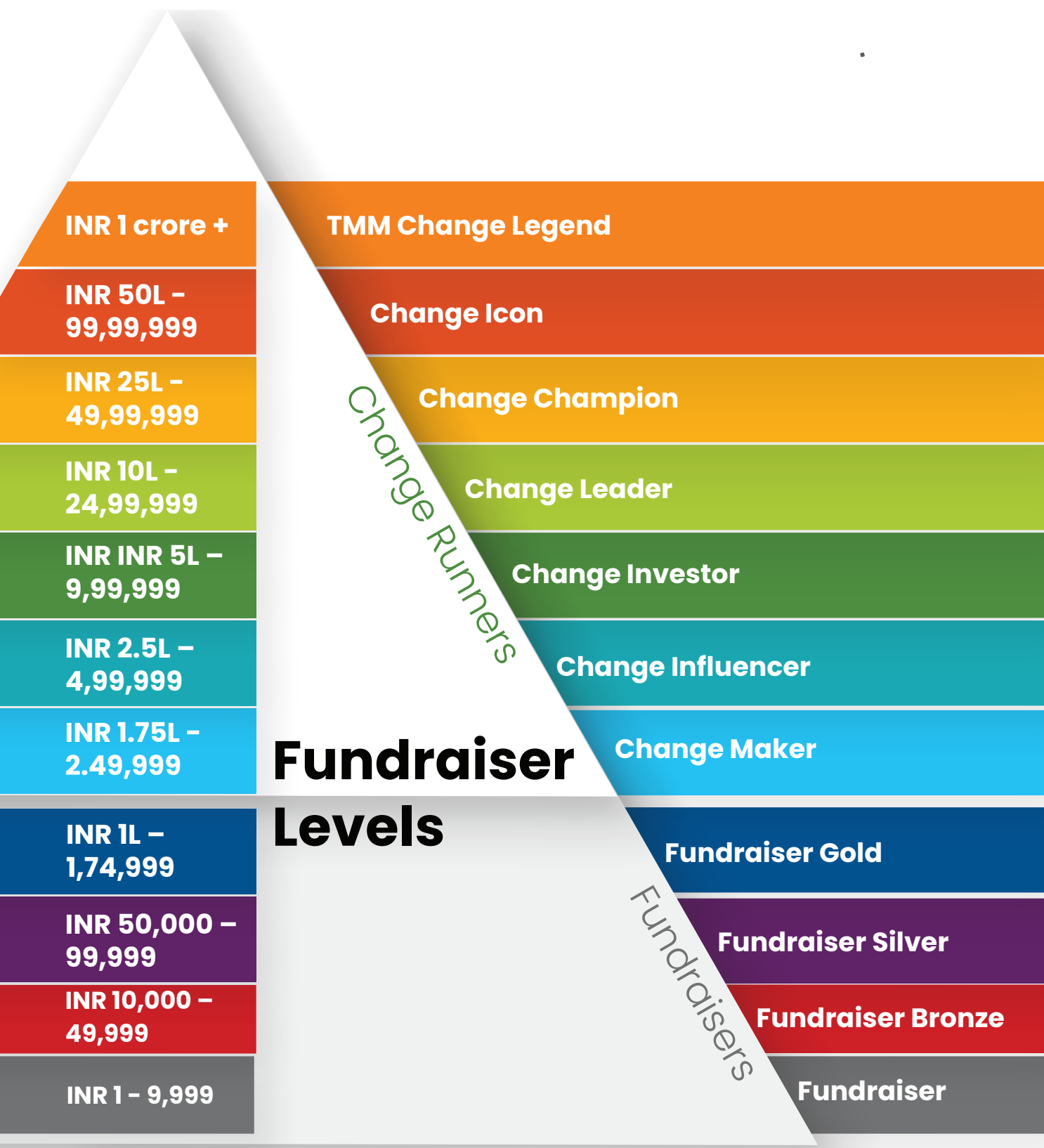
Special Benefits

- For employee fundraisers, UWM retains maximum 2% on offline funds raised as opposed to a maximum of 4% in case of general individual fundraisers.

The remaining incentives as applicable to all fundraisers are mentioned on page no 15.

Individual Fundraising

Levels of Fundraisers



Individual Fundraising

Fundraising Incentives

Fundraiser Bronze INR 10,000 – 49,999

- All fundraisers are eligible to register for the Dream Run race category until 13th December 2023 (subject to bib availability). Event fees and conditions will apply.
- All fundraisers get a special Charity Bib design.

Fundraiser Silver INR 50,000 – 99,999

- On-ground Charity Bib of any race category (subject to bib availability and qualification criteria applicability) until 26th December. Event fees and rules apply.

Fundraiser Gold INR 1L – 1,74,999

- 6-digit Bib number of the fundraiser's choice on the existing running Bib (Subject to availability) until 26th December.
- Mention in TMM 2024 post-event docket.

Change Maker INR 1.75L – 2.49,999

- Event invite to participate in any race category through a Change Runner Bib from the event promoters (event rules apply). If a Bib has already been availed, it will be upgraded to a Change Runner Bib, with the runner's name printed on it.
- Priority line up across all race categories.
- Event t-shirt
- Procam Marquee + Grand Stand invite for self
- Photograph + mention in TMM 2024 Post-Event Docket
- Mention on the 'Individual Fundraisers' section of the Philanthropy page on the event website.
- Race day photograph (soft copy), if captured by the Event's official photographer (only for Marathon, Half Marathon & Open 10k).

Change Influencer INR 2.5L – 4,99,999

All benefits of Change Maker level +

- From this level onwards, fundraisers have the opportunity to receive donations directly into the NGOs' bank account in addition to raising funds through their campaign page on UWM's website. These donations, received from the time the fundraiser qualifies as a Change Influencer till the end of the TMM 24 campaign will be recognised as funds raised by the fundraisers and will be added to their overall total. UWM will retain 1% on these donations. (Please read the section on Direct Donation to NGO on page no 18 for applicable conditions).

Change Investor INR 5L – 9,99,999

All benefits of Change Influencer level +

- Event tracksuit.
- Featured on the Philanthropy Wall at the TMM 2024 Event Expo.
- Invite for self to the TMM 2024 Philanthropy Awards Nite.

Individual Fundraising

Change Leader INR 10L – 24,99,999

All benefits of Change Investor level +

- Event sports shoes.
- 1 event invite to participate in any race category from the event promoters for guest / collaborator. (event rules apply).
- Procam Marquee + Grand Stand invite for 1 guest/collaborator (Only for on-ground participants) (Total 1 guest + self).
- 1 additional guest invite to TMM 2024 Philanthropy Awards Nite (Total 1 guest + self).
- Photograph + Quarter page feature in TMM 2024 post-event docket.

Change Champion INR 25L – 49,99,999

All benefits of Change Leader level +

- Additional 1 event invite to participate in any race category from the event promoters for guest/collaborator (event rules apply) (Total 2 guests + self).
- Procam Marquee + Grand Stand invite for additional 1 guest/collaborator (Total 2 guests + self)
- 1 additional guest invite to TMM 2024 Philanthropy Awards Nite (Total 2 guests + self).
- Part of a banner (on a rotational basis) on the 'Individual Fundraisers' section of Philanthropy page on the event website.
- Photograph + Half-page feature in TMM 2024 post-event docket.

Change Icon 50L to 99,99,999

All benefits of Change Champion level +

- Additional 1 event invite to participate in any race category from the event promoters for guest/collaborator (event rules apply) (Total 3 guests + self).
- Procam Marquee + Grand Stand invite for additional 1 guest/collaborator (Total 3 guests + self)
- Photograph + Full-page feature in TMM 2024 post-event docket.
- 1 additional guest invite to TMM 2024 Philanthropy Awards Nite (Total 3 guests + self).
- Feature in the print ad in Times of India.

TMM Change Legend INR 1 Crore +

All benefits of Change Icon level +

Fundraisers who raise over INR 1 crore in a single TMM edition are recognized as TMM Change Legends. This prestigious title honours their exceptional commitment, transcending across TMM editions. TMM Change Legends hold a special place on the Wall of Change at TMM Expo and Procam Marquee, leaving a lasting legacy. They are always welcome to be part of all related Tata Mumbai Marathon events.

- Fundraisers that qualify in this category will permanently feature with name + photo + 120 words bio on the event website.
- Souvenir signed by the event ambassador.
- Additional guest invite to TMM 2024 Philanthropy Awards Nite on request.
- Invite to TMM launch ceremony every year.
- Stay for 2 nights at a Trident Hotel (subject to availability).

Individual Fundraising

Incentives for Top Fundraisers

- Top 10 Young Leaders as on 26th December, 2023 will be invited for a meet and greet with the International Event Ambassador .
- Video message from top 10 Young Leaders (to be sent by the Young Leaders) talking about their philanthropic involvement at the TMM 2024 will be highlighted by the Event Promoter on the official social media handles .
- Top 5 fundraisers as on 26th December, 2023 will be featured during the LIVE telecast on race day 21st January 2024 in form of a static image.

UWM Retention as per Fundraiser Levels

Category	Level	Min. Fundraising Amount	Retention Amount on the funds raised online	Retention Amount on the funds raised offline	Retention Amount on the funds raised directly through NGOs bank account
Fundraisers	Fundraiser	INR 1	0%	4%	NA
	Fundraiser Bronze	INR 10,000			
	Fundraiser Silver	INR 50,000			
	Fundraiser Gold	INR 1,00,000			
Change Runners	Change Maker	INR 1,75,000		3%	1%
	Change Influencer	INR 2,50,000		2%	
	Change Investor	INR 5,00,000		1.5%	
	Change Leader	INR 10,00,000		1%	
	Change Champion	INR 25,00,000		0.5%	
	Change Icon	INR 50,00,000		0%	

Offline Fundraising Process

- Step 01** Enter Cheque/DD/NEFT* details (issued in favour of United Way of Mumbai) at the backend in the fundraiser's page (Fundraiser Dashboard > TMM Donations > Add Offline Donations > Enter Cheque/DD > donor details).
- Step 02** Download the donation report from the fundraiser dashboard, print a copy and send it along with the cheque / DD to the UWM office. **
- Step 03** UWM will update the offline donation amount on the fundraisers page once the cheque / DD has been realised in UWM's bank account.

***For NEFT, a fundraiser need to only enter the donor & donation details on their fundraising page and do not have to send any donation report to UWM.**

****UWM office address: 6th Floor, C Wing, Mumbai Educational Trust, Gen. AK Vaidya Marg, Bandra Reclamation, Bandra (West), Mumbai 400 050.**

Please Note

- Cash donations are not accepted.

Individual Fundraising

Direct Donation to NGO

Beginning from the Change Influencer level, fundraisers can receive donations directly into the bank account of the NGO and account it in their TMM 2024 campaign. This option is available to fundraisers only after they have raised INR 2.5 lakhs on the UWM website through online/offline donation. There will be 1% retention on the donation amount that is transferred directly to the bank account of the NGO. This retention would be deducted from the total fund raised amount before disbursement.

In order for these direct donations to be recognized as funds raised at the TMM 2024, fundraisers need to provide UWM with a letter from the donor and proof of payment, along with the NGO's bank statement.

Please note that only actual donation amount received in the NGOs' bank account from the date the fundraiser qualifies as Change Influencer till the end of the campaign on 5th February 2024, will be considered as funds raised through the TMM 2024 campaign. Any contributions made outside the designated timeframe or on crowdfunding / other websites will not be included.

Direct Donation Process

The process for acknowledging direct donations to the NGO's bank account is as follows:

- Fundraiser initiates an offline donation entry.
- The donor directly sends the donation details to UWM via email, including the donor's name, transfer amount, transfer date, transfer number, donor's bank and branch name, fundraiser's name, and NGO name & specifies that the same is for their TMM 24 fundraiser. It is important to note that emails sent by fundraisers will not be accepted; the email must come directly from the donor.
- The NGO shares the donation details with UWM via email, which includes a bank statement reflecting the donation amount, donor name, transfer amount, transfer date, transfer number, donor's bank and branch name.

Once all three steps are completed, the donation undergoes verification by UWM. Upon successful verification, it will be marked as a successful donation. Retention amounts based on the fundraising level are applicable. In case of any uncertainty around the source or purpose of the donation, UWM reserves the right to disallow the inclusion of the donation in the fundraiser & NGO's donation tally for TMM 2024.

Please Note

- Race day privilege status will be as achieved by all fundraisers by Tuesday, 26th December 2023
- All Fundraisers achieving Fundraiser Gold level and above after Tuesday, 26th December 2023 will be acknowledged on the website and the post event docket, but will not be entitled to race day benefits.
- Event rules will be applicable on the additional guest bibs.
- Race day photographs will be available through the official event photographer, One Glint, if captured on the race route.*
- Young Leaders have the same fundraiser privileges as individual fundraisers, except they are eligible for a Special Number Bib with their name printed upon raising INR 1 Lakh, instead of the INR 1.75 Lakhs required for other fundraisers.
- Donor details of a fundraiser will not be shared with the NGO to ensure data privacy.

***UWM & Procac International cannot be held responsible for any photograph not being captured by One Glint**

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	N.A
Team 25	INR 5,50,000	INR 50,000	INR 5,00,000	8	6	N.A
Team 40	INR 8,40,000	INR 75,000	INR 7,65,000	13	10	N.A
Team 100	INR 20,00,000	INR 1,75,000	INR 18,25,000	40	30	N.A

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.

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

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. Many corporates have internal selection processes like interdepartmental competitions, weight-loss challenges, and internal runs to select the most suitable runners to represent the corporate at the TMM.

- 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.
- 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 team/s to Event Promoter.
- Step 04** The Corporate SPOC will receive a weekly report with the total number of applications and a daily report on the last week of the submission deadline.
- Step 05** 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 06** After the team submission, the Event Promoter will generate an invoice 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** 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 08** 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. From this edition onwards, the Corporate SPOC can even request for the timing certificate to be verified by the Procam team before submitting the applications. This will reduce the chances of rejection from the Procam registration team.
- Step 09** 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 request on a case to case basis before 6th December 2023.

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. The benefits for employee fundraisers are outlined on page 13 in the Individual Fundraising section.

For NGOs, employee fundraising presents an opportunity to engage new fundraisers who support their cause. NGOs can request a session with the Corporate SPOC to explain their project and requirements to employees, fostering direct interaction. Upon request, UWM can also participate in these sessions to provide guidance on the fundraising platform for employees.

The process for raising funds as an employee fundraiser is exactly the same as Individual Fundraiser with some added benefits mentioned below.

- 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 Procum 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.

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 Procum 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 Procum 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.

Top-Up Donations

To inspire runners to give back while registering for their run, the registration process allows all runners to donate to an NGO of their choice. It also enables runners to create fundraising profiles if they want to raise funds for an NGO. During registration, runners can donate any amount to their chosen NGO. If no NGO is selected, the donation will be added to a shared pool with UWM. The donations in the shared pool will be distributed among NGOs based on privilege levels attained.

Please note:

- *Donations are non-refundable, regardless of runner registration acceptance.*
- *Since this donation is handled outside of UWM's platform, a deduction of 4.72% will be made by Procam International Pvt. Ltd., the Event Promoter, for payment gateway charges and processing fees. UWM will distribute 95.28% of the funds received from Procam to the chosen NGO without retaining any portion.*
- *An 80G receipt and 10BE certificate will be issued for the total donation amount to the donor by UWM.*
- *NGOs are expected to thoroughly go through all information mentioned on the event website regarding runner registration on www.tatamumbaimarathon.procam.in*

Special Number Bibs

Runners who have already registered for the TMM 2024 can donate INR 5,000 to an NGO of their choice and upgrade their Bib number to a 6-digit special number. The number must not start with 0, and confirmation is subject to availability. This special number can be used for any race category and is ideal for celebrating significant dates like birthdays or anniversaries.

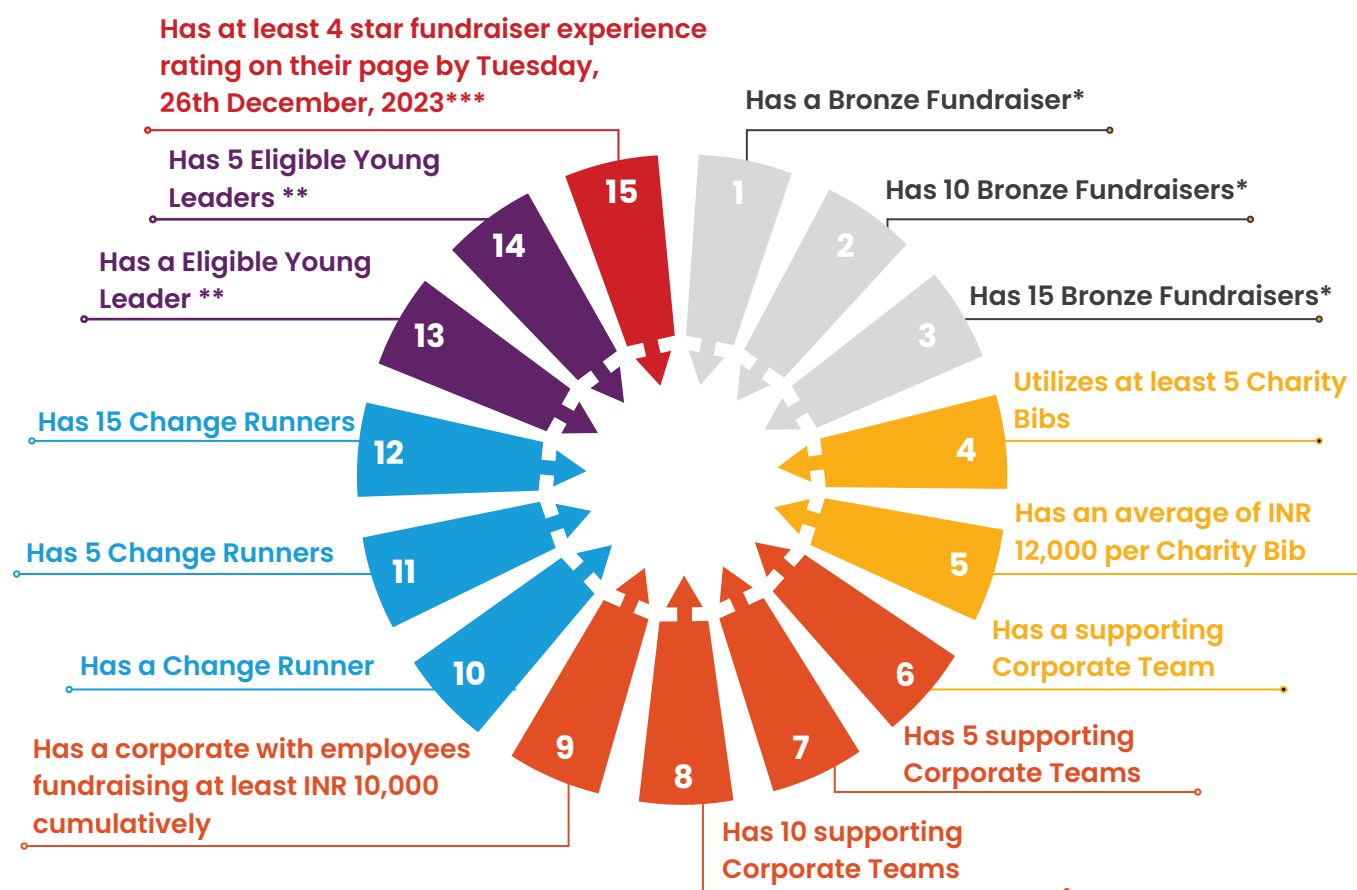
1. Runners visit www.unitedwaymumbai.org/tmm-special-bib-numbers.htm and request a Special Number Bib after entering their TMM 2024 registration number. In this scenario, 100% of the funds are disbursed to the selected NGO.

Please note:

- *No donation will be refunded once made.*
- *An 80G receipt and 10BE certificate will be issued for the total donation amount to the donor by UWM.*

NGO Privilege Levels

To reward participating NGOs that make full use of the TMM platform, we have identified indicators that translate into points for each NGO. These points determine the NGO's privilege level at TMM 2024. The privilege level is not a rating of the NGO's work but simply reflects their level of participation. NGOs can aim to improve their privilege level until Sunday, 4th February 2024. However, the benefits on race day will be based on the privilege level determined on Tuesday, 26th December 2023.



* A Bronze Fundraiser is someone who has raised INR 10,000 with at least 5 supporters.

** Fundraisers below the age of 21 years as on race day having raised INR 1 lakh fall under this category (born on or after 21st Jan 2003).

*** Upon reaching the Bronze level with 5 donors, on the NGO page, individual fundraisers can give ratings based on the support and acknowledgement received for their TMM campaign. A minimum 4-star rating provides the NGO with a privilege point. These ratings do not evaluate the NGO's work or projects.

NGO Privilege Levels

Incentives for Privilege Level NGOs



Gold Level
(5–8 points)

- Gold Level badge on the page.
- 1 complimentary Dream Run Bib (race-day benefit).
- 1 invite to the Corporate Tent on race day (race day benefit).
- Name to be featured at the TMM '24 Mirchi Get Active Expo (race day benefit).
- Philanthropy Awards Nite invite for the NGO CEO.
- Logo presence and special highlight in the post event docket**.
- Capacity building grant*.
- Better Bib allocation at TMM '25.



Platinum
(9–11 points)

- Platinum Level badge on the page.
- Additional complimentary DR Bibs (total 2) (race day benefit).
- Additional invite to the Corporate Tent on race day (total 2) (race-day benefit).
- Grand Stand invite for the NGO CEO (for self only) (race day benefit).
- Name & logo featured at the Expo (race day benefit).
- Quarter page feature in the post event docket.**
- Capacity building grant.*
- Better Bib allocation at TMM '25.



Diamond
(12+ points)

- Diamond Level badge on the page.
- Additional complimentary DR Bibs (total 3) (race day benefit).
- 30 sec AV from the NGO to be played on a rotating basis at the TMM '24 Mirchi Get Active Expo (race-day benefit) (if LED screens are available), Media Centre, and on official social media handles of the event during the race week.
- Additional invite to the Corporate Tent on race day (total 3) (race day benefit).
- Grand Stand invite for the NGO CEO plus One (race-day benefit).
- Philanthropy Awards Nite Invite for the NGO CEO plus One (race-day benefit).
- Half page feature in the post event docket.**
- Capacity building grant.*
- Better Bib allocation at TMM '25.

*Capacity building grant amount will be decided by 26th December 2023 based on the collections of funds in the common pool and will be disbursed before 31st March 2024

**If the privilege level NGO is featured in the Top 5 Fundraising NGOs, they are entitled to a full-page feature.

TMM 2024 NGO Registration

To participate in the TMM, all NGOs must register with UWM and complete the due diligence procedures. It is important to note that no cost is associated with registering with UWM. By registering with UWM, NGOs also gain access to different funding opportunities provided by UWM, which can be utilized for various projects and grants.

Pre-Verification Process

New NGOs sign up here

www.unitedwaymumbai.org/ngo_signup.php



Step 01 Statutory and Financial Diligence

- Login with the user ID and password shared by UWM.
- Fill the online form and mandatory documents.*

Step 02 Organisational Details

- Once UWM reviews information from Step 1, log in and update organisational details.

● Pre-verification process complete

Returning NGOs

i.e. NGOs that participated in TMM 2023

www.unitedwaymumbai.org/accounts/login.htm



- #### Step 01
- Login to your account and upload latest audited financials and other updated documents.

Email UWM if there are any changes in the information that is previously saved.

● Pre-verification process complete

TMM Registrations

Step 01 Fill the TMM 2024 online form.

Step 02 Returning NGOs must update fund utilisation for funds raised in TMM 2023.

Step 03 Download, sign and stamp form.

Step 04 Submit the form to UWM.

Registration complete

TMM 2024 NGO Registration







Clearing the statutory and financial due diligence process will require the following documents from each NGO

- Certificate of registration of the NGO (Societies Registration Act 1860 / Public Trust Act / Section 8-Company's Act).
- Trust Deed/Memorandum of Association.
- Renewed 12A registration certificate under the income tax.
- Renewed 80 G Certificate.
- PAN Card.
- Last 3 years audited annual accounts including auditor's report (FY 2022-23 (if available), 2021-22, 2020-21; 2019-20). This should include (Auditors report/Statement of Particulars, Form 10B, Balance Sheet, Income & Expenditure certificate signed by the auditor and the trustees).
- Form 10B (FY 2022-23 (if available), 2021-22, 2020-21; 2019-20).
- ITR Acknowledgement Assessment Year 2022-23(FY – 2021-22); 2021-22(FY-2020-21); 2020-21(FY – 2019-20).
- FCRA registration certificate (if applicable) front and back.
- Cancelled cheque (for domestic & FCRA {if applicable}).
- Address proof (Electricity/Telephone/Internet Bill, Front Page of the updated Passbook, Lease agreement, etc. Please note the name of the organization should be there in the proof).

Important Deadlines

NGO Registration, Corporate Team Registration and Individual Fundraising starts on: 10th August, 2023

Important Deadlines

 3rd Oct 2023	Corporate Team Registration Ends.
 6th Nov 2023	Corporate Team Submission Deadline.
 13th Dec 2023	Final Charity Bib Submission Date.*
 13th Dec 2023	Final Charity Bib Runner Registration Date.
 26th Dec 2023	Special Bib Number Request Deadline.
 17th Jan to 20th Jan 2024	TMM 2024 Expo Dates.
 21st Jan 2024	TMM 2024 Race Day.
 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.

Race Day

- Entry into the Procum Marquee: Only for Change Runners for self and guest (applicable as per privilege level achieved).
- Entry to Event Venue: Only for NGOs in privilege level (one pass per NGO in the Gold and Platinum level and two passes for NGOs in the Diamond level).

Important TMM Information

Category Wise Retention Amounts

Category	Offline	Online
Charity Bib (Open 10K and Half Marathon)	INR 500	INR 500
Charity Bib (Marathon, Champions with Disability and Senior Citizens' Run, Dream Run)	INR 250	INR 250
Corporate Team	8.75% to 9.27% depending on team size.	N.A.
Employee Fundraising	0-2 % depending on fundraiser level.	0%
Individual Fundraising	0-4 % depending on fundraiser level.	0%
Special Bib Number	1%	N.A.
Direct Donations to NGOs Bank Account (for Change Influencers and above)	1%	N.A.
Pledge Raising	2%	N.A.

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**.
- Charity Bibs donations by the 4th week of **December 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. NGOs will be required to submit Audited financials for FY 22-23 prior to disbursement being made, along with any updates to their due diligence documents.

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. 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.
- Receipts for Charity Bib donations are system generated and are 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.

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 at the TMM Philanthropy Awards Nite

- Top 3 Highest Fundraising NGOs will receive trophies at the Philanthropy Awards Nite.
- Top 3 Highest Employee Fundraising companies will receive trophies at the Philanthropy Awards Nite.
- All Change Champions, Change Icons and Change Legends will receive trophies at the Philanthropy.
- The Young Leader with the highest amount will receive a trophy at the Philanthropy Awards Nite. 2nd and 3rd highest Young Leader will be recognised.

Other Recognition for NGOs

- NGO with highest number of Young Leaders will receive a citation scroll.
- NGO with highest number of Change Runners will receive a citation scroll.
- NGO with highest number of Change Runners in the Young Leaders category will receive a citation scroll.
- NGO with highest number of Corporate Teams will receive a citation scroll
- NGO with highest number of Fundraisers in Bronze category or higher (with 5 donors) will receive a citation scroll.
- NGO with highest number of Employee Fundraisers in Bronze category or higher (with 5 donors) will receive a citation scroll.
- NGO with most Charity Bib runners will receive a citation scroll.
- NGO with highest Bib average will receive a citation scroll.
- Highest fundraising NGO in each cause category will receive a citation scroll.

Recognition for Fundraising Corporates

- Top 3 corporates with highest number of employee fundraisers will get a scroll at the Philanthropy Awards Nite.

Title Sponsor



Joint Title Sponsor



Associate Sponsor



Sports Goods Partner



Driven by



Snacking Partner



Energy Drink Partner



Hydration Partner



Social Connect Partner



Hospitality Partner



Print Partner



Entertainment Partner



Telecast Partner



Medical Partner



Philanthropy Partner



Institution Partner



CWD Facilitator



Inclusion Ally



Supported by



Govt. of Maharashtra



M.C.G.M



Mumbai Police



Indian Railway



Indian Navy



Indian Army

Under the aegis of



Certified by



Promoted by



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.

LinkedIn: [/company/unitedwaymumbai](#)