

TATA MUMBAI MARATHON 2024

NGO ORIENTATION WORKSHOP



Topics covered

- **About Tata Mumbai Marathon & United Way Mumbai**
- **TMM History**
- **TMM 2024 Philanthropy Structure - 7 Ways to raise funds at TMM 2024**
- **NGO Privilege Levels**
- **NGO registration**
- **Fundraising Competition for Educational Institutions**
- **Overall timelines**
- **Changes from TMM 2023 - TMM 2024**
- **Resources**
- **How to reach us**



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.

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.



TMM – Philanthropy History



Over 690 NGOs have leveraged the platform



More than 600 corporates participated



Over 12600 fundraisers and Thousands of donors



Resulting in over ₹ 357.21 Cr + raised at the Marathon

Structured Philanthropy Platform

The TMM is optimized to help NGOs leverage its popularity and prestige to raise funds & awareness

Cost Effective

The platform strives to keep the fundraising costs to the lowest possible while taking care of all the logistics associated with it.

100% of online donations on NGO & Fundraiser pages are disbursed to the NGO in full.

Credibility & Reputation

The platform has tremendous goodwill & serves as a trust builder through its fair, transparent and empowering model

Relationship & Capacity Builder

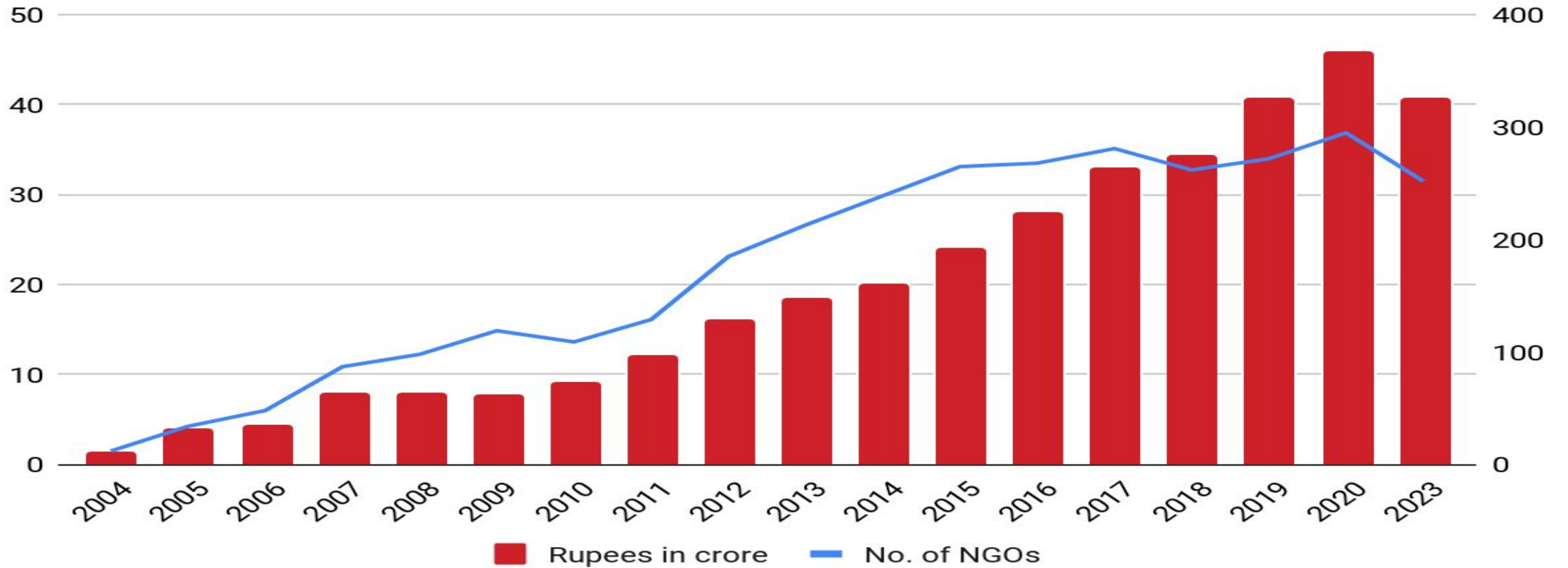
Creates opportunities for NGO to initiate, build and deepen relationships with donors & fundraisers.

Improve NGOs ability to fundraise through peer learning



TMM – Philanthropy History

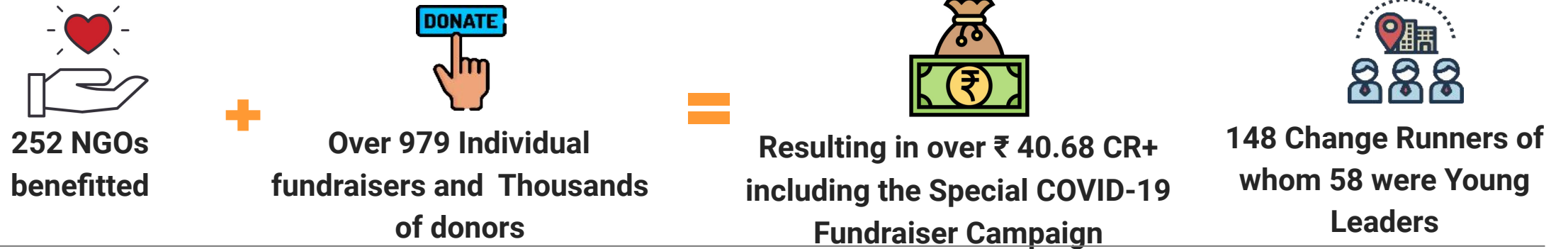
Growth of philanthropy at Mumbai Marathon



From a modest ₹ 1.44 crores in 2004 the Tata Mumbai Marathon has raised over ₹ 40.68 crores in the 2023 edition



TMM - 2023



Structured Philanthropy Platform

TMM ecosystem came together once again to stand together for our communities with the belief; that in times when needs were the most urgent, it was essential that the platform be used for the intent it was created to serve our communities. With all our work affected by the pandemic in one way or another, our fundraisers and NGOs raised funds for a wide range of interventions in health, income, education, and more.



Race Categories at the TMM 2024 (On Ground)

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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	Not Required	Medal + Downloadable Participation Certificate	
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.

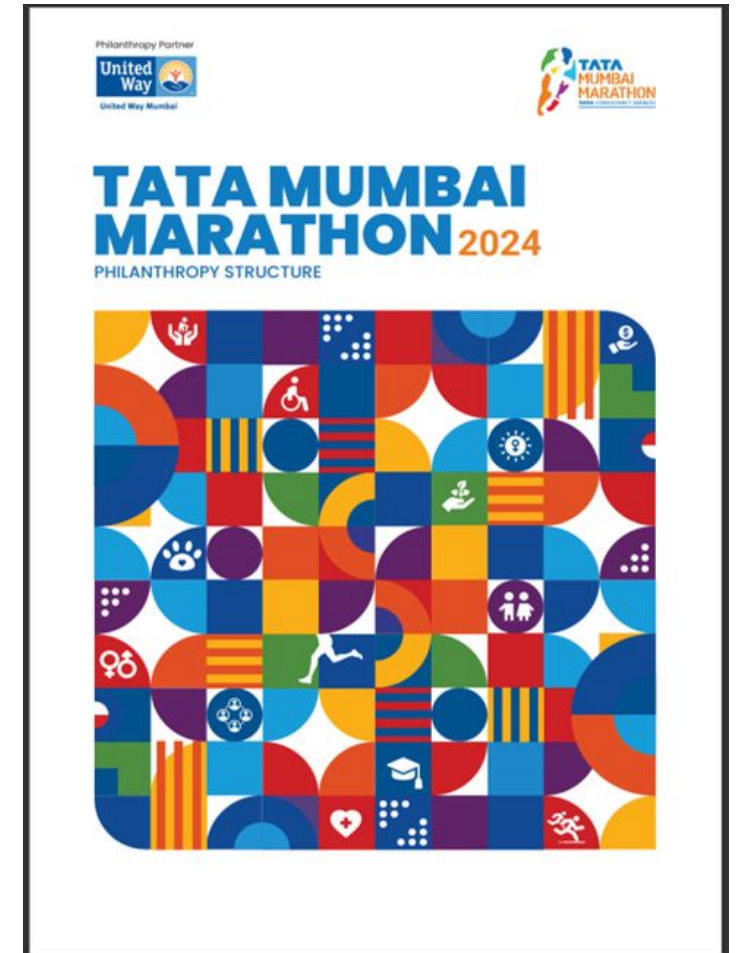


TMM Philanthropy Structure

- Outlines various fundraising opportunities
- Covers all the processes from NGO registration to disbursements
- Covers important timelines
- Detailed list of benefits for all stakeholders
- Helps NGOs plan their campaign through NGO Privilege Levels and benefits

Key Dates

Race Day	Sunday, 21 st January 2023
Expo	From Wednesday, 17 th January to Saturday, 20 th January 2023
Fundraising Closes	Monday, 5 th February 2024



TMM 2024 NGO Registration Process

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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.

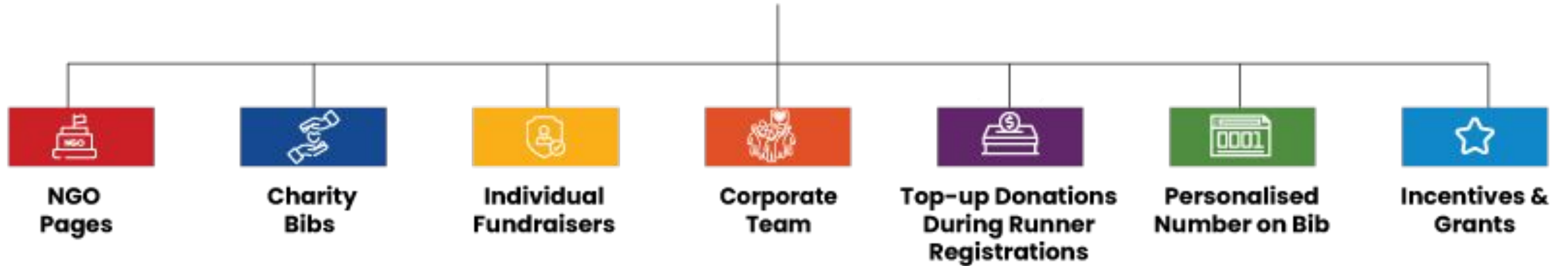
Step 04

Submit the form to UWM.



Seven Ways to Raise Funds at the TMM 2024

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



Charity Bibs

These are running slots exclusively reserved for NGOs participating in the Tata Mumbai Marathon event. These Bibs enable the NGOs to engage with their current supporters and prospective donors, enhance visibility for their cause, and generate funds for the same.

- These Bibs, along with other opportunities, serve as a means to encourage philanthropy by empowering NGOs to gather funds via the TMM.
- Runners can avail of these Bibs by making a donation to an NGO of their choice that are registered for the TMM 2024.

Benefits of Charity Bibs:

- The Half Marathon (Untimed) & Open 10K for men are exclusively available through charities.
- Relaxed timing criteria for Charity Bib participants applying for Half Marathon (Timed).
- Through Charity Bibs, runners can sign up for the event even after general registrations have ended.
- NGOs has the opportunity to raise subsequent amount of funds through these Bibs as they are of high demand.



Charity Bib Donation Amount TMM 2024 (On Ground)

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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)

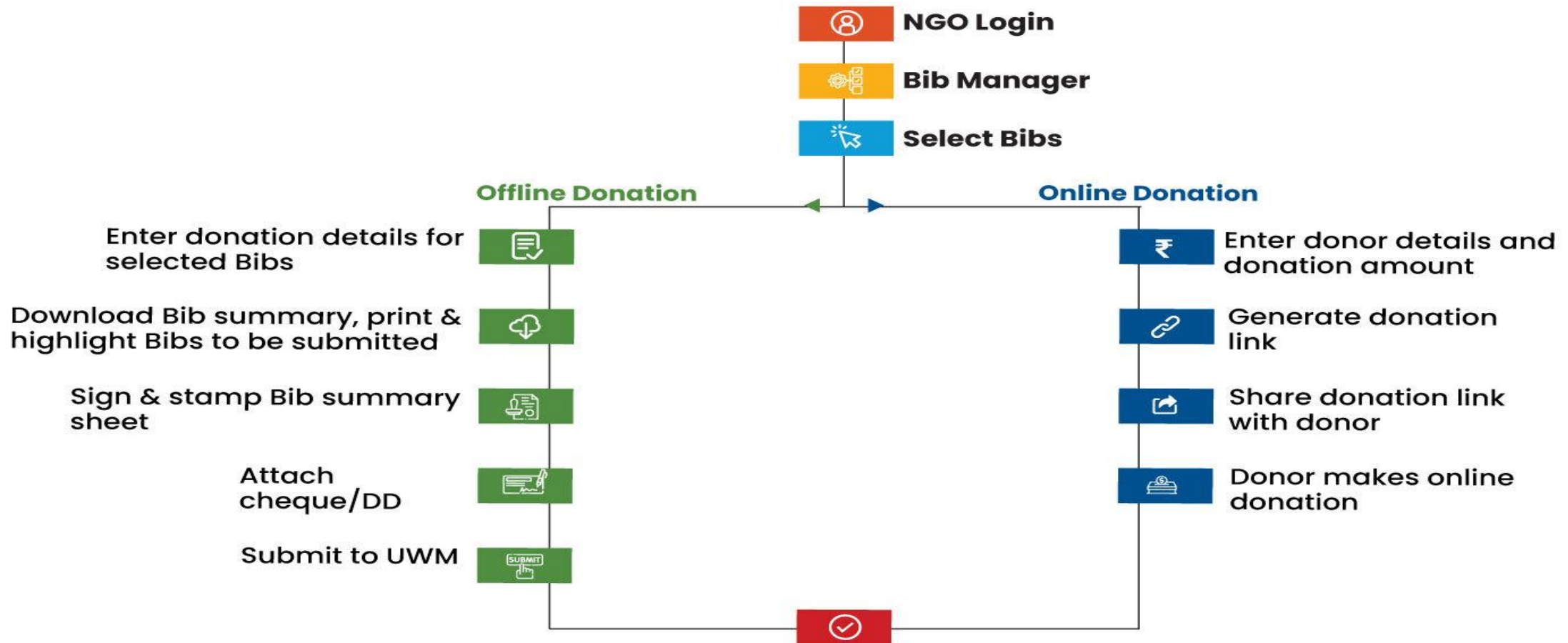
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Charity Bib Submission Process

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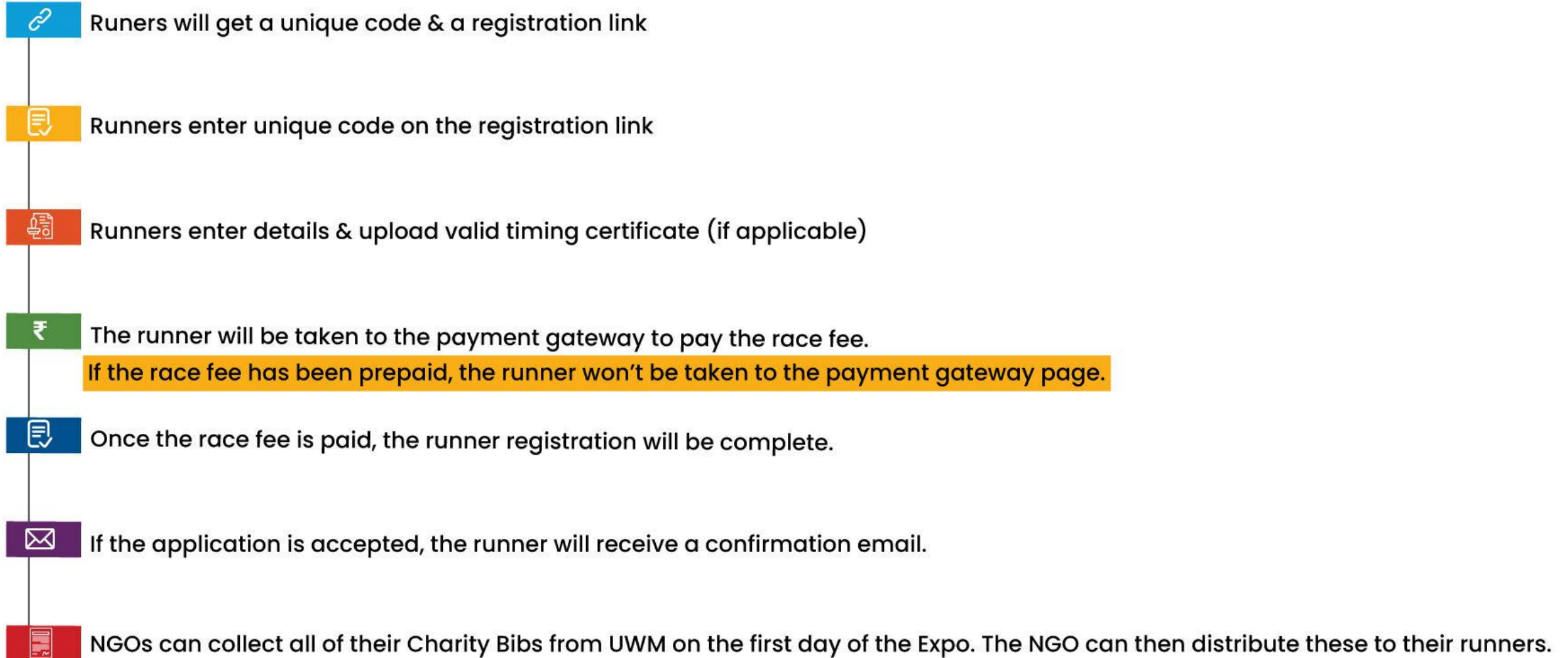


Upon realising the donation, the runner will receive a voucher code for registration. The code will also be visible to the NGO on their dashboard against the Bib and if applicable, a new Bib is allocated automatically in the Individual Bib section.



Charity Bib Runner Registration Process

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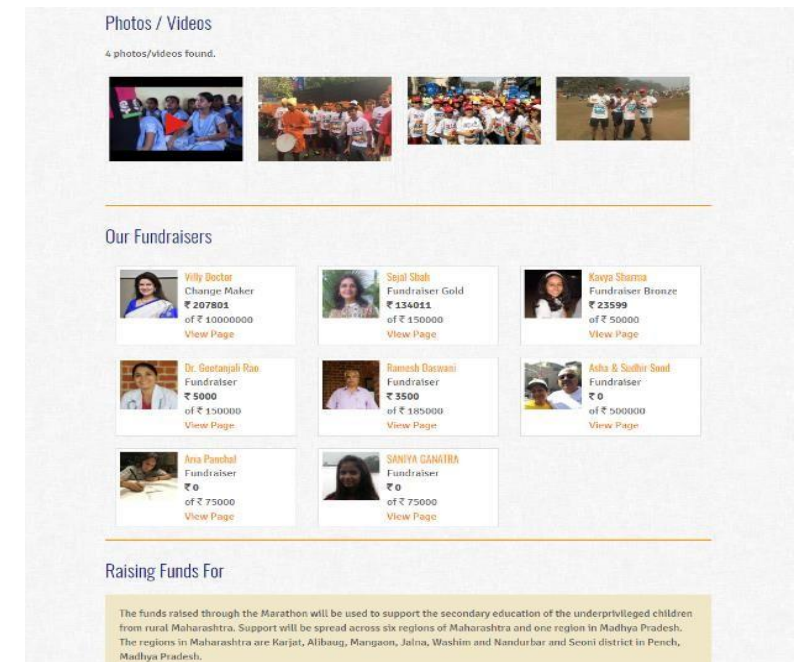


NGO Pages

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- Each NGO get a unique personalized page on the UWM website.
- The page will display : a donation button, NGO's contact detail, bibs available, total amount raised, the fundraisers who support the NGO and the privilege level of the NGO.

100% of all funds raised online are disbursed in full to the NGO, UWM absorbs the payment gateway charges



Bib Request button added to NGO pages to help them generate enquiries directly from the interested runners/donors.



Individual Fundraising

The UWM online platform is ideal for raising funds for a cause – it's free, it's easy to set up and 100% of the money raised online goes to the NGO



Who are Individual Fundraisers?

Ordinary individuals who are passionate for causes they believe in and make an effort to raise funds



Who are Young Leaders?

Individuals below the age of 21 years as on race day. They get eligible for privileges on raising INR 1,00,000 for their NGO/s.



Who are Change Runners?

Individuals who raise INR 1.75 lakh and above in support of their chosen NGO/s.



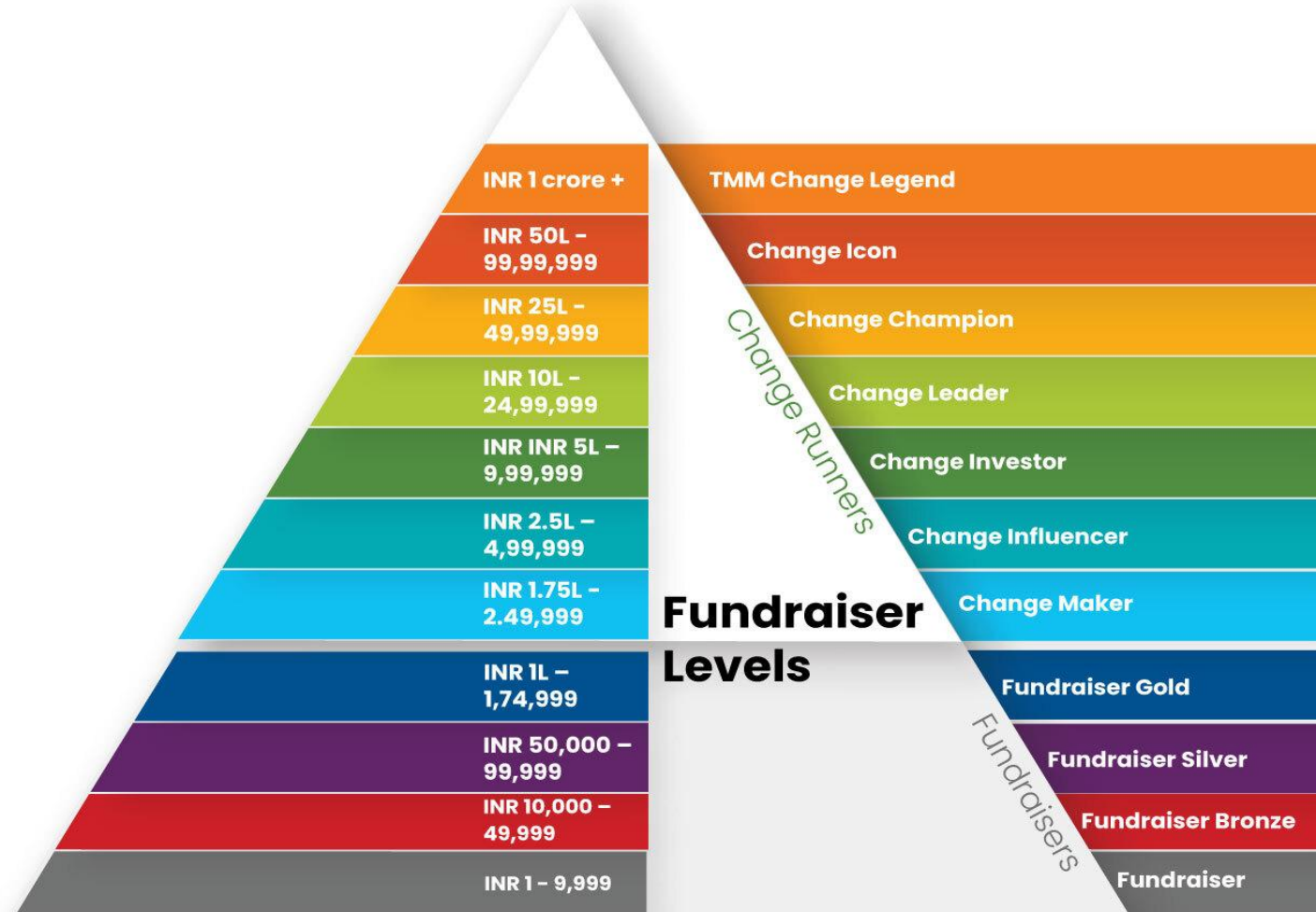
Who are Employee Fundraiser?

Individual Fundraiser can select their participating corporate and accrue incentives for their company



Fundraiser Level

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Individual Fundraising

The UWM online platform is ideal for raising funds for a cause – it's free, it's easy to set up and 100% of the money raised online goes to the NGO

On a fundraiser page and dashboard a fundraiser can....

- Personalize appeal, add photographs and videos
- Add collaborators and raise funds in a group
- Share their page on various social media to create awareness and raise funds
- Receive online donation on their page and add offline donation details
- Receive and respond to donor comments updates
- Share important updates on their campaigns
- View all donor details in an easy to download format

DOWNLOAD UNITED WAY MUMBAI'S

**FUNDRAISER
ASSIST APP**

Available for Android and IOS

UWM's Fundraiser Assist App helps fundraisers connect with all their contacts through Email, Whatsapp, and Social Media seamlessly and enables sending appeals and thank you messages effortlessly.



Corporate Team

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Highlights

- Open 10K - Men and Half Marathon
Untimed exclusive participation through charity
- Fulfilment of CSR Mandate
- Employee fundraising & Offline fundraising
- All corporate team donations will be split donations
- Team of 100 in Corporate
- We will no longer have the add-on team of 5

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



Corporate Team Registration

Registration Process:

Step 1: Register online on UWM website

Step 2: Make online payment/through cheque, update payment details and submit the form

Event fees of runners need to be paid directly to Procam International post the submission of team by **6th December, 2023**, an invoice for which will be generated and emailed.

*For more detailed process info: Please visit page no 22 of TMM 2024 Philanthropy Structure

Corporate Team Submission

Team Submission Process:

Step 1: SPOC shares the received link, Unique code with employees to register and sept by step process

Step 2: After runners register their application is sent to Procam for approval

Step 3: Procam raises invoice to the corporate for race fee payment

Step 4: Once payment is done (latest by 29th December, 2023) employees receive a confirmation email from Procam within 7 working days from the date of payment

*For more detailed process info: Please visit page no 23 of TMM 2024 Philanthropy Structure



How to Get Corporate Teams to Support You

- Prepare a list of companies you are already connected with
- Know your potential supporter: research about the company's recent CSR involvement to speak in the company's interest
- Involve your board to introduce you to the right person
- **Prepare a pitch**
- Introducing yourself & the TMM
- TMM as an employee engagement tool
- TMM as a part of CSR spends
- Proposal for the donation amount
- Show the benefits the company and its employees will receive (speak in the company's interest)

- Any additional benefits that you can provide
- Make a plan to create a differentiated experience for the employees
- Make a race day plan for these runners
- Don't limit it to Race Day. Can you provide employee engagement throughout the year?

Think

- **Be creative** with your engagement
- **Build networks within the company:** You will usually have one key supporter within the company. Try to meet as many people in the company as possible. That will not only help your main contact to make the case for you, but it will also protect your funding if your key contact moves on.

Try this: Almost every person you know works somewhere. Ask them who is the right person to connect with in their company and if they can connect you?



Top-up Donations

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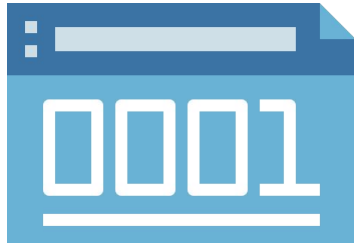


- The registration process now provides an option to all runners to donate to an NGO of choice while registering for their run.
- A runner can donate any amount to the selected NGO during runner registration.
- If they do not select the NGO name, the donated amount will automatically go to a common pool with UWM and will be divided amongst NGOs as per the privilege levels achieved.
- 4.72% of the donation amount is retained as payment gateway and processing fees by Gateway Software Solutions Pvt. Ltd. (GSS), the official registration partner of the event before a disbursement is made to United Way Mumbai.
- UWM will not retain any amount and disburse 95.28% of the funds to the NGO selected by the donor during the registration.
- A 10BE certificate will be issued for the total donation amount to the donor by UWM



Special Number Bibs

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- Runners have a choice of selecting their own 6-digit number against a fixed donation of INR 5,000 to any NGO of their choice.
- Non-refundable donation, once made.
- The number cannot begin with the digit 0 and confirmation is subject to availability
- Additional opportunity for participating NGOs to raise funds by converting registered and confirmed runners into donors
- Can be used for any race category
- Last date to register - Tuesday, 26th December 2023

To avail: Runners can come to the UWM website and request a special number bib after entering their TMM registration number. In this scenario, 100% of the funds are disbursed to the selected NGO.

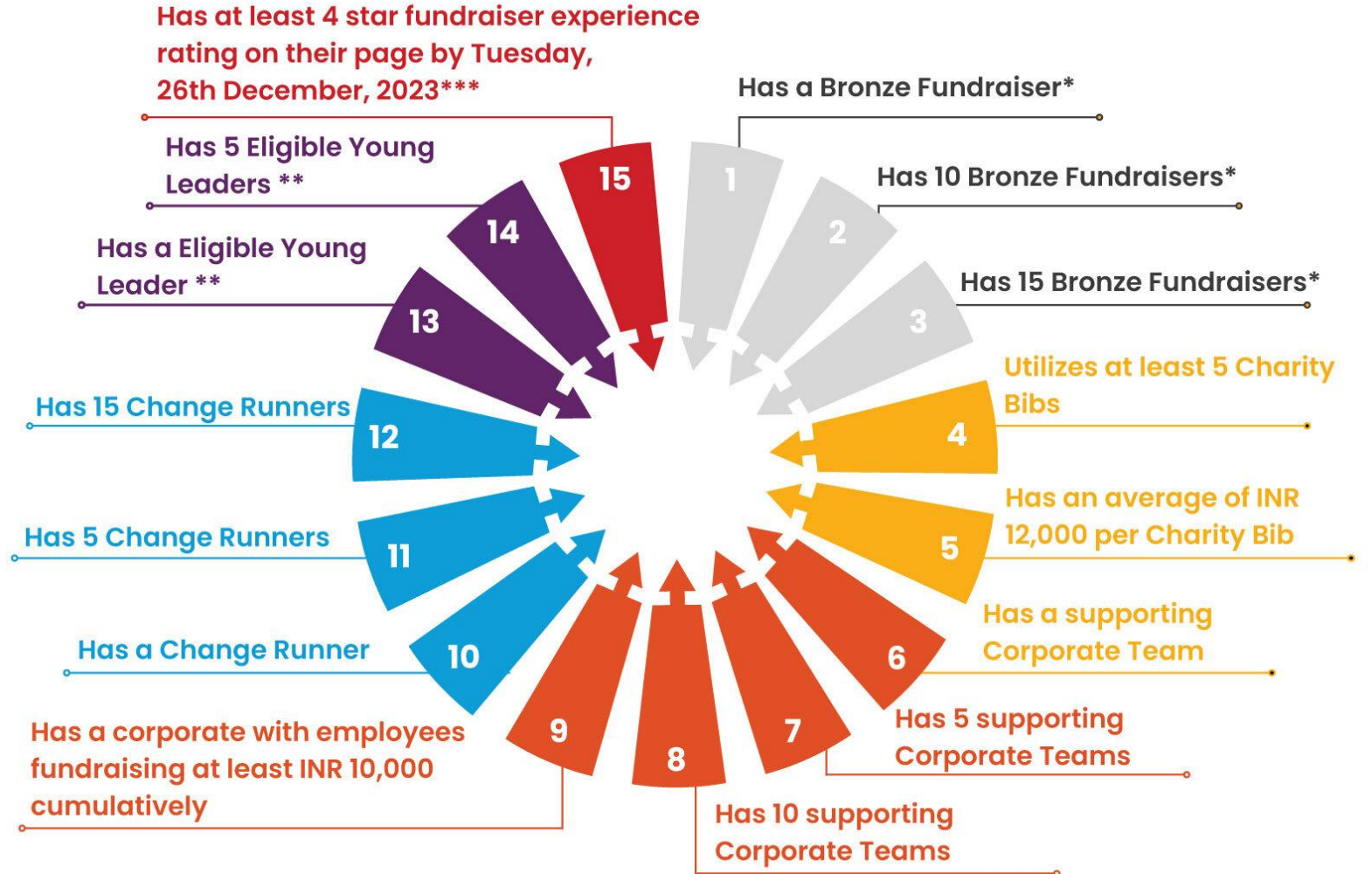


NGO Privilege Levels

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It is not a rating of an NGO's work and only indicates the level of participation at the TMM

However, the race day benefit will be decided on the privilege level pertaining to the NGO on Tuesday, 26th December 2023.



Fundraising Competition for Educational Institutions

- Any young fundraiser (below the age of 21 years) can enroll their educational institution to participate in this contest.
- Top 10 educational institutions to have raised the highest donation amount through their students by the end of the contest will win.
- As a part of the on boarding process, YLs will have to mention the school SPOC contact details so that UWM will write to educational institutes proactively about the competition. NGOs are encouraged to reach to the schools and pitch this idea.
- Top 10 educational institutions will get 4 Dream Run bibs given to their staff/teachers etc. (registration deadline, rules, regulations and race fees will apply)
- All participating educational institutes names will be mentioned in TMM 2024 Philanthropy Docket.

Awards: The highest educational institute will be awarded a trophy which will be further circulated to the highest educational institute next year. Remaining 9 will be given scrolls and certificates will be given to the top fundraising YL of each institute.



Overall Timelines

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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



Changes from TMM 2023 to TMM 2024

1. No Bib blocking deposit or Bib forfeiture amount is to be deducted from the NGO.
2. Limited Untimed Half Marathon bibs in TMM 2024
3. Men Open 10K running Bibs only available through charity
4. Team of 100 in Corporate with relatively better HM and 10K allocation
5. All corporate team donations will be split donations
6. We will no longer have the add-on team of 5
7. Top 3 corporates with highest number of employee fundraisers will get a scroll at the awards nite and the SPOC will be given a shout-out as well
8. Increasing Change Maker level to 1.75L
9. Introducing a new change runner level "Change Influencer- 2.5L
10. Fundraising competition for educational institutions



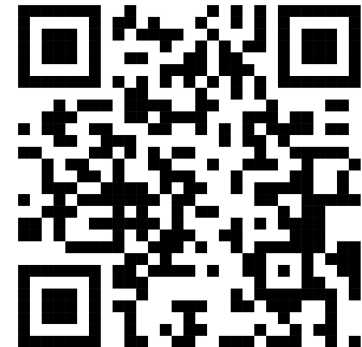
Resources

Some useful resources to help you plan your campaign. We will keep on adding to add to this page as we go along:

1. TMM 2024 Philanthropy Structure
2. TMM 2024 Event Logo
3. TMM 2023 NGO Orientation Workshop presentation



NGO Privilege Level Explained - video



Contact Us

Contact us between Monday – Friday, 10 am – 6 pm

UWM TMM Helpline for NGOs: +91- 9167011900

UWM TMM Helpline for Corporates & Individual Fundraising: +91 98333 07251

UWM TMM Helpline for Overall Campaign: +91 9833307253

- NGO registrations and charity bib allocations:
Debopama Bandyopadhyay (debopama@unitedwaymumbai.org)
- Corporate registrations: Individual fundraising
Avijit Chakrovorty (avijit@unitedwaymumbai.org)
Marian Sequeira (marian@unitedwaymumbai.org)
- Overall campaign:
Sahej Mantri (sahej@unitedwaymumbai.org)



Thank you

