

Philanthropy Partner



United Way Mumbai



A SPECIAL FUNDRAISER



for those affected by
COVID-19



ABOUT TMM 2021'S – SPECIAL FUNDRAISER FOR COVID 19

The Tata Mumbai Marathon (TMM) holds its prestigious reputation amongst the top 10 marathons in the world. As the event's philanthropy partner, United Way Mumbai promotes and facilitates the fundraising using the Mumbai Marathon platform and disburses donations raised to respective participating NGOs.

Today, this fundraising platform has assumed a stature of eminence of being the single largest philanthropic sporting event in Asia. Over the course of 17 editions of the marathon, close to 650 NGOs have successfully mobilized over INR 300 crore for a variety of causes across the nation.

The COVID-19 lockdown is creating a tremendous humanitarian crisis in India. Apart from the current immediate relief, the mid and long term impact of the pandemic are going to be alarming and those communities that are living on the fringes are suffering the most. With a forecast of economic slowdown NGOs need all the support they can to serve these communities. The work these NGOs do is most relevant today and with that in mind the Tata Mumbai Marathon 2021 has initiated the COVID-19 Response, under which those NGOs that participated in TMM 2020 have been on boarded by default and can receive donations and are eligible to be chosen by fundraisers as beneficiary NGOs.

Currently, only the Individual Fundraising and the Direct Donation segment of the TMM 2021 are active, while the rest of the segments will be follow with the full launch in August. All amounts raised will be part of the TMM 2021 collections.

SOME COMMONLY ASKED QUESTIONS

WHAT IF AN NGO IS NOT WORKING ON COVID 19 RELIEF WORK?

Every NGO that participated in TMM 2020, whether their programmes are COVID-19 linked or not, is eligible to raise funds. We believe there is no non-COVID-19 work, currently as all NGOs are now operating in a COVID-19 altered world. The lockdown has affected every organisation in one way or another. An economic slowdown is being predicted to reduce CSR funding and the recession will impact individual capacity to give. The need to raise funds for NGOs through their current supporters is more significant now than ever. It would also help to rethink what your NGO can do in the current scenario in order to create context and urgency for supporters and donors to help.

WHAT ABOUT CHARITY BIBS AND CORPORATE TEAMS?

Typically, the TMM, follows a cycle that begins with the release of the Philanthropy Structure which contains details about raising funds through charity bibs, corporate teams & Individual fundraising along with race day related information. The Philanthropy Structure will be released in August or later when there is more clarity on the event. There will be registration process for all NGOs similar to last year and charity bibs and corporate teams will be allocated to all NGOs based on their privilege levels.

WHAT ABOUT FUNDRAISER INCENTIVES?

As of now, the first Ten Thousand fundraisers to raise Ten Thousand rupees will be eligible for priority registration in the Dream Run category ahead of general open category in next edition of the Tata Mumbai Marathon. Their bibs will be differentiated in recognition of their efforts. In the coming months we will add further privileges and the full race day benefits will be unveiled with the Philanthropy Structure.

SOME COMMONLY ASKED QUESTIONS

WHAT WILL BE THE RETENTION ON THE FUNDS RAISED?

UWM will not have any retention on the online fundraising, however payment gateway charges on actuals will apply. Normally UWM absorbs the payment gateway charges with our own funds but without the philanthropy structure in place and a means to cover these costs, it would not be feasible to cover to the payment gateway charges at the moment. These charges range from as low as 0.3% for UPI and as high as 3.6% for American Express cards. On an average one can assume about 2% as payment gateway charges for domestic donations. The retention on offline donations remain the same as TMM 2020.

	Level	Minimum Fundraising Amount	Retention on the funds raised online	Retention on the funds raised offline via cheques/DD/NEFT
Fundraisers	Fundraiser	INR 1	0%	4%
	Fundraiser Bronze	INR 10,000		4%
	Fundraiser Silver	INR 50,000		4%
	Fundraiser Gold	INR 1,00,000		3%
Change Runners	Change Maker	INR 1,50,000	Only payment gateway charges as per actuals*	2%
	Change Investor	INR 5,00,000		1.5%
	Change Leader	INR 10,00,000		1%
	Change Champion	INR 25,00,000		0.5%
	TMM 2021 Change	INR 50,00,000		0%
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WHEN WILL THE FUNDS BE DISBURSED?

UWM will disburse all online funds on a monthly basis. Those NGOs who raise more than INR 5 Lakh can request UWM for a weekly disbursement cycle.

Offline donations will be transferred at the end of the cycle based on the fundraisers level in February 2021 or on request by the NGO at a flat 4% retention.

SOME COMMONLY ASKED QUESTIONS

HOW DOES ONE MAKE AN OFFLINE DONATION?

Donors may choose to do a direct bank transfer to UWM's bank account or can choose to deposit a cheque/ DD in our bank account remotely. Both of these options will be considered as offline donations. Fundraisers can request the donor to share the details of an offline donation and will have to enter the details after login into their fundraiser's page backend.

- NEFT/Cheque/DD details will be required to be entered at the backend in the fundraiser's page (Fundraiser Dashboard > Enter NEFT/Cheque/DD details). Cheques or DDs to be issued only in favour of **'United Way of Mumbai'**. PAN number of all donors donating over INR 2000 is mandatory
- Post entering details, download the donation report and upload it on a google form.
- UWM will update the offline donation amount on the fundraisers page once the cheque/DD has been realized in UWM's bank account or direct bank transfer is received in UWM's bank account