

CELEBRATING STRIDES OF CHANGE

Standard Chartered
Mumbai Marathon
Jan 18, 2015



Title Sponsor



Associate Sponsor

TATA
CONSULTANCY
SERVICES

Experience certainty.

Philanthropy Partner



United Way Mumbai



Ch. Vidyasagar Rao
GOVERNOR OF MAHARASHTRA



RAJ BHAVAN
Malabar Hill
Mumbai 400 035
Tel. : 022-2363 2660
Fax. : 022-2368 0505

14 March 2015

To,
Procam International Ltd.
Mumbai.

The Standard Chartered Mumbai Marathon has emerged as a unique sporting event that brings people from diverse backgrounds, nationalities, cultures, regions and religions on a common platform in a spirit of sportsmanship.

I was amazed to know that the Standard Chartered Mumbai Marathon also helps the social sector and non-governmental organisations to promote their causes and raise charities. It is gratifying to note that as many as 292 NGOs raised an amount of more than Rs 24 crore during the 2015 edition. I wish and hope that the funds raised through charities will bring a positive change in the lives of the poor and the disadvantaged people.

I congratulate all those associated with the Standard Chartered Mumbai Marathon and wish them continued success in their future endeavours.


(Ch. Vidyasagar Rao)

POWER SPEAK



“It is not just a marathon, it's a festival where people celebrate the spirit of freedom and walk and run as per their ability.”

SHRI DEVENDRA FADNAVIS, Hon'ble Chief Minister of Maharashtra



“The Standard Chartered Mumbai Marathon is an event that has over time encouraged Indians to adopt a culture of fitness. It was lovely to see thousands of men and women participating in the many events of the day. From the marathon and DHL Corporate Champions to the Dream Run and Champions with Disability, each category was unique and inspiring and I am proud to have witnessed the action in person.”

SHRI SUBHASH DESAI, Guardian Minister for Mumbai & Cabinet Minister of Industries, Govt. of Maharashtra



“A city is what it is because of the people who live in it as one united community. The Standard Chartered Mumbai Marathon has once again served as a brilliant platform to bring the city together for a worthy cause. The participation of over 40,500 individuals from Mumbai and outside is indeed exceptional and I take this opportunity to congratulate everyone who came out to contribute towards making this run a successful event.”

SMT SNEHAL AMBEKAR, Mayor of Mumbai



“I am glad to know that this year more than 40,500 individuals from India and abroad ran the Mumbai Marathon on January 18. We witnessed a strong field of runners and a commendable performance by Indians too. I congratulate promoters Procam International for their admirable efforts and trust that the event will continue to make us all aware about competitive running and the importance of fitness for all.”

SHRI AJIT M SHARAN - Secretary Sports, Govt. of India

POWER SPEAK



“Being healthy and fit is an important part of our lives and an aspect we often disregard, and take for granted. The Standard Chartered Mumbai Marathon gives us the perfect opportunity to make fitness a part of life in an exciting and unique way with family, friends, and the community by our side. The Indian Navy continues to increase its participation in this event each passing year, and stands committed to wholeheartedly support this unique endeavour of the city of Mumbai. We firmly believe that healthy citizens are a natural pre-requisite to a vibrant community and a strong nation.”

VICE ADMIRAL ANIL CHOPRA, PVSM, AVSM, ADC, Commander-in-Chief Western Naval Command



“The Mumbai Marathon is the Annual Mega Sporting Event in the City of Mumbai. Its popularity is a reflection of health consciousness among the citizens. It has been indeed a proud privilege to be the integral part of the Mumbai Marathon. Municipal Corporation of Greater Mumbai look forward to participate in many more such Mega Sporting Events which bring laurel to the City.”

SHRI SITARAM KUNTE - I.A.S., Municipal Commissioner



“It was a privilege for Central Railway to have the Mumbai Marathon start and finish at the historic Chhatrapati Shivaji Terminus. This world heritage monument provides a fitting backdrop to the city's largest annual sporting and social event. Nothing can better be a part of the Marathon to salute the indomitable spirit of Mumbai from the portal of a structure that embodies the spirit of Mumbai city. We are also proud that an athlete from Central Railway featured in the top ten overall finishers of the Marathon.”

SHRI SUNIL KUMAR SOOD, General Manager, Central Railway



“I would like to congratulate you and your team for the great success of the Standard Chartered Mumbai Marathon and to strongly thank you for giving me the opportunity to attend such a wonderful sportive and social spectacle.

I feel extremely grateful for having had the chance of attending such extensive and different ways of promoting all the social activities surrounding the local activities such as environment (green race), better life projects (dreams race) disabled people, and so much and wide messages carried along that Sunday event, without obviously forgetting the main marathon and half marathon competitions. Thanks a lot for your example.

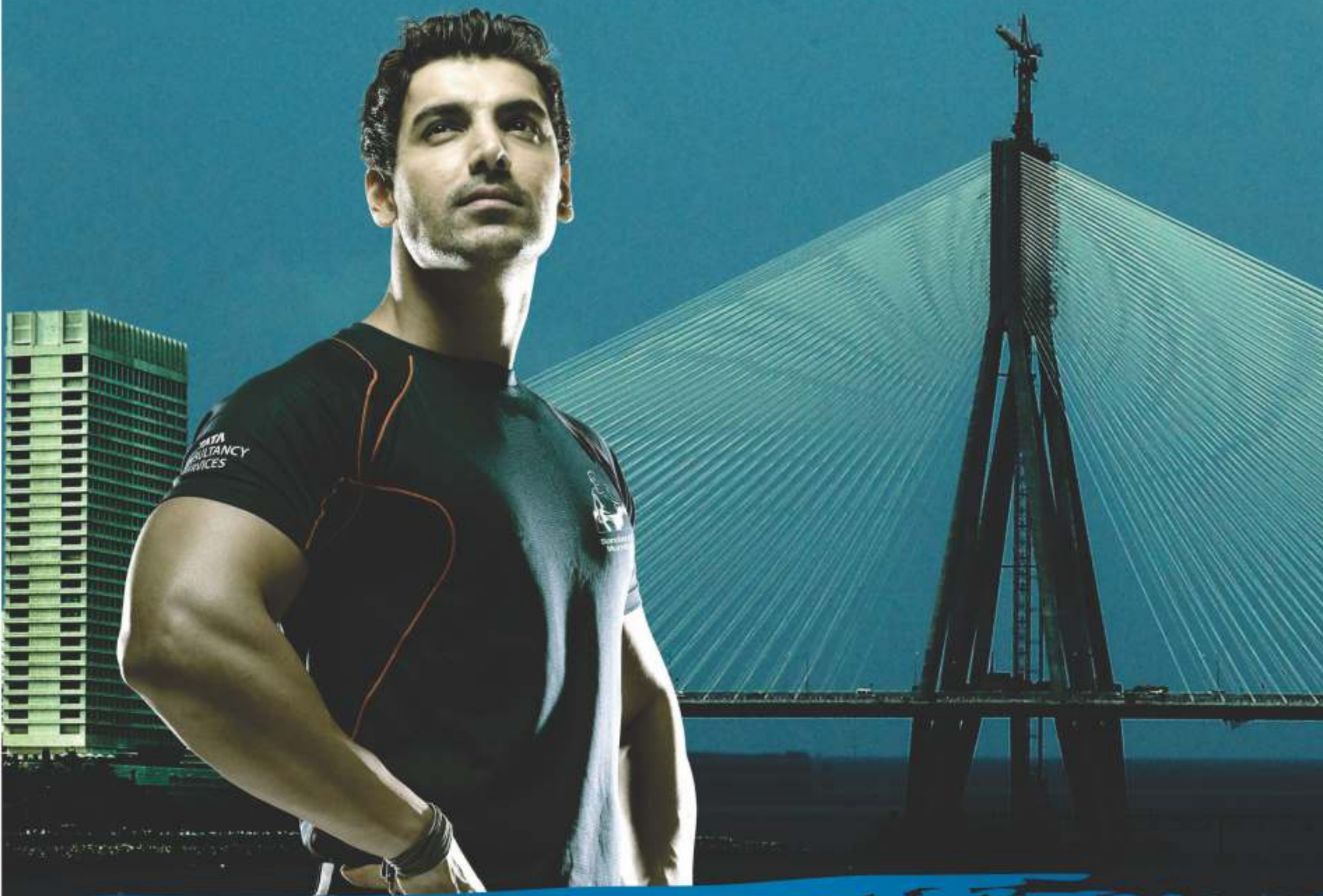
Congratulations to the whole team as well to the city services, sponsors, volunteers and media.”

PACO BORAO, President of AIMS



“It gives me great joy to come to India to spread the magic of running and sport amongst the beautiful population. In the last decade or so, India has witnessed a running revolution and the sport has grown manifold. It is an honour for me to be associated with India's most prestigious marathon and witness, in action, running enthusiasm and experience the everlasting spirit of Mumbai. I am delighted with the support and popularity that the Standard Chartered Mumbai Marathon has garnered and urge the people of Mumbai to lend their support to causes close to their hearts through this movement.”

- MARION BARTOLI - 2013 WIMBLEDON CHAMPION & INTERNATIONAL EVENT AMBASSADOR



“As brand ambassador, it's my job to encourage maximum participation in the race and if me standing at the podium helps that cause, then so be it. I am proud to be associated with India's largest charity raising platform and this running movement which spreads its message of health and fitness, communal harmony and charitable funding to the far corners of our country.”

- JOHN ABRAHAM - FACE OF THE EVENT

FROM THE PHILANTHROPY PARTNER'S DESK THANKS A BILLION!

For the past 7 years, United Way of Mumbai has played the role of the philanthropy partner for India's largest sporting fundraising platform, the Standard Chartered Mumbai Marathon. Over the years, this illustrious annual event has only grown in magnitude – be it the participation of the city in the race, or its giving spirit towards charitable causes. Since 2009, participating charities have consistently raised the bar at putting in dedicated efforts and raising the maximum number of funds for their causes. In 7 years we have raised over a billion. It is truly something we all should be proud of.

Our role as the philanthropy partner is to provide and maintain a strong, credible and efficient medium to facilitate the connections between donors and beneficiaries; thereby ensuring that funds are raised for pertinent issues addressed by our nonprofit partners. From healthcare for the underprivileged to animal rescue and rehabilitation, from reinforcing the importance of arts, culture and sports to restoration and rebuilding the lives of those affected by disasters, from addressing the need for primary education to better facilities and care of the elderly, from championing equal rights for all genders and sexualities to facilitating the preservation of environment – we helped advance the common good, by helping over 290 charities raise funds for an extensive list of causes.

While the fundraising platform remained cause neutral, we observed that the platform became a catalyst for conversation, which aims towards change. A change towards a better future for the community. So this year, we changed the nomenclature of individual fundraisers from last year's "Dream Team" to "CHANGE Team" based on the funds raised by these individuals. After all, these Change Teamers, did not just fundraise but helped empower NGOs bring about a measurable, tangible change. This year the Change team comprised of **104 Change Makers**, who raised amounts up to ₹ **2,23,37,970.39**, **10 Change Investors** who raised amounts up to ₹ **59,35,185.49**, **9 Change Leaders** up to ₹ **1,07,58,883** and **7 Change Icons** who raised amounts up to ₹ **3,23,22,320.85**

Another new addition to this year's SCMM, was the introduction of a new category called "Student Challenge" exclusively for young India, the future of our country. It was very heartening to see enthusiastic students care deeply about such a wide variety of social causes. It is a great feeling to know that the future of our country rests in passionate, capable hands.

In conclusion, I would like to thank thousands of donors who helped **684** fundraisers raise funds during the SCMM 2015. I sign off with a special note of thanks to all of the **152** corporates who came out in large numbers to support the social causes. Thank you for choosing to be socially responsible and leading the way for Corporate India to take on the high road to philanthropy to create a better world for all of us.



Warm Regards,
JAYANTI SHUKLA
Executive Director

Anil and Vivek B. Singh, promoters of Procama International, are shown from the waist up. They are wearing black athletic jackets with Asics and Procama logos, and black caps. Anil is on the left, wearing sunglasses. Vivek is on the right, smiling. The background shows a street scene with a yellow taxi and trees.

Anil & Vivek B. Singh
Procama International

FROM THE PROMOTER'S DESK

Demonstrating their passion for distance running and celebrating the city's unwavering spirit beautifully, 40,485 individuals speaking numerous languages and belonging to diverse communities came together in Mumbai to participate in the Standard Chartered Mumbai Marathon (SCMM) on Sunday, January 18, 2015. The runners included India's top professional and amateur athletes and a highly competitive field of international stars.

Leading personalities including International Event Ambassador Marion Bartoli, former long-distance runner from South Africa Elena Mayer, President of Association of International Marathons and Distance Races, Paco Barao, and others from a wide cross-section of society came together at the iconic Chhatrapati Shivaji Terminus to salute the amazing spirit of each runner.

Dominating the field were Ethiopian's runners who finished with a bag full of medals in the USD 360,000 prize-money marathon. The men's category was won by marathon debutant Tesfaye Abera while defending champion Dinknesh Mekash stole the limelight and emerged victorious for a second successive year in the women's marathon. Scripting marathon history, India's women runners set the course on fire with their talent and speed. Debutant O.P Jaisha overshadowed defending champion Lalita Babar, winner of the last three editions, as well as talented Sudha Singh to clinch the top honors with a new national record time. In a remarkable feat, the trio comfortably cleared the 2:44 qualifying mark set by International Association of Athletics Federations for the World Championships in Beijing in August this year.

One of the most striking features of the marathon has been its contribution to the betterment of society. From ₹ 1.44 crore in 2004, the amount raised for charity in the 2015 edition increased to a staggering ₹ 24 crores.

Today, the event is known as India's leading and Mumbai's most awaited annual sporting event thanks to the support it has received from the city and numerous individuals, organizations and institutions that have partnered SCMM for the transformational role it plays in society. Mumbai now waits for January 17, 2016 when it will run for the 13th straight year and make sporting history once again.



Official launch of SCMM 2015 registration by former Governor of Maharashtra, Shri K. Sankaranarayanan



Countdown Press Meet



Mirchi Get Active Expo 2015 inaugurated by Adv. Ashish Shelar, MLA President Mumbai BJP



45 year old Ultra Marathoner, Arun Bharwad, completes his 24 hours run on the treadmill at the Expo. Distance achieved - 147.2 km.



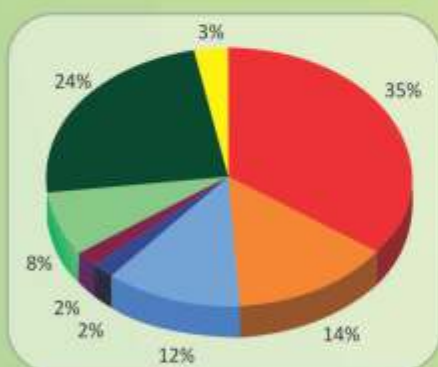
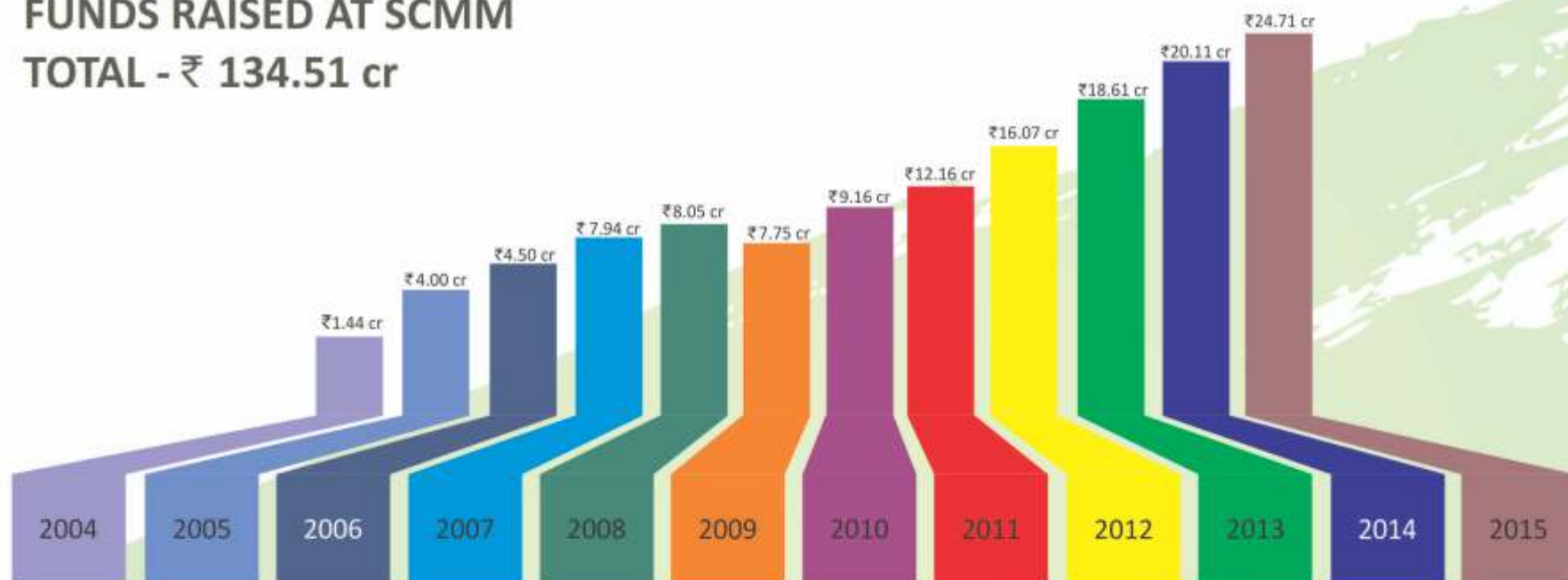
Charity Press Meet And Greet
Introducing our fund raising super heroes to the press fraternity.



Technical Press Meet
Mr. Kaiser Khalid, Addl. Commissioner of Police (Traffic) taking media through the course, prepping them for race day.

FUNDS RAISED AT SCMM

TOTAL - ₹ 134.51 cr



Amounts raised at SCMM 2015

By Fundraisers & Change Runners ₹ 8,06,91,810

Through Corporate Participation ₹ 11,54,61,402

By Individual Contributors ₹ 4,10,01,363

Total amount raised & accounted by United Way of Mumbai ₹ 23,71,54,575

Amount raised by Standard Chartered Bank ₹ 10,40,322

Amount raised by Tata Consultancy Services ₹ 14,48,603

Amount directly raised by NGOs (Estimate) ₹ 75,00,000

Total Funds Raised ₹ 24,71,43,500

CAUSES FUNDS RAISED ₹ PERCENTAGE

CAUSES	FUNDS RAISED ₹	PERCENTAGE
Arts & Sports	37,01,499	2%
Children & Elderly Care	2,90,72,988	12%
Disability	3,31,52,237	14%
Education	8,37,40,311	35%
Environment & Animal Welfare	60,23,937	3%
Health	5,74,56,041	24%
Livelihood, Social & Community Development	1,82,46,303	8%
Women & Gender Equality	54,70,896	2%

THE PHILANTHROPY PILLAR

Philanthropy is at the heart of the Standard Chartered Mumbai Marathon, and seeks to encourage a culture of giving back to society. As the philanthropy partner, United Way of Mumbai (UWM) is committed to build and grow the charitable aspect of the marathon in order to give voice and generate funds for the various causes represented by hundreds of credible non-profit organisations. UWM serves as the philanthropic platform while maintaining a cause-neutral level playing field for all participating NGOs. The charity structure of the event which is created each year provides the framework and opportunities that exist for NGOs to leverage the event for their causes. All funds raised through the SCMM are channelized through UWM, which is responsible for receiving, accounting and disbursement of funds while providing tax exemption receipts to all donors. Charity bib allocation is planned in a way to facilitate participation from corporates, students, non-profits and individual fundraisers to ensure maximum value generation in awareness building, visibility, advocacy and fundraising.

Apart from participation, the event platform also strongly encourages individuals to raise funds and friends for a cause close to their heart by creating a fundraising page and set their own targets. There are seven levels of fundraisers each with its own set of privileges ranging from Fundraiser (> ₹ 10,000) to Change Icon (< ₹ 25 lakh). A new category this year Student Challenge aimed to encourage young philanthropists and educational institutions to support charities.

Over the last 12 years, as more and more donors connected with fundraisers to help raise funds for a wide range of social causes, we continue to fine-tune the 'giving' process to increase its ease and efficiency while creating a good donor experience. The endeavour is to reduce the administrative and logistical burden on participating NGO's so that they can focus on using the event to build and maintain long lasting relationships with their supporters.

SCMM CHANGE ICONS

This fundraising category was introduced this year setting a new minimum fundraising benchmark for individuals for their chosen NGO – ₹ 25 lakhs. Though being a tall benchmark, we saw 7 individuals who took up the challenge and astound everyone. We salute their belief and commitment as catalysts of social change.

Highest Fundraiser



DHARMESH S JAIN

Raised ₹ 81,13,011

for Anybody Can Jump -
Care Foundation

Mr. Jain made a grand fundraising debut at the Standard Chartered Mumbai Marathon this year. By raising over ₹ 81 lakhs, this half marathoner has broken all previous records in individual fundraising in a single edition at the Standard Chartered Mumbai Marathon.

“ I am very passionate about sports. I believe fitness is an important facet of life, not just physical fitness but also mental fitness. I have personally ensured fitness to be an inherent and integral part of my business. I have chosen to support ANYBODY CAN JUMP as my keenness to focus on health resonates with this organisation which believes that “You can achieve success, irrespective of your physical ability or your financial standing. Passion and intent are the only two ingredients that you require in order to realise your potential”. I have interacted with the staff and beneficiaries of Anybody Can Jump and believe that this initiative has the potential to turn into a movement for wellness. It reinstates the fact that anyone can achieve anything one desires, given the right resources, right platform and right opportunity.

The Standard Chartered Mumbai Marathon is the perfect setting to reinforce the credo “health is wealth”, with every new step on the race route people affirm the belief that to change for the better is possible.”

DHARMESH JAIN (Chairman, Nirmal Lifestyle)



2nd Highest Fundraiser



MIHIR DOSHI

Raised ₹ 77,64,973

for Save The Children India &
The Research Society for the Care,
Treatment & Training of Children in need
of Special Care

Year after year, Mr Doshi has been raising funds for causes close to his heart. By raising ₹ 1,67,33,351 cumulatively over 12 editions of the Standard Chartered Mumbai Marathon, he has been one of the highest individual fundraisers of Standard Chartered Mumbai Marathon.

“ I strongly believe that the Standard Chartered Mumbai Marathon is an exciting way of staying healthy. This marathon also provides an opportunity to raise awareness and funds for a cause. I have been raising funds for Save The Children India since 2011 and appreciate the great work this organization carries out in the field of education and child welfare. On parallel lines, my organisation Credit Suisse has partnered with Save the Children India to deliver various volunteering programs and projects. This year I also felt the need to reach out to children with Intellectual Disability and hence chose the Research Society of JaiVakeel School. The Research Society for the Care, Treatment and Training of Children In Need Of Special Care, is a one stop solution for all the needs of a special child. I like the fact that the organisation emphasises on rounded development of children that goes beyond conventional classroom education. It is amazing that they focus on multi-sensorial teaching and provide training in functional academics, speech and language development. After the age of 12, all students are given prevocational training in generic skills and personality development empowering them to become independent individuals.

The Standard Chartered Mumbai Marathon epitomises the spirit of our large hearted city and the spirit of giving. I am thankful to all who supported me in this mission.

I believe the ordinary hero hiding in each of us is the most powerful catalyst for change. ”

MIHIR DOSHI (MD & Country CEO, Credit Suisse)





ABHAY JASANI

Raised ₹ 27,75,000

for Shrimad Rajchandra Love and Care

“The Standard Chartered Mumbai Marathon has seen phenomenal growth over the last 12 years and the event now stands unsurpassed and unchallenged as India's largest fundraising platform for charity. I ran the SCMM for Shrimad Rajchandra Love and Care (SRLC). My Guruji, PUJYA GURUDEVSHRI RAKESHBHAI once said, “you can give without loving, but you cannot love without giving.” Drawing inspiration from him, at SRLC we believe that as one turns within with the objective of self - transformation, the natural outcome is to extend outward through selfless service for others; that when there is love within us, it flows naturally in the form of care and that as we add meaning to the lives of others, in the process, they end up adding meaning to our own.

Over the course of its journey at the SCMM, funds have been raised by Shrimad Rajchandra Love and Care (SRLC) for charitable causes that I have personally seen bring about a transformation in innumerable lives.”



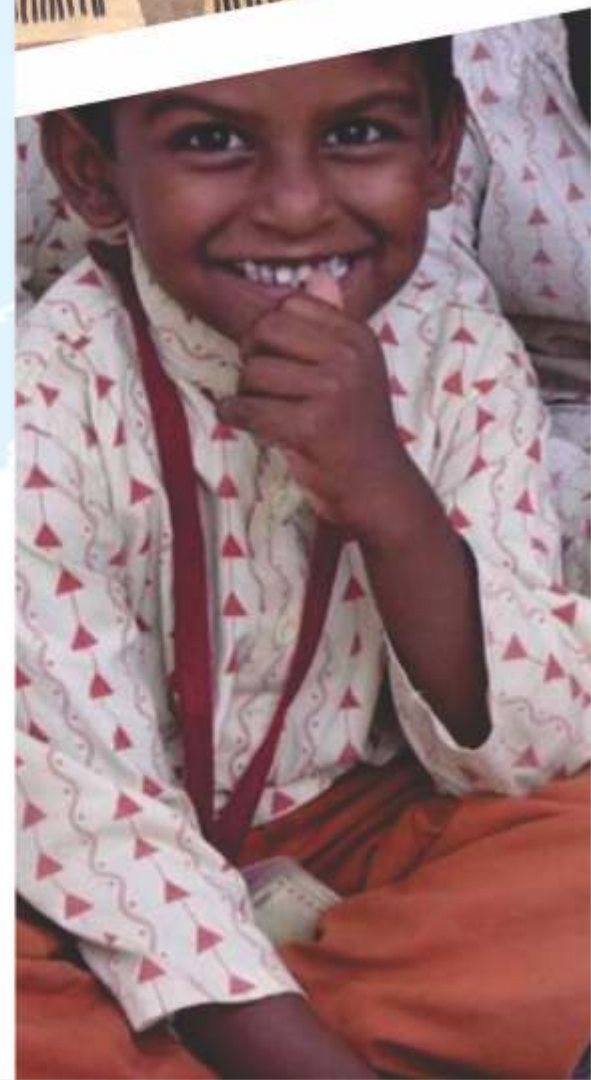
SADASHIV S RAO

Raised ₹ 27,01,479

for Isha Education

“The Standard Chartered Mumbai Marathon is the best organized Marathon run in India by a distance. To raise funds for rural education, I motivate myself to run the half marathon year on year. Isha Education is different from other rural education initiatives as it provides high quality education, with wellness, joyfulness and quest to know characteristics - at a low cost.

I urge all runners to run for a cause and for those already running for a cause to raise the bar every year.”



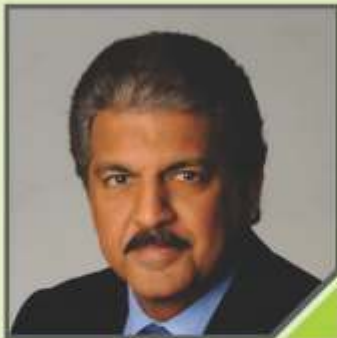


KABIR LUMBA

Raised ₹ 26,34,353
for Life Trust

“The Standard Chartered Mumbai Marathon is a great platform to create awareness about the work done by NGOs towards their respective causes. Having observed closely the work done by Life Trust in the field of extending quality education to all, I wanted to extend my support to their programs. Fundraising through the Standard Chartered Mumbai Marathon has been an appropriate platform to achieve the same and I am glad to have participated in it for the last 3 years.

I hope more people come forward to support the cause of their choice. All it takes is the right commitment and a good fundraising plan to make a difference in the lives of many.”



ANAND G MAHINDRA

Raised ₹ 25,00,000
for K.C. Mahindra Education Trust -
Project Nanhi Kali

“I can't think of a better way to generate visibility for a cause like Nanhi Kali that is working to provide educational support to over 100,000 girls from underprivileged backgrounds across India. The Standard Chartered Mumbai Marathon not only promotes health and fitness among the citizens of Mumbai but is also a worthy platform for charitable organisations to raise funds.”



Together, Hand in Hand, They Triumph.

SANKARA RAMAN AND RAMANI SANKARA RAMAN

In the year 1992 a young accounts professional, S. Sankara Raman, affected by muscular dystrophy, left a lucrative practice in Chennai to join Amar Seva Sangam. His dream – to build a Valley for the disabled. He, along with his life partner, Mrs. Ramani, though based in the small town Ayikudy in Tamil Nadu, have been active participants and fundraisers at SCMM since 2010. The husband-wife duo have together raised ₹ 79,96,211, making them the highest fundraising couple at SCMM 2015.



“When I started the fund raising for this year's SCMM, I had a numb feeling that being the year of slow economic recovery I might not even surpass my last year's fund collection of ₹ 17,50,000. The gnawing push that my dearest better half has always outscored me year after year in raising funds at SCMM was making me sit up and do something to change that trend in my favour. This time around I decided to go full throttle in my drive to overtake her. As the old adage says that women have intuitive powers and I should be thankful that this time around my wife was not as aggressive as she used to be in raising pledges. Perhaps she read my mind and decided to let me take the first prize.

Therefore I kept mailing all my major patrons and also many donors saying that I am in the SCMM fray to raise funds. The fact that we were running short of funds in two major projects 'The Early Intervention Project for Childhood Disability' where the deficit was more than ₹ 25 lakhs and 'the Water Supply and Recycling Project' for our campus, where the deficit was around ₹ 70 Lakhs, came handy to me. As it turned out, both the requests received unbelievable responses, beyond my expectations. Every time I sent an appeal and got a donation, my wife and I would cheer with joy even though my wife would make a meaningful wink at me (as though it was her collection).”

SANKARA RAMAN (SCMM Change Icon), raised ₹ 58,33,505 for Amar Seva Sangam



“As usual for this twelfth edition my husband started to campaign for funding based on our two essential projects. Our office team dynamically supported us, which was a huge motivating factor, as they worked extended hours and stayed back on holidays to clarify details from donors and United Way of Mumbai’s office. With the eagerness and enthusiasm which filled the air, every effort became interesting and there was healthy competition. I celebrated my smallest fundraising success, a good excuse to tease my husband.

The journey to Mumbai was very different this year. We were joined by our own little girl, who was rehabilitated in our Sangam from childhood, is now working with us as a junior executive of community programme and has immense potential to be an SCMM fund raiser in the years to come. Ms. Padma, one of the Senior Executive of Scope International, Chennai was also part of our team. Both of them are wheel chair users. Physically exhausting, our 10 member team started this journey from our quiet place down south in Tamil Nadu, enjoying the fast paced life of Mumbai.

Undoubtedly, SCMM 15 has given me loads of enjoyment and a sense of fulfillment in our voyage towards our dream, 'A Valley for the Disabled'.”

RAMANI SANKARARAMAN (Change Leader), raised ₹ 21,62,706 for Amar Seva Sangam

Mom's the World!

MEERA MEHTA & DR. BIJAL MEHTA

Dedicated fundraisers, this mother daughter duo have set new benchmarks for themselves every year. Their fundraising journey at SCMM has been incredible. This duo believes in seeding the 'joy of giving' in generation next. From edition 2012 onwards, together Meera and Dr. Bijal have raised over ₹ 73 lakhs (including 2015 edition figures) for Shrimad Rajchandra Love and Care.

“ I just wanted to turn 12 and get into my running shoes, so I could participate in the Standard Chartered Mumbai Marathon and help raise funds for Shrimad Rajchandra Love and Care. That's what happens when you are brought up in a household that believes in selfless service as a way of life, inspired by our Guruji. My mom has always supported and encouraged me. I have seen the time she puts into fundraising and spreading the message of love and care. At 13, I decided that I will request for donations from those who normally would get gifts for my birthday and ever since I have consistently raised funds. Now I have a small team of kids my age who raise funds with me.

I have learnt so much from our Guruji – PUJYA GURUDEVSHRI RAKESHBHAI ”

MEERA MEHTA (Change Leader), raised ₹ 10,05,000 for Shrimad Rajchandra Love & Care





“ I feel so blessed that my daughter is imbibing these values since childhood. Inspired by our Guruji's love and care for one and all, Meera has been fundraising from the age of 6. She would save up the little money she gets during different events and offer it in charity. At the age of 8, she adopted a cow in the Gaushala at Dharampur and also named her Meera. At 13, in SCMM 2011, she first raised ₹ 1.5 lakh, she raised ₹ 5 lakhs the next year, and in SCMM 2013 she upped it to ₹ 10 lakhs. Since then she has been a consistent fundraiser at SCMM. Meera has now teamed up with her friends and inspired them to raise funds. This year, along with her friends they have raised over ₹ 25 lakhs. For Meera, the event doesn't end with fundraising. Meera makes a presentation to all the donors on what has been achieved with the money they donated, which is why she has people donating to her year after year. The fact that she not only joins me but leads me in fundraising for notable causes makes me proud. ”

DR. BIJAL MEHTA (Change Leader), raised ₹ 10,60,000 for Shrimad Rajchandra Love & Care

CHANGE LEADERS

Here we celebrate individuals with an unique grit and determination to educate, inspire and lead the change. Leading from the front, these individuals committed to raise a minimum of ₹ 10 lakhs for their chosen NGO(s). 7 Change Leaders together raised ₹ 83.37 lakhs, benefitting 6 NGOs.



ANISHA JOHRI
Family Service Centre
₹ 10,17,200



DR. B.K.SHARMA
Gwalior Hospital and
Education Charitable Trust
₹ 10,91,360



NEERAJ SANGHI
Isha Education
₹ 10,10,001



POONAM LALVANI
Life Trust
₹ 10,10,500

10 individuals invested in social change at the Standard Chartered Mumbai Marathon 2015, committing to raise a minimum of ₹ 5 lakhs for their chosen charity. With the vision of being enablers of happier tomorrow for the not so privileged, they together raised an amount of ₹ 59.47 lakhs, benefitting 11 NGOs.



JAYANTI SHUKLA

Raised ₹ 8,22,342

for **United Way of India**

Besides heading United Way of Mumbai and United Way of India, Ms. Shukla plays the role of an organiser and a volunteer in citizen-led initiatives that foster change. She is a part of the organising committee of the coveted Celebrate Bandra Festival, an annual event that celebrates culture, diversity and arts in the island city.

“ I head United Way of Mumbai, which is the philanthropy partner for SCMM, and I have been advocating the need to give. I have been a fundraiser earlier, but this year, more than ever, I felt that I must practice what I preach. In September 2014, just after catastrophic floods submerged the Kashmir valley, I visited some of the worst affected villages in J&K and had the opportunity to experience first-hand the challenges faced by communities who had lost everything and were living outdoors in the most precarious conditions. The ground reality is far more challenging than what is shown in news channels. Winter was approaching and families were still living in tents. Getting these people into shelters that were better equipped to face the snow and severe cold became an urgent priority. The moment I returned to Mumbai, I set up a fundraising page to raise funds to build transient shelters for those affected by the floods. The support I have received from family, friends and colleagues has been overwhelming. ”



CHANGE INVESTORS



MITHILA BALSE
Raised ₹ 6,69,126 for
Indian Cancer Society



SANJEEV KAPOOR
Raised ₹ 6,23,451 for
Forum For Autism



NISH BHUTANI
Raised ₹ 6,18,142 for
Mumbai Mobile Creches



RAJESWARI KESAVAN
Raised ₹ 5,81,000 for
Isha Education



SHAMBHU V SISTA
Raised ₹ 5,57,000 for
Population First



VINODINI LULLA
Raised ₹ 5,37,000 for
Children's Movement
for Civic Awareness



VIJAY PHADKE
Raised ₹ 5,13,717 for
Indian Cancer Society



LARA GIDVANI
Raised ₹ 5,00,607 for
Maharashtra State Women's Council

98 individuals chose to run for a reason at the Standard Chartered Mumbai Marathon 2015, committing to raise a minimum of ₹ 1.50 to ₹ 4.99 lakhs for their chosen charity. With the vision of being enablers of happier tomorrow for the not so privileged, they together raised an amount of ₹ 2.13 crores, benefitting 71 NGOs.



GIRISH BORKAR

Raised ₹ 4,75,821

for **Yoga Prabha Bharati (Seva Sanstha) Trust**

"I've been raising funds for various charities through the aegis of SCMM as it provides the best platform for raising funds promoting both individual health through running and raising funds for a cause one believes in.

Yoga Prabha promotes the concept of the world as one family through meditation, yoga, etc which is imparted free of cost to participants and I have benefitted greatly hence my support."

"If you put your heart and soul into raising funds for a cause you believe in then the inner peace you get on raising the funds is the only reward you need."



DARIUS PANDOLE
Raised ₹ 4,23,000 for
Khel Shala



NILESH LAHU NANDOSKAR
Raised ₹ 4,14,500 for
Karunya Trust



CARLTON PEREIRA
Raised ₹ 4,00,000 for
**Sanskriti Samvardhan
Mandal**



RAJNARAYAN BALAKRISHNAN
Raised ₹ 3,92,700 for
**Magic Bus India
Foundation**

CHANGE MAKERS



RAHUL CHAUDHARI
Raised ₹ 3,92,207 for
Isha Education



RITA KHIMJI
Raised ₹ 3,79,151 for
Ratna Nidhi
Charitable Trust



SHIV JASANI
Raised ₹ 3,74,000 for
Shrimad Rajchandra
Love & Care



DIA MIRZA
Raised ₹ 3,72,701 for
Swades Foundation (Society
to Heal Aid Restore Educate)



KALPANA MANIAR
Raised ₹ 3,70,000 for
Isha Education



RAMESH MANGALESWARAN
Raised ₹ 3,62,000 for
MBA Foundation



SACHI JHAVERI
Raised ₹ 3,57,111 for
Shrimad Rajchandra
Love & Care



SANJANA KURUVILLA
Raised ₹ 3,41,024 for
Make A Difference



HARSH KEDIA
Raised ₹ 3,37,799 for
Bal Asha Trust



KETAN GAIKWAD
Raised ₹ 3,32,011 for
Isha Education



VISHAL KAPOOR
Raised ₹ 3,28,702 for
V Care Foundation



PRASHANT DESHPANDE
Raised ₹ 3,17,923 for
Dr Hedgewar Hospital
(TRUST - Dr. Babasaheb Ambedkar
Vaidyakiya Pratishthan)

CHANGE MAKERS



BHEESHAM CHOPRA
Raised ₹ 3,15,801 for
The Akanksha Foundation



SUMAN TULSIANI
Raised ₹ 3,00,000 for
Dr Hedgewar Hospital
(TRUST - Dr. Babasaheb Ambedkar
Vaidyakiya Pratishthan)



ASHIMA SURI
Raised ₹ 2,91,548 for
The Akanksha
Foundation



SURESH IYER
Raised ₹ 2,90,001 for
Indian Cancer Society



DR. NIRMAL SURYA
Raised ₹ 2,83,575 for
EPILEPSY FOUNDATION



DR. JAYANT TUPKARY
Raised ₹ 2,83,000 for
Savitribai Phule Mahila
Ekatma Samaj Mandal
(SPMESM)



RAJESHWARI BHATTACHARYYA
Raised ₹ 2,70,099 for
Isha Education



AARUSHI TALATI
Raised ₹ 2,56,001 for
Shrimad Rajchandra
Love & Care



NAMITA ROY GHOSE
Raised ₹ 2,53,000 for
Vanashakti



DR. A.L. SHARADA
Raised ₹ 2,42,703 for
Population First



VIVEK GANESH PAI
Raised ₹ 2,30,150 for
Cheshire Homes India Bangalore
Unit Golden Jubilee Project



NISHIT JAIN
Raised ₹ 2,26,526.67 for
Teach to Lead
(Teach for India)

CHANGE MAKERS



RAJA SUDHAN
Raised ₹ 2,25,303 for
Isha Education



ARUNDHATI DE
Raised ₹ 2,23,000 for
Teach to Lead
(Teach for India)



DR. ANANT PANDHARE
Raised ₹ 2,21,850 for
Dr Hedgewar Hospital
(TRUST - Dr. Babasaheb Ambedkar
Vaidyakiya Pratishthan)



RHEA SHAH
Raised ₹ 2,12,000 for
Shrimad Rajchandra
Love & Care



YOGESH GERA
Raised ₹ 2,05,692 for
Arushi Society



JOSEPH BIRD
Raised ₹ 2,05,015.4 for
Reality Gives



AADHYA SHIVAKUMAR
Raised ₹ 2,05,000 for
Isha Education



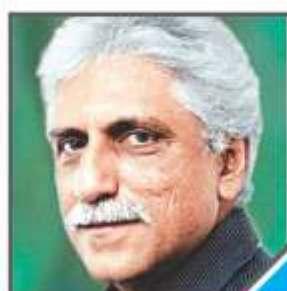
GURPREET SINGH
Raised ₹ 2,04,500 for
Childline India Foundation



MADHUSUDAN RAJAGOPALAN
Raised ₹ 2,03,253 for
Society for Human And
Environmental Development
(SHED)



BALA CHENDIL. P
Raised ₹ 2,02,451 for
Isha Education



AYAZ MEMON
Raised ₹ 1,98,000 for
Save The Children India



SUNIL RAWLANI
Raised ₹ 1,95,002 for
Childline India Foundation

CHANGE MAKERS



VINAY SHETTY
Raised ₹ 1,92,408 for
Think Foundation



RESHMA JAIN
Raised ₹ 1,90,550 for
Shrimad Rajchandra
Love & Care



MANJU PARVATIKAR
Raised ₹ 1,82,501 for
Isha Education



SUBHASH KELA
Raised ₹ 1,82,111 for
Shrimad Rajchandra
Love & Care



BHAVANA PANDE
Raised ₹ 1,78,753 for
Dr Hedgewar Hospital
(TRUST - Dr. Babasaheb Ambedkar
Vaidyakiya Pratishthan)



JAWAHAR BEKAY
Raised ₹ 1,77,680 for
Think Foundation



ARUN RAJARAMAN
Raised ₹ 1,75,000 for
Cancer Aid & Research
Foundation



NAVNEETH PRASANNA KUMAR
Raised ₹ 1,74,451 for
Teach to Lead
(Teach for India)



SUBHADRA ANAND
Raised ₹ 1,72,999 for
Save The Children India



PEGGY WOLFF
Raised ₹ 1,70,500 for
Isha Education



JAHNVI JHAVERI
Raised ₹ 1,70,000 for
Shrimad Rajchandra
Love & Care



RAMESH VENKAT
Raised ₹ 1,68,099 for
Maharashtra State
Women's Council

CHANGE MAKERS



VIVEK KAJARIA
Raised ₹ 1,68,000 for
Gwalior Hospital and
Education Charitable Trust



MONICA TATA
Raised ₹ 1,64,303 for
Isha Education



SHANAY SHROFF
Raised ₹ 1,64,000 for
Shrimad Rajchandra
Love & Care



ATI RANJAN KUMAR
Raised ₹ 1,63,771 for
Society for Human And
Environmental Development
(SHED)



KUNAL JOSHI
Raised ₹ 1,63,534 for
Teach to Lead
(Teach for India)



VINOD HARI
Raised ₹ 1,61,999 for
Isha Education



NANDINI GANDHI
Raised ₹ 1,60,000 for
Shrimad Rajchandra
Love & Care



SRIVIDYA SUBRAMANIAN
VIDYASAGAR
Raised ₹ 1,59,526 for
Cankids Kidscan



LEENA MEHTA
Raised ₹ 1,59,000 for
Shrimad Rajchandra
Love & Care



NEEL SHAHANI
Raised ₹ 1,57,500 for
The Akanksha Foundation



DHAVAL Y. MEHTA
Raised ₹ 1,56,600 for
Shrimad Rajchandra
Love & Care



SANYAMI DOSHI
Raised ₹ 1,55,251 for
Shrimad Rajchandra
Love & Care

CHANGE MAKERS



ARVIND SHETH
Raised ₹ 1,55,000 for
Shrimad Rajchandra
Love & Care



SURANJANA GHOSH AIKARA
Raised ₹ 1,54,868 for
NASEOH, INDIA



ARYAN SHAH
Raised ₹ 1,53,500 for
Shrimad Rajchandra
Love & Care



TANAY GANDHI
Raised ₹ 1,53,200 for
Shrimad Rajchandra
Love & Care



KUNAL B DOSHI
Raised ₹ 1,53,001 for
Shrimad Rajchandra
Love & Care



GAUTAM KUMAR ROY
Raised ₹ 1,53,000 for
Psychoanalytic Therapy
and Research Centre



KAILASH AGARWAL
Raised ₹ 1,53,000 for
EPILEPSY FOUNDATION



UMESH SHAH
Raised ₹ 1,53,000 for
Shrimad Rajchandra
Love & Care



VINOD GEORGE JOSEPH
Raised ₹ 1,52,702 for
Cancer Patients Aid Association



SUSHMA
Raised ₹ 1,51,200 for
Children's Movement for
Civic Awareness



RANJIT NAIR
Raised ₹ 1,50,501 for
Teach to Lead
(Teach for India)



DHAIRAV SHROFF
Raised ₹ 1,50,001 for
Shrimad Rajchandra
Love & Care

CHANGE MAKERS



RAHUL PATIL
Raised ₹ 1,50,001 for
Isha Education



SHAMAN MEHTA
Raised ₹ 1,50,001 for
Shrimad Rajchandra
Love & Care



AMIT RATHI
Raised ₹ 1,50,000 for
EPILEPSY FOUNDATION



ANAND MEHTA
Raised ₹ 1,50,000 for
Shrimad Rajchandra
Love & Care



ANIL GOYAL
Raised ₹ 1,50,000 for
EPILEPSY FOUNDATION



ASHIT DANI
Raised ₹ 1,50,000 for
Shrimad Rajchandra
Love & Care



BIPIN DOSHI
Raised ₹ 1,50,000 for
Shrimad Rajchandra
Love & Care



MRIDULA JASANI
Raised ₹ 1,50,000 for
Shrimad Rajchandra
Love & Care



NALINI MEHTA
Raised ₹ 1,50,000 for
Shrimad Rajchandra
Love & Care



NILESH TAWDE
Raised ₹ 1,50,000 for
EPILEPSY FOUNDATION



NITIN NAYAR
Raised ₹ 1,50,000 for
Atma Education Trust



NOOPUR DESAI
Raised ₹ 1,50,000 for
Iskcon Food Relief
Foundation (Annamrita)



RAKESH MEHTA
Raised ₹ 1,50,000 for
Epilepsy Foundation



SANJAY DANGI
Raised ₹ 1,50,000 for
EPILEPSY FOUNDATION



SHRI. MANOJ AGARWAL
Raised ₹ 1,50,000 for
EPILEPSY FOUNDATION



SUNIT KOTHARI
Raised ₹ 1,50,000 for
Shrimad Rajchandra
Love & Care



VIVEK KUDVA
Raised ₹ 1,50,000 for
Cheshire Homes India
Bangalore Unit



ANIL RAIKA
Raised ₹ 1,50,000 for
Dr Hedgewar Hospital
(TRUST - Dr. Babasaheb Ambedkar
Vaidyakiya Pratishthan)



TORAL SHAH
Raised ₹ 1,50,000 for
Shrimad Rajchandra Educational
Trust and Shrimad Rajchandra
Love & Care



SAYAM JHAVERI
Raised ₹ 1,50,000 for
Shrimad Rajchandra
Love & Care



NEHA VORA
Raised ₹ 1,50,000 for
Shrimad Rajchandra
Love & Care



INDIAN WOMEN ELITE WINNERS QUALIFIED FOR WORLD CHAMPIONSHIP IN BEIJING

The Indian women runners had a field day at the Standard Chartered Mumbai Marathon with O.P. Jaisha making her debut to clinch the top honours with a record time of 2:37:29 secs. Jaisha overhauled the 19-year-old national mark of 2:39:10 set by Vally Satyabhama in 1995, becoming the fastest Indian woman ever. Defending champion Lalita Babar clocked a time of 2:38:21, to finish in second place, while another marathon debutant Sudha Singh was placed third in 2:42:12 secs. All three Indian elite women completed the race well within qualifying mark of 2:44:00 for the 2015 World Championship in Beijing.

STUDENT CHALLENGE

This year a new category was introduced, aimed specifically at harnessing the enthusiasm to do good of youngsters. We named it the Student Challenge, wherein 119 students from 16 educational institutions ran the Standard Chartered Mumbai Marathon 2015, raising ₹ 11,96,770 for charitable causes.

Name of the Institution	NGO Supported	Amount Raised (₹)
Prin. L N Welingkar Institute of Management Development & Research	Swades Foundation (Society to Heal Aid Restore Educate)	2,00,000
L. S. Raheja College of Arts & Commerce	Yoga Prabha Bharati (Seva Sanstha) Trust	1,50,000
Riverdale Residential International School	Concern India Foundation	1,50,000
Rajhans Vidyalaya	Habitat For Humanity India Trust	76,770
Oberoi International School	Reality Gives	70,000
Swadhyay Bhavan School	Shrimad Rajchandra Love & Care	50,000
Green Lawns High School	Shrimad Rajchandra Love & Care	50,000
JBCN International School	Habitat For Humanity India Trust	50,000
Malti Jayant Dalal High School	Yoga Prabha Bharati (Seva Sanstha) Trust	50,000
Muljibhai Mehta International School	Yoga Prabha Bharati (Seva Sanstha) Trust	50,000
Ram Ratna Vidya Mandir	Seva Sahayog Foundation	50,000
Shrimad Rajchandra Gurukul	Shrimad Rajchandra Love & Care	50,000
Smt. Kapila Khandvala College of Education	Yoga Prabha Bharati (Seva Sanstha) Trust	50,000
The Bombay International School	Paragon Charitable Trust	50,000
The Cathedral and John Connon School	Paragon Charitable Trust	50,000
The Somaiya School	Shrimad Rajchandra Love & Care	50,000





Audi Motorcade

The Official Lead Car of the event with Wimbledon Champion Marion Bartoli, Event Ambassador; Elana Meyer, Olympic silver medalist from South Africa; along with Anil Singh, MD, Procam International.



Elite Athlete Press Meet & Greet



Beyond The Finish Line

A platform to Recognize, Reward & Reinforce Catalysts of Indian Sport hosted by actor Rahul Bose.



Indian elite winners now at the start line of TCS New York Marathon 2015, courtesy TATA CONSULTANCY SERVICES



Hospitality Partner

Pasta Cook-Out

Celebrating the age old tradition of carb-loading, all partners and key dignitaries engaged themselves in a pasta cookout, competing to make the dish of the day.

CORPORATE CHALLENGE

Companies participate by sending in teams of employees who run in support of NGO(s) of their choice.

152 companies | 267 teams | Total funds raised ₹ 11,54,21,852 | 92 NGOs benefitted

**Organizations whose employees have raised funds for the chosen NGO(s).*

Name of the Corporate	NGO Supported	Funds Raised (₹)
A.T.E. Enterprises Pvt Ltd	Urban Design Research Institute	4,00,000
Aarti Drugs	Shrimad Rajchandra Sarvamangal Trust	2,75,000
Abbott Healthcare Pvt. Ltd.	Smile Foundation	8,00,000
Abu Dhabi Commercial Bank	Muktangan-A Paragon charitable trust	2,75,000
★ Accenture Services Pvt Ltd	Kherwadi Social Welfare Association	4,24,000
★ Aditya Birla Group	The Akanksha Foundation, Muktangan-Paragon Charitable Trust, AWOO Foundation, Save The Children India	32,84,808
AllCargo Logistics Ltd.	Alert India, Isha Education	5,50,000
Amdipharm Mercury Services Private Limited	Child Help Foundation	8,00,000
Anchor electricals Pvt Ltd	Swayamsiddh	2,75,000
Antwerp Diamond Bank	Shrimad Rajchandra Love & Care	2,75,000
Ascent Construction Pvt Ltd	Bombay Community Port Trust	2,75,000
Ask Investment Mangers Pvt. Ltd	ASK Foundation	4,00,000
Australia and New Zealand Banking Group Limited	Masoom	4,00,000
BA Continuum India Pvt Ltd	United Way of Mumbai	4,00,000
Bajaj Electricals Limited	Paryavaran Mitra	24,00,000
BASF India Limited	Muktangan-A Paragon charitable trust	8,00,000
Batliwala & Karani Securities India Pvt Ltd	Light of Life Trust	4,00,000
Bloomberg L. P.	ADAPT	6,75,000
Blue Star Limited	Blue Star Foundation	8,00,000
Bombay Slum Redevelopment Corporation Ltd	Shrimad Rajchandra Sarvamangal Trust	2,75,000
Capgemini Norway AS	K.C. Mahindra Education Trust-Project Nanhi Kali	2,75,000
Capri Global Capital Limited	Smile Foundation	4,00,000
Centrum Capital Limited	Life Trust	2,75,000
CGG Services India Pvt. Ltd	Muktangan-A Paragon charitable trust	4,00,000
Chirag Corporation	Shrimad Rajchandra Sarvamangal Trust	2,75,000
Cleartrip Private Limited	Magic Bus India Foundation	2,75,000
CLP India Private Limited	Smile Foundation	4,00,000

Name of the Corporate	NGO Supported	Funds Raised (₹)
Colgate-Palmolive (India) Ltd.	Network in Thane by People Living with HIV	4,00,000
Credit Agricole Corporate & Investment Bank	Aseema Charitable Trust	2,75,000
★ Credit Suisse Securities India (Private) Limited	Save the Children India	12,05,500
Crest Ventures Limited	Eve Foundation	2,75,000
Crompton Greaves Limited	Dignity Foundation	4,00,000
Crown Worldwide Movers Pvt Ltd	Smile Foundation	2,75,000
DCB Bank Limited	Umang Foundation, Goonj	4,00,000
D'Décor	Karunya Trust	4,00,000
Dewan Housing Finance Corporation Ltd	Mumbai Mobile Creches	8,00,000
Diebold Systems Private Limited	The society for door step school	5,50,000
Dow Chemical International Private Limited	Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS)	6,75,000
Eclerx Services Limited	Magic Bus India Foundation, Muktangan - Paragon Charitable Trust	12,00,000
EuroKids International Private Limited	Save the Children India	4,00,000
Everstone Capital Advisors Pvt Ltd	Avasara Leadership Institute	2,75,000
Fedex Express Transportation & Supply chain services (India) Pvt Ltd	United Way of Mumbai	2,75,000
Franco Indian Pharmaceuticals Pvt Ltd	Save the children India	8,00,000
Fun Multiplex Private Limited	Swayamsiddh	2,75,000
Geltec Pvt Ltd	ADAPT	2,75,000
Global InnovSource Pvt Ltd	Global Foundation	16,00,000
★ Godrej & Boyce Mfg. Co. Ltd.	Republican Sports Club, Vasantha Memorial Trust, War Wounded Foundation	70,26,000
★ Godrej Industries Ltd.	Teach to Lead	13,93,239
GRP Limited	K.C. Mahindra Education Trust-Project Nanhi Kali	4,00,000
Gujarat Pipavav Port Ltd	Shri Amreli Muk Badhir Seva Trust-Amreli	2,75,000
★ HDFC Asset Management Co. Ltd.	Muktangan-A Paragon charitable trust	5,38,000
HDFC Ergo General Insurance Co Ltd	Umang Foundation, Swayamsiddh Matimand Mulansathi Matrupalak Sanstha, The Akanksha Foundation	16,00,000
HDFC Ltd	Borderless World Foundation, Avishkar Shikshan Sanstha	20,00,000
HDFC Securities Limited	The Bombay Community Public Trust, India Sponsorship Committee	5,50,000
HDFC Standard Life Insurance Corp Ltd.	Magic Bus India Foundation	2,75,000
Hershey India Pvt Ltd	United Way of Mumbai	2,75,000

***Organizations whose employees have raised funds for the chosen NGO(s).*

Name of the Corporate	NGO Supported	Funds Raised (₹)
Hexaware Technologies Limited	Helen Keller Institute For Deaf & Deafblind, The Research Society For The Care, Treatment & Training Of Children In Need Of Special Care	8,00,000
★ HongKong Shanghai Banking Corporation India Limited	Cancer Patients Aid Association(CPA), Children's Toy Foundation, Ummeed Child Development Center	13,92,150
ICICI Lombard General Insurance Company Limited	Isha Education, Sneha	14,75,000
ICICI Prudential Asset Management Company Ltd.	Vidya Integrated Development for Youth and Adults	8,00,000
ICICI Prudential Life Insurance Co. Ltd	Catalysts for Social Action-Child Welfare and Rehabilitation	8,00,000
ICICI Securities Limited	UMANG Foundation	2,75,000
India Infoline Ltd	Isha Education	4,00,000
India Ratings & Research Private Limited	Shrimad Rajchandra Sarvamangal Trust	4,00,000
Indospace Capital Advisors Pvt Ltd	Foundation for Mother & Child Health	4,00,000
Ion Foundation	Muktangan-A Paragon charitable trust	4,00,000
IRB Infrastructure Developers Limited	Population First	10,75,000
IREP Credit Capital Private Limited	The Akanksha Foundation	2,75,000
Iris Business Services Limited	Isha Education	2,75,000
J B Chemicals & Pharmaceuticals Limited	Shrimad Rajchandra Sarvamangal Trust	6,75,000
J. Sagar Associates	Maharashtra State Women's Council	2,75,000
Jasani Group	Shrimad Rajchandra Love & Care	4,00,000
Jewelex India Private Limited	Shrimad Rajchandra Love & Care	4,00,000
★ Johnson & Johnson Limited	Om Creations Trust, Khushi Pediatric Therapy Centre, Helen Keller Institute for Deaf & Deafblind, K.C. Mahindra Education Trust- Project Nanhi Kali, Prerana	21,40,000
JSW Group (JSW Investments Pvt Ltd)	Swayamsiddh, Maharashtra Dyslexia Association	9,50,000
Just Dial Limited	Maharashtra State Women's Council, Isha Education	5,50,000
★ Kadri Consultants Pvt. Ltd.	Save the Children India	4,07,500
Knight Frank India Private Ltd	K.C. Mahindra Education Trust-Project Nanhi Kali	4,00,000
★ Kotak Mahindra Bank Ltd.	The Indian Council for Mental Health, SOPAN, Cancer Patients Aid Association, Kotak Education Foundation	61,21,855
KPMG	Mumbai Mobile Creches, Tara Mobile Creches Pune, Sind Brahma Sikhya Samelan	28,00,000
★ Larsen & Toubro Limited	Save the Children India	13,65,000
LIC Housing Finance Limited	Concern India Foundation	6,75,000

*Organizations whose employees have raised funds for the chosen NGO(s).

NIRMAL LIFESTYLE LTD.

Raised ₹ 82,00,000 for 'Anybody Can Jump – Care Foundation'
Highest Contributing Corporate at SCMM 2015

Nirmal Lifestyle Ltd. has the dual distinction of being the Highest Fundraiser and also of being one of the largest contingents in the Half Marathon (21km). 183 participants from Nirmal ran the Half Marathon and a total of 258 participated in the SCMM overall (Full Marathon, Half Marathon & Dream Run), making it over 50% of the employees actively participating in the SCMM 2015 edition.

The tag line for Nirmal Lifestyle Ltd. gives a glimpse of its philosophy: 'Building spaces for a fitter India'. It has made path-breaking tie-ups with International Sports Federations like the International Association of Athletics Federations (IAAF), United States Tennis Association (US Open) to provide international standard amenities for sports.

The company encourages its employees to give the highest priority to their fitness and has provided all the required infrastructure and specialized trainings to motivate its employees to live a healthy and an active lifestyle.



Name of the Corporate	NGO Supported	Funds Raised (₹)
Life Insurance Corporation of India	Smile Foundation	12,00,000
Lighthouse Advisors India Pvt Ltd.	Muktangan-A Paragon charitable trust	2,75,000
Lodha Group Pvt Ltd	Lodha Charitable Trust	4,00,000
Maersk Group	Tata Medical Centre Trust	2,75,000
Mahanagar Gas Ltd.	The Bai Jerbai Wadia Hospital for children	4,00,000
Mahendra Brothers Exports Pvt Ltd	Isha Education	2,75,000
Mahindra & Mahindra Ltd	K.C. Mahindra Education Trust-Project Nanhi Kali	24,00,000
Mak Lubricants (Bharat Petroleum Corporation Ltd.)	Isha Education	2,75,000
Marico Limited	Concern India Foundation	4,00,000
Marsh India Insurance Brokers Pvt Ltd	Concern India Foundation	4,00,000
Mastek Foundation	Think Foundation	4,00,000
Morarjee Textiles Ltd.	Urvi Ashok Piramal Foundation	2,75,000
Netapp India Marketing and Services Private Limited	Concern India Foundation	2,75,000
* Nirmal Lifestyle Ltd.	CARE Foundation	82,00,000
Nivea India Private Ltd	Aseema Charitable Trust	4,00,000
Nomura Services India Private Limited	Deeds Public Charitable Trust, Life Trust	4,00,000
Novartis India Limited	The Akanksha Foundation, Epilepsy Foundation, Muktangan-Paragon Charitable Trust, Americares India Foundation, St. Jude India Childcare Centre	18,75,000
Novateur Electrical & Digital Systems Pvt Ltd.	SPJ Sadhana school	4,00,000
Peninsula Land Ltd	Urvi Ashok Piramal Foundation	4,00,000
Pidilite Industries Limited	Shrimad Rajchandra Sarvamangal Trust	4,00,000
Piramal Fund Management Private Limited	Kripa Foundation	4,00,000
PricewaterhouseCoopers Pvt Ltd.	Maharashtra State Women's Council	2,75,000
Prudential Process Management Services India Pvt Ltd	Habitat For Humanity India, Magic Bus India Foundation	8,00,000
Qualcomm India Pvt Ltd	Adapt	2,75,000
Raay Global Investments Pvt Ltd	Isha Education	2,75,000
Raheja Universal Pvt Ltd.	Apne Aap Women's Collective (AAWC)	2,75,000
Rallis India Ltd	Tata Medical Centre Trust	4,00,000
Ramkrishna Bajaj Charitable Trust	Jamnalal Bajaj Seva Trust	16,00,000
Redi Port Limited	Kripa Foundation	4,00,000
Regus Business Centre Pvt Ltd	Make a Wish Foundation of India	2,75,000
Roche Products (India) Pvt Ltd	The Akshaya Patra Foundation, NK Dhabar Cancer Foundation	5,50,000

**Organizations whose employees have raised funds for the chosen NGO(s).*

GODREJ & BOYCE MFG. CO. LTD.

Raised ₹ 70,26,000 for 'Republican Sports Club', 'Vasantha Memorial Trust' & 'War Wounded Foundation'
Highest Fundraising Corporate at SCMM 2015

"We make a living by what we get, we make a life by what we give" is one of the most famous quotes of Winston Churchill. And living up to this adage is this stalwart from Corporate India that inculcates the spirit of giving in its DNA. Year after year, Godrej & Boyce Mfg. Co. Ltd., has encouraged its employees to raise funds through innovative ideas. Besides ensuring NGO-employee interaction and stressing on the spirit of giving through discussions, the organization gives its employees the option of donating leaves, for the causes they believe in and wish to support.

"To be one of the highest fundraising corporates is an achievement that all of us at Godrej are extremely proud of. We love the Standard Chartered Mumbai Marathon because it gives us one more reason to come together in support of causes that we believe in. This year, as always, I was overwhelmed to see the energy and the enthusiasm of my fellow Godrejites towards this unique 'giving' initiative, whether or not they were actually running."

ANIL G VERMA, Executive Director and Head - Personnel & Administration.

Ketan Kansara from Godrej's Precision Engineering Division, who completed the half marathon in 1 hour 52 minutes and 16 seconds - the fastest timing among Godrej participants, this year, shares his experience - *"Running the SCMM was an overwhelming experience and supporting the three NGOs even more special. The electrifying atmosphere, the musical bands and cheering crowd was pumping energy in me. It was great to see the enthusiasm of thousands of people including the veterans and the physically challenged, who were part of the event. I sincerely thank the Godrej Management for giving me this unique opportunity to cherish forever."*

"We are extremely delighted and pleased to see the 'Culture of Giving' getting better and better, year after year, amongst all of us at Godrej and Standard Chartered Mumbai Marathon provides a unique platform to engage Godrejites for a noble purpose.

Our kind donors have proved to be strong motivators for this drive, is a matter of great inspiration for Godrej, to undertake similar more efforts for the weak and vulnerable. This made us believe, 'Be Nameless & Ageless to be caring and compassionate in cash and/or kind to the needy, with a commitment to serve selflessly and passionately'."

NARIMAN BACHA, Deputy General Manager, Personnel & Administration Dept.



Name of the Corporate	NGO Supported	Funds Raised (₹)
Rosy Blue (India) Private Limited	Shrimad Rajchandra Sarvamangal Trust, Rosy Blue Foundation	8,00,000
Royal Bank of Scotland N.V.	Maharashtra State Women's Council	2,75,000
RR Kabel Limited	Epilepsy Foundation	4,00,000
Saint Gobain India	Saint Gobain India Foundation	12,00,000
SANOFI INDIA LIMITED	Childline India Foundation	4,00,000
SBI Life Insurance Company Limited	Smile Foundation	18,75,000
Sequoia Capital India Advisors Pvt Ltd	Atma Education	2,75,000
Shoppers Stop Limited	Trust For Retailers And Retail Associates if India	2,75,000
Sodexo SVC India Pvt Ltd	The Akshaya Patra Foundation	2,75,000
State Bank of India	Smile Foundation	4,00,000
Sun Pharma Laboratories Ltd	Shrimad Rajchandra Sarvamangal Trust, Shrimad Rajchandra Educational Trust	20,00,000
Sunteck Realty Ltd.	Vyakti Vikas Kendra India	2,75,000
* Systems Plus Pvt. Ltd.	Save the children India	4,02,000
Tata AIA Life Insurance Company Limited	Umang Foundation	4,00,000
Tata AIG General Insurance Co. Ltd	Childline India Foundation	8,00,000
Tata Asset Management Ltd.	Tata Medical Centre Trust	4,00,000
Tata Autocomp Systems Limited	Tata Medical Centre Trust	2,75,000
Tata Capital Financial Services Limited	Tata Medical Centre Trust, The AURED Charitable Trust	12,00,000
Tata Chemicals	Concern India Foundation, CRY	5,50,000
Tata Motors Finance Limited	United Way of Mumbai	8,00,000
Tata Sky Ltd	Tata Medical Centre Trust	4,00,000
The Parthenon Group	Atma Education	2,75,000
The Phoenix Mills Limited	Light of Life Trust	2,75,000
The Ratnakar Bank Ltd	Under The Mango Tree	4,00,000
The Walt Disney Company India Pvt Ltd	Make a Wish Foundation of India	16,00,000
* Thermax Social Initiative Foundation	The Akanksha Foundation	8,33,150
Thomas Cook (india) Ltd	Save the children India	2,75,000
Titan Company Ltd.	Tata Medical Centre Trust	2,75,000
TLG India Pvt Limited (publicis Groupe)	UMANG Foundation	4,00,000
Transocean Offshore International Ventures Limited	Plan International (India Chapter)	4,00,000
UFO Moviez India Ltd	Khushi Pediatric Therapy	8,00,000
United Technologies - Otis Elevators Co. (I) Ltd	K.C. Mahindra Education Trust-Project Nanhi Kali	6,75,000
Universal Medicare Pvt Ltd	Childline India Foundation	2,75,000

**Organizations whose employees have raised funds for the chosen NGO(s).*

KOTAK MAHINDRA BANK LTD.

Raised ₹ 61,21,855 for The Indian Council for Mental Health, SOPAN,
Cancer Patients Aid Association & Kotak Education Foundation
2nd Highest Fundraising Corporate

Leading the way, Kotak Mahindra Bank Ltd. has always stood up for and promoted the culture of giving. The culture, so deeply imbibed in every employee participant, reflects in the total amount of funds collected every year, reinstating the position of Kotak Mahindra Bank Ltd. as one of the pioneers of corporate philanthropy.

"Kotak Mahindra Bank is a regular participant at the Standard Chartered Mumbai Marathon. This event has opened up possibilities in every sphere for the city and runners across the country, who run for a cause. The marathon also helps organisations to collectively raise funds for causes close to their heart, boosts teamwork, and is an excellent vehicle to drive employee engagement. Our runners have scaled new heights of success at the marathon this year, both in terms of race timing and fundraising."

C. JAYARAM, Joint Managing Director.

"It is encouraging to see the collaborative effort between corporate and individuals on full display during the pledge raising exercise. People want to do good for society and SCMM provides the perfect platform for it. We look forward to deepening our engagement through our participation, and hope to set newer and higher benchmarks."

ROHIT RAO, Executive VP & Head-Group Corporate Communications, BR and CSR.





KVS MANIAN

**President, Corporate & Investment Banking, Group Treasury & Global Markets -
Kotak Mahindra Bank Ltd.**

**Raised ₹ 13,81,116 for Cancer Patients Aid Association
Highest Individual Fundraiser in Corporate Challenge**

A vision of a better world and giving in the heart, Manian is a philanthropist in its truest spirit.

"Running a marathon is even more fulfilling when you run with a purpose. SCMM is one such wonderful platform that provides opportunity to raise funds for cancer, a cause that connects with my heart. I am truly indebted to my family, friends and colleagues for their generous support and good wishes. SCMM breaks all boundaries in creating awareness of social causes and it is great to be associated with it."



SHANTI EKAMBARAM

President, Consumer Banking - Kotak Mahindra Bank Ltd.

**Raised ₹ 10,21,000 for Society of Parents of children with Autistic Disorders (SOPAN)
2nd Highest Individual Fundraiser in Corporate Challenge**

A runner at heart and a consistent fundraiser at SCMM.

"SCMM is by far the largest event that unites the entire city where people participate and raise funds in support of various social causes. Nothing is as motivating as having individuals step out of their comfort zone and reach out to family and friends in order to make a difference. It is a privilege to be part of this incredible platform that works towards the upliftment of the underprivileged."

Name of the Corporate	NGO Supported	Funds Raised (₹)
UPL Ltd.	Swayamsiddh	4,00,000
Viacom 18 Media Private Limited	The Akanksha Foundation	8,00,000
Vodafone India Limited	Deeds Public Charitable Trust	4,00,000
Vodafone India Ltd	Childline India Foundation	6,75,000
Welspun Global Brands Ltd	St. Jude's Childcare Center	2,75,000
Wockhardt Limited	Wockhardt Foundation	4,00,000

**Organizations whose employees have raised funds for the chosen NGO(s).*



FUNDS RAISED BY NGOS @ SCMM 2015

ARTS AND SPORTS

Total Amount Raised: ₹ 37,02,999



REPUBLICAN SPORTS CLUB

Total amount raised: ₹ 23,43,000

Republican Sports Club promotes our national game, hockey with a mission to nurture young and talented underprivileged hockey players and provide them with specialized training in order to compete in national/international sporting events. They also provide them sports equipment (graphite hockey sticks, astro-turf shoes, nutrition) and practice matches with other state teams. The objective of this club is also to ensure that the system of coaching is held accountable and that the children are not exploited by persons who have zero or very little experience in coaching.

"The greatest value of the Standard Chartered Mumbai Marathon and United Way of Mumbai is providing the tools and the means to network with peers. We have common problems, but often do not know where to turn for help in solving them. This provides a pool of resources to find those solutions. Second, of course, is professional development."

MERZABAN PATEL, President, Republican Sports Club.





ABHI FOUNDATION

Amount raised: ₹ 1,15,000



GOSPORTS FOUNDATION

Amount raised: ₹ 97,000



OSCAR (ORGANIZATION FOR SOCIAL CHANGE, AWARENESS & RESPONSIBILITY) FOUNDATION

Amount raised: ₹ 2,08,999



SINNAR TALUKA AMATEUR ATHLETIC ASSOCIATION

Amount raised: ₹ 97,000



FOUNDATION FOR PROMOTION OF SPORTS AND GAMES

Amount raised: ₹ 1,000



KHELSHALA

Amount raised: ₹ 4,24,000



SALAAM BOMBAY FOUNDATION

Amount raised: ₹ 4,13,000



SHREE SAMARTHA VYAYAM MANDIR

Amount raised: ₹ 2,500



CHILDREN & ELDERLY CARE

Total Amount Raised: ₹ 2,90,72,988



SAVE THE CHILDREN INDIA

Total amount raised: ₹ 1,02,86,486

Founded by Mrs. Vipula Kadri in 1988, Save The Children India has completed 26 successful years in the non-profit sector. Since inception, they have reached out to over 2,00,000 beneficiaries in the areas of education, women's empowerment and health. Their interventions in education are holistic as they encompass pre-primary education, remedial education as well as special education for differently-abled children. In 2013-14, the numbers of pre-primary education centers increased from 150 to 227. In these centers, students receive early stimulus to education and safe environments to learn and grow. Save The Children India is the highest fund raising NGO in the category 'Children & Elderly Care'.

"When my child started attending the Special Care Center school at Save The Children India, there was immense improvement in his speech. The efforts that his teachers have put in, has built his self-confidence. He now attends a regular school and also communicates with normal children."

MOTHER OF ZAID SHAIKH, Hearing Impaired Student

"Standard Chartered Mumbai Marathon 2015 was a fulfilling experience in all - pre-marathon, marathon and post-marathon-stages. It is not only an effort to mobilize support for underprivileged sections of the society, but also for us to connect with like-minded, socially-conscious individuals and build long term relationships. The online fundraising platform for SCMM 2015 was user-friendly. The options of supporting multiple NGOs and live updates about total donations were very helpful in keeping the enthusiasm high during the pre-marathon phase. The provision of including audio-visual media like videos on NGO pages enabled the charities to display their causes and impact to all their supporters effectively."

DR. SUBHADRA ANAND, CEO, Save The Children India.





AGRAGAMI INDIA

Amount raised: ₹ 1,000



**ARPAN – TOWARDS FREEDOM
FROM CHILD SEXUAL ABUSE**

Amount raised: ₹ 89,000



DESIRE SOCIETY

Amount raised: ₹ 52,500



BAL ASHA TRUST

Amount raised: ₹ 5,59,549



CATALYSTS FOR SOCIAL ACTION

Amount raised: ₹ 11,05,753



FAMILY SERVICE CENTRE

Amount raised: ₹ 11,85,946



CHILD HELP FOUNDATION

Amount raised: ₹ 10,45,200



CHILDLINE INDIA FOUNDATION

Amount raised: ₹ 30,09,004



**ISKCON FOOD RELIEF
FOUNDATION (ANNAMRITA)**

Amount raised: ₹ 3,51,277



**COMMITTED COMMUNITIES
DEVELOPMENT TRUST**

Amount raised: ₹ 1,63,000



**COMMUNITY OUTREACH
PROGRAMME**

Amount raised: ₹ 4,33,001



**MAHARASHTRA STATE
WOMEN'S COUNCIL**

Amount raised: ₹ 20,83,699



DIGNITY FOUNDATION
Amount raised: ₹ 5,15,000



MIRACLE FOUNDATION INDIA
Amount raised: ₹ 2,500



SAHARA CENTRE FOR RESIDENTIAL CARE & REHABILITATION
Amount raised: ₹ 68,000



HELPAge INDIA
Amount raised: ₹ 2,11,499



PLAN INTERNATIONAL (INDIA CHAPTER)
Amount raised: ₹ 4,02,500



SANTOSH INSTITUTE
Amount raised: ₹ 94,000



MAGIC BUS INDIA FOUNDATION
Amount raised: ₹ 25,87,700



PALM'S CARE FOUNDATION
Amount raised: ₹ 2,65,000



SHRI AMRELI MUK BADHIR SEVA TRUST
Amount raised: ₹ 2,76,000



MAKE A DIFFERENCE
Amount raised: ₹ 4,42,924



PUSHP HARI FOUNDATION
Amount raised: ₹ 97,000



SOS CHILDREN'S VILLAGES OF INDIA
Amount raised: ₹ 3,000



TARA MOBILE CRÈCHES PUNE

Total amount raised: ₹ 8,02,500

Debut at SCMM

Tara Mobile Crèches Pune has been a pioneer organization for the last three decades, which provides day care services to the children of the marginalized, under-privileged migrant labourers working on construction sites. Approximately 1200 children, from infants to 14 years of age are looked after by the TMCP through its 16 centres located in Pune, PCMC and 1 at Lavasa.

This was the first time TMCP participated in the Standard Chartered Mumbai Marathon and they would like to thank KPMG for championing their cause at SCMM 2015. The funds raised this year will help TMCP provide integrated child care services facilities for education, nutrition, health, recreation which aim at providing an environment fostering holistic growth and development in 4869 children of migrant labourers working at construction sites.





ST. JUDE INDIA CHILDCARE CENTRES
Amount raised: ₹ 8,55,950



THE AANGAN TRUST
Amount raised: ₹ 2,30,000



THE AKSHAYA PATRA FOUNDATION
Amount raised: ₹ 7,91,500



THE OPEN TREE FOUNDATION
Amount raised: ₹ 2,55,000



TOUCH (TURNING OPPORTUNITIES FOR UPLIFTMENT AND CHILD HELP)
Amount raised: ₹ 2,500



THE BOMBAY COMMUNITY PUBLIC TRUST
Amount raised: ₹ 8,05,000



DISABILITY

Total Amount Raised: ₹ 3,31,52,238



AMAR SEVA SANGAM

Total amount raised: ₹ 81,46,211

Started with just 8 children with disabilities, a new initiative was exclusively launched for the development of the disabled persons in 1991. Since then, Amar Seva Sangam has established major facilities in the village of Ayikudy where several state-of-the-art-technology programs are provided for all the rehabilitation requirements of persons with disabilities from basic schooling to higher education, vocational rehabilitation, special education for mentally challenged, hostels for disabled children and youth, rehabilitation centre for spinal injured patients and a medical testing / therapy unit. The organisation has won several awards and recognitions across the country and internationally.

At present Amar Seva Sangam caters to more than 13,000 persons with disabilities in more than 800 villages in Tirunelveli District of Tamilnadu. The funds raised in SCMM 2015 will be utilized for early Intervention for childhood disability and for the water recycling biogas generation project for its water and energy needs.





ADAPT (FORMERLY THE SPASTICS SOCIETY OF INDIA)
Amount raised: ₹ 14,18,042



ASSOCIATION FOR THE WELFARE OF PERSONS WITH A MENTAL HANDICAP IN MAHARASHTRA (AWMH MAHARASHTRA).
Amount raised: ₹ 1,90,000



CHESHIRE DISABILITY TRUST
Amount raised: ₹ 1,71,000



CHILDRaise TRUST
Amount raised: ₹ 1,60,000



ARUSHI SOCIETY
Amount raised: ₹ 3,35,192



BHAGWAN MAHAVEER VIKLANG SAHAYATA SAMITI
Amount raised: ₹ 7,58,000



CHESHIRE HOMES INDIA BANGALORE UNIT
Amount raised: ₹ 3,81,150



DEAF ENABLED FOUNDATION
Amount raised: ₹ 2,500



DEEDS PUBLIC CHARITABLE TRUST
Amount raised: ₹ 8,82,000



KHUSHI PEDIATRIC THERAPY CENTRE
Amount raised: ₹ 13,63,000



MBA FOUNDATION
Amount raised: ₹ 5,76,101



MUSKAN FOUNDATION FOR PEOPLE WITH MULTIPLE DISABILITIES
Amount raised: ₹ 2,14,000



FORUM FOR AUTISM

Amount raised: ₹ 6,30,451



**NATIONAL ASSOCIATION
FOR THE BLIND, INDIA**

Amount raised: ₹ 1,81,500



**NAVA JEEVANA PARENTS
ASSOCIATION FOR MENTALLY
CHALLENGED PEOPLE**

Amount raised: ₹ 42,500



KSHITIJ

Amount raised: ₹ 1,000



OM CREATIONS TRUST

Amount raised: ₹ 5,72,598



**ROTARY CLUB OF
BOMBAY QUEEN'S NECKLACE
CHARITABLE TRUST**

Amount raised: ₹ 1,13,000



MENTAID

Amount raised: ₹ 2,22,001



SANGOPITA – A SHELTER FOR CARE

Amount raised: ₹ 73,000



SENSE INTERNATIONAL INDIA

Amount raised: ₹ 98,500



NASEOH, INDIA

Amount raised: ₹ 6,11,868



SHRADDHA CHARITABLE TRUST

Amount raised: ₹ 2,00,000



SOPAN

Amount raised: ₹ 21,47,912



RATNA NIDHI CHARITABLE TRUST

Total amount raised: ₹ 6,10,763

Debut at SCMM

For over 25 years Ratna Nidhi Charitable Trust has endeavored to bring about welfare and development of both the rural as well as urban destitute without distinction of caste, creed or colour. Their focus has been on the poorest of the poor slum and street children as well as the physically handicapped. Ratna Nidhi Charitable Trust have been one of the pioneers in organizing mobility camps across India and in developing nations abroad, having helped approximately 2,45,000 disabled persons with various mobility appliances such as Jaipur foot / calipers, crutches and wheelchairs, helping restore their confidence and dignity and allowing them to lead a near normal life. Ratna Nidhi Charitable Trust also has a Food for Education Project wherein they provide meals to around 4,500 poor school going children on a daily basis.

"The experience at our debut SCMM was fantastic. Seven of our Jaipur Foot/Calipers beneficiaries participated in Dream Run and it has really helped them gain immense confidence that they too can walk as a normal person. Three of them completed the full Dream Run circuit, walking on their artificial legs and have become heroes among their friends and family. We would like to express our gratitude for the efforts of one of our fundraiser, Mrs. Rita Chaitanya, who single handed managed to raise 75% of our target funds in her debut participation in SCMM, simply because she wants to see more and more people stand on their feet. We will be using the funds raised for our Mobility and Food for Education projects. SCMM's online fundraising platform helped us reach out to more people. We are looking forward to SCMM 2016!"

MR. RAJIV MEHTA - Trustee, Ratna Nidhi Charitable Trust.





**SRI SRI THAKUR
ANUKULCHANDRA SEVA KENDRA**
Amount raised: ₹ 29,500



**SUSHILABAI NANASAHEB
DEO CHARITABLE TRUST**
Amount raised: ₹ 15,001



VAANI, DEAF CHILDREN'S FOUNDATION
Amount raised: ₹ 45,554



**SWAYAMSIDDH MATIMAND
MULANSATHI MATRUPALAK SANSTHA**
Amount raised: ₹ 25,46,000



THE AURED CHARITABLE TRUST
Amount raised: ₹ 8,65,000



WAR WOUNDED FOUNDATION
Amount raised: ₹ 25,14,399



**THE RESEARCH SOCIETY FOR THE CARE,
TREATMENT & TRAINING OF CHILDREN
IN NEED OF SPECIAL CARE**
Amount raised: ₹ 44,44,988



THINK FOUNDATION
Amount raised: ₹ 10,63,465



**V D INDIAN SOCIETY FOR
MENTALLY RETARDED**
Amount raised: ₹ 1,03,000



TRINAYANI
Amount raised: ₹ 1,55,000



UMMEED CHILD DEVELOPMENT CENTER
Amount raised: ₹ 7,90,042



VCONNECT FOUNDATION
Amount raised: ₹ 1,84,000

EDUCATION

Total Amount Raised: ₹ 8,37,40,312

ISHA EDUCATION

Total amount raised: ₹ 1,26,68,724



3rd Highest Fundraising NGO at SCMM 2015

Isha Vidhya works for the economic and social empowerment of rural children in the villages across southern state of Tamil Nadu, India. Their English-medium schools, coupled with a holistic, activity-based approach for education, nurtures children's development beyond just academics, ensuring that students realize their full potential and learn in a joyful manner. 2014-15 marks a very important milestone for Isha Vidhya schools as the first batch of students will be appearing for Class X examinations. The current year is also very critical as the schools need to complete the necessary infrastructure for Class XI and XII. Funds raised in SCMM 2015 will go towards supporting infrastructure development, providing scholarships for the deserving rural children and for the Government School Adoption program.

"Year after year, the Standard Chartered Mumbai Marathon has provided an unmatched platform for fundraising. SCMM 2015 saw participation from a very large number of Isha volunteers and has helped us mobilize them for projects and helped create critical infrastructure in our schools & provide scholarship to underprivileged rural children. Innovative measures from United Way of Mumbai motivated and inspired the runners to give their 100% and raise funds for the children of Isha Vidhya rural schools."

VINOD HARI, Project Director, Isha Vidhya.

Rithika studies in 6th standard. She hails from Dharmapuri which is 19 kms from an Isha school. Her father sells key chains and purses at a bus stand, while her mother works in a book store. She was enrolled at an Isha school after a volunteer informed her mother about Isha's scholarship programs.

"I am very happy and grateful to be studying in this school, I feel enthusiastic to come here every day. I am able to study well because, I have access to a Math lab, English lab, Computer lab, library and my teachers make us learn in a playful manner. Science is my favorite subject and I want to become an aeronautical engineer so that I earn money and help children like me study well."





A WORLD OF OPPORTUNITY FOUNDATION

Amount raised: ₹ 4,28,400



APNE AAP WOMEN'S COLLECTIVE

Amount raised: ₹ 5,95,200



ATMA EDUCATION TRUST

Amount raised: ₹ 12,91,702



AVASARA LEADERSHIP INSTITUTE

Amount raised: ₹ 5,21,000



AMCHA GHAR

Amount raised: ₹ 2,500



ASEEMA CHARITABLE TRUST

Amount raised: ₹ 13,05,734



AVANTI FELLOWS

Amount raised: ₹ 1,050



**AVEHI PUBLIC CHARITABLE
(EDUCATIONAL) TRUST**

Amount raised: ₹ 80,221



AVISHKAR SHIKSHAN SANSTHA, NASHIK

Amount raised: ₹ 10,02,500



**BALLYGUNJ SOCIETY FOR
CHILDREN IN PAIN (CHIP)**

Amount raised: ₹ 5,23,000



BHUMI

Amount raised: ₹ 1,17,109



BORDERLESS WORLD FOUNDATION

Amount raised: ₹ 10,02,500



BAL UTSAV

Amount raised: ₹ 2,500



CHILDREN'S MOVEMENT FOR CIVIC AWARENESS

Amount raised: ₹ 11,54,901



CHILUME SOCIAL SERVICE SOCIETY

Amount raised: ₹ 98,500



BHARTI FOUNDATION

Amount raised: ₹ 1,000



CRY – CHILD RIGHTS AND YOU

Amount raised: ₹ 4,67,152



DREAM A DREAM

Amount raised: ₹ 2,25,614



BLUE STAR FOUNDATION

Amount raised: ₹ 8,01,000



EACH ONE TEACH ONE CHARITABLE FOUNDATION

Amount raised: ₹ 1,21,000



EDUCO

Amount raised: ₹ 1,23,200



CHILDREN TOY FOUNDATION

Amount raised: ₹ 4,46,100



FRIENDS OF TRIBALS SOCIETY

Amount raised: ₹ 1,000



GHARDA FOUNDATION

Amount raised: ₹ 97,000



GIRIVANVASI EDUCATIONAL TRUST

Amount raised: ₹ 18,000



GLOBAL FOUNDATION

Amount raised: ₹ 16,97,000



JUNIOR ACHIEVEMENT INDIA

Amount raised: ₹ 1,02,000



GOSAVI BAHUUDHESIYA SANSTHA

Amount raised: ₹ 1,04,500



**HELEN KELLER INSTITUTE
FOR DEAF & DEAFBLIND**

Amount raised: ₹ 10,01,000



KARUNYA TRUST, MUMBAI

Amount raised: ₹ 14,14,500



HUMAN CAPITAL FOR THIRD SECTOR

Amount raised: ₹ 1,03,000



INDIA SPONSORSHIP COMMITTEE

Amount raised: ₹ 2,76,750



LEARNING SPACE FOUNDATION

Amount raised: ₹ 12,500



INDIAN DREAMS FOUNDATION

Amount raised: ₹ 95,500



JANTA KELAVANI MANDAL

Amount raised: ₹ 2,500



LIFE TRUST

Amount raised: ₹ 42,16,853



SAINT GOBAIN INDIA FOUNDATION

Total amount raised: ₹ 12,02,500

Debut at SCMM

For Saint-Gobain, good business sense is about achieving ambitious economic goals and being socially responsible at the same time. Driven by this belief, the Saint-Gobain India Foundation (SGIF) has been established to enable life and livelihood through education of underprivileged children, with a focus on educating the girl child. The Foundation also supports projects for the underprivileged in other areas by funding vocational or technical training, medical and health facilities and services, conservation and restoration of the environment.

In their first time at the Standard Chartered Mumbai Marathon, SGIF did a commendable job by raising ₹ 12,02,500 for their cause, thus setting an example for new and upcoming NGOs.



Supporters of Saint Gobain India Foundation at SCMM 2015.



K.C. MAHINDRA EDUCATION TRUST A/C NANHI KALI
Amount raised: ₹ 76,80,051



LODHA CHARITABLE TRUST
Amount raised: ₹ 4,31,000



MAHARASHTRA DYSLEXIA ASSOCIATION
Amount raised: ₹ 9,23,961



KOTAK EDUCATION FOUNDATION
Amount raised: ₹ 10,68,303



MASOOM
Amount raised: ₹ 5,93,000



MELJOL
Amount raised: ₹ 39,250



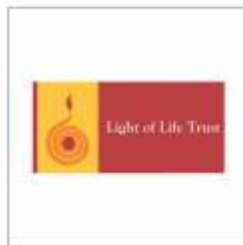
LEND-A-HAND INDIA
Amount raised: ₹ 1,19,684



MILT CHARITABLE TRUST, BOMBAY
Amount raised: ₹ 1,08,000



MODERN EDUCATIONAL SOCIAL & CULTURAL ORGANIZATION
Amount raised: ₹ 44,1000



LIGHT OF LIFE TRUST
Amount raised: ₹ 8,46,000



MUMBAI MOBILE CRECHES
Amount raised: ₹ 33,89,141.6



MUKTANGAN-PARAGON CHARITABLE TRUST
Amount raised: ₹ 47,32,651



NAVASRUSHTI INTERNATIONAL TRUST (DHARMA BHARATHI MISSION)
Amount raised: ₹ 3,50,000



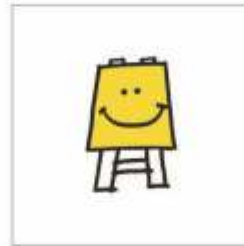
NEW RESOLUTION INDIA
Amount raised: ₹ 1,23,000



REALITY GIVES
Amount raised: ₹ 7,02,782



OUR BIT
Amount raised: ₹ 1,41,000



PRATHAM EDUCATION FOUNDATION
Amount raised: ₹ 59,000



S.P.J. SADHANA SCHOOL
Amount raised: ₹ 6,79,000



PRATHAM INFOTECH FOUNDATION
Amount raised: ₹ 2,35,000



PSYCHOANALYTIC THERAPY & RESEARCH CENTRE
Amount raised: ₹ 7,72,201



SANSKRITI SAMVARDHAN MANDAL
Amount raised: ₹ 4,65,000



QUARRY WORKERS & RURAL INTEGRATED DEVELOPMENT SOCIETY
Amount raised: ₹ 98,500



RA FOUNDATION
Amount raised: ₹ 1,21,000



SECURE GIVING
Amount raised: ₹ 2,53,500



ROSY BLUE FOUNDATION
Amount raised: ₹ 4,02,500



SHARON WELFARE SOCIETY
Amount raised: ₹ 1,41,496



SHELTER DON BOSCO
Amount raised: ₹ 1,77,300



SAHAARA CHARITABLE SOCIETY
Amount raised: ₹ 2,28,112



**SIND BRAHMA SIKHYA SAMELAN -
KAMLA HIGH SCHOOL
(SIND BRAHMA SIKHYA SAMELAN)**
Amount raised: ₹ 4,02,500



SMILE FOUNDATION
Amount raised: ₹ 55,90,400



SAVE THE CHILDREN
Amount raised: ₹ 2,67,100



**SOCIETY FOR HUMAN AND
ENVIRONMENTAL DEVELOPMENT.**
Amount raised: ₹ 8,47,198



**SOMAIYA VIDYAVIHAR
(HELP A CHILD TO STUDY)**
Amount raised: ₹ 17,000



SEVA SAHAYOG FOUNDATION
Amount raised: ₹ 1,90,400



SPANDAN ECO FOUNDATION
Amount raised: ₹ 1,86,500



SUJAYA FOUNDATION
Amount raised: ₹ 2,01,000



TAKSHEEL FOUNDATION
Amount raised: ₹ 50,500



**THE ABDUL HAMID SCHOLARSHIP
FUND COMMITTEE**
Amount raised: ₹ 2,37,000



THE FOUNDATION
Amount raised: ₹ 1,61,000



THE NALANDA FOUNDATION
Amount raised: ₹ 9,000



TEACH TO LEAD
Amount raised: ₹ 45,05,166



THE AKANKSHA FOUNDATION
Amount raised: ₹ 54,61,669



**THE INDIAN COUNCIL FOR
MENTAL HEALTH**
Amount raised: ₹ 9,37,984



THE SOCIETY FOR DOOR STEP SCHOOLS
Amount raised: ₹ 10,11,000



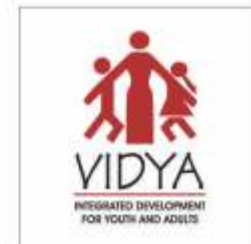
TOUCHING LIVES WELFARE TRUST
Amount raised: ₹ 2,62,129



UDAAN WELFARE FOUNDATION
Amount raised: ₹ 2,22,557



**VICTORIA MEMORIAL SCHOOL
FOR THE BLIND**
Amount raised: ₹ 50,500



**VIDYA INTEGRATED DEVELOPMENT
FOR YOUTH AND ADULTS**
Amount raised: ₹ 13,24,198



UDAAN INDIA FOUNDATION

Amount raised: ₹ 3,05,100



UMANG CHARITABLE TRUST

Amount raised: ₹ 1,56,000



UMANG FOUNDATION

Amount raised: ₹ 21,75,768



WOCKHARDT FOUNDATION

Amount raised: ₹ 4,97,000



WOMEN'S INDIA TRUST

Amount raised: ₹ 25,000



ENVIRONMENT AND ANIMAL WELFARE

Total Amount Raised: ₹ 60,23,937

PARYAVARAN MITRA

Total amount raised: ₹ 24,01,000



Paryavarana Mitra is committed to preserving our environment and battling all forms of air, water, land and noise pollution. Paryavarana Mitra or 'Friends of Environment' was founded by Mrs. Kiran Bajaj in September 2004, and it is headquartered at Shikohabad in Uttar Pradesh. The main objectives of the NGO are:

Preventing Air Pollution: Through Tree plantation, development of small forests, green belts, nursery development;

Preventing Land Pollution: By soil testing, organic farming, producing organic manure, organic kitchen garden, organic fruits & medicinal plants;

Preventing Water Pollution: Through water purification, E.T.P in factories, water conservation through rain water harvesting and revival of ponds and water bodies;

Preventing Noise Pollution: By conducting regular PUC check-ups for vehicles and leading campaigns against fire crackers, etc.

"The Standard Chartered Mumbai Marathon is a great platform for like-minded people to come together for a cause, be it for a personal reason, for health, for friends and family or for a CSR objective you believe in. SCMM is a great way to get people to contribute for the charity they believe in as well keep oneself fit by running or walking. It has benefitted Paryavarana Mitra when employees, friends and family of Bajaj Electricals Ltd. have contributed for our cause."

MRS. KIRAN BAJAJ, President, Paryavarana Mitra





AHIMSA
Amount raised: ₹ 1,37,000



ANIMALS MATTER TO ME, MUMBAI
Amount raised: ₹ 13,201



WORLD FOR ALL ANIMAL CARE AND ADOPTIONS
Amount raised: ₹ 3,75,310



GREEN YATRA TRUST
Amount raised: ₹ 1,17,000



IN DEFENSE OF ANIMALS
Amount raised: ₹ 1,81,000



WORLD WIDE FUND FOR NATURE – INDIA
Amount raised: ₹ 98,500



PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS, INDIA
Amount raised: ₹ 1,27,426



THE WELFARE OF STRAY DOGS
Amount raised: ₹ 1,13,000



YODA (YOUTH ORGANIZATION IN DEFENSE OF ANIMALS)
Amount raised: ₹ 19,500



TROPICAL RESEARCH AND DEVELOPMENT CENTRE
Amount raised: ₹ 97,000



VANASHAKTI
Amount raised: ₹ 2,94,000

HEALTH

Total Amount Raised: ₹ 5,74,56,041

SHRIMAD RAJCHANDRA LOVE & CARE

Total amount raised: ₹ 1,66,87,596

Highest Fundraising NGO at SCMM 2015



Shrimad Rajchandra Love and Care is an initiative to offer service and bring joy to the lives of the underserved sections of society, through a 10 Care programme related to mankind, animals and environment, spread over 50 cities worldwide, with over 500 volunteers devoted to this cause.

Over the course of its journey at the SCMM, an amount of over INR 6 crores has been raised by SRLC for charitable causes that have brought about a transformation in innumerable lives. SRLC continued its 5th year of participation in the 2015 edition of this illustrious event with fervour and excitement.

Some of the milestones achieved in the year 2014 are:

- ❖ Over 1,00,000 patients treated from rural areas by Shrimad Rajchandra Hospital (SRH) and Shrimad Rajchandra Viklang Centre (SRVC), including over 450 infants at the Neonatal Intensive Care Unit (NICU).
- ❖ Over 700 units of blood collected by various Mission centres.
- ❖ Educational aids worth distributed at subsidised rates to more than 1,25,000 rural students.
- ❖ Over 1,20,000 mid-day meals served to rural students.
- ❖ Shrimad Rajchandra Kala Utsav witnessed participation from over 100 schools, 3000 tribal children.
- ❖ Beautification of the paediatric wards of BYL Nair Charitable Hospital and KEM Hospital were completed.
- ❖ Over 575 cattle provided to the farmers for farming, which would provide financial assistance to them and a secured life to the cattle.
- ❖ Shrimad Rajchandra Pustakalay - libraries donated to 10 rural schools.
- ❖ Cleanliness drives conducted in various areas in support of the Swachh Bharat Abhiyan.
- ❖ Over 1,70,000 lives benefitted from humanitarian activities.
- ❖ Over 2,50,000 litres of buttermilk distributed across the rural community.
- ❖ A new lease of life provided to over 4,500 animals by rescuing them from slaughter and relocating to panjrapoles.
- ❖ Financial support extended to more than 50 panjrapoles housing over 60,000 animals.
- ❖ Over 1,500 animals treated through medical camps.
- ❖ Over 4,100 water pots distributed to help quench the thirst of birds during summer.
- ❖ Support extended towards emergency relief in the aftermath of the Jammu and Kashmir floods.

SCMM 2015 was yet another successful initiative which provided SRLC the opportunity to carry forward its benevolent vision of bringing joy to the underprivileged.





ADITYA JYOT FOUNDATION FOR TWINKLING LITTLE EYES
Amount raised: ₹ 1,000



AISHWARYA TRUST
Amount raised: ₹ 1,28,133



BOMBAY MEDICAL AID FOUNDATION
Amount raised: ₹ 65,000



AMERICARES INDIA FOUNDATION
Amount raised: ₹ 4,01,000



CANCER PATIENTS AID ASSOCIATION
Amount raised: ₹ 33,93,858



ALERT- INDIA
Amount raised: ₹ 3,97,000



ARMMAN
Amount raised: ₹ 1,66,616



DEEPSIKHA
Amount raised: ₹ 97,000



APEX KIDNEY FOUNDATION
Amount raised: ₹ 73,000



BAUN FOUNDATION TRUST - CUMBALA HILL HOSPITAL
Amount raised: ₹ 42,500



FOUNDATION FOR MOTHER & CHILD HEALTH
Amount raised: ₹ 6,66,600



ASIAN CANCER FOUNDATION
Amount raised: ₹ 84,000



CARE FOUNDATION

Total amount raised: ₹ 1,65,94,011

2nd Highest Fundraising NGO at SCMM 2015

The activities and projects of CARE FOUNDATION (Centre for Aid Rehabilitation and Education) originated from the most important thought "WE CARE". It works towards the betterment of the society mainly by providing financial assistance through scholarships, and free education to deserving the poor and needy, better medical treatment at lower rates for the underprivileged at their Charitable Hospital & Medical Centre, women empowerment programs making them self-reliant, free education for children of construction workers and promote public awareness programs related to health, hygiene, family planning, AIDS, etc.

The activities under CARE FOUNDATION were initiated by Late Mrs. Anju Jain, the Soul of CARE FOUNDATION and the organization experienced tremendous growth under her able leadership. Over 3000 students have benefitted so far under the student adoption program, over 600 women have become self-reliant and are either running successful small-business ventures or employed with a stable income.

Care Foundation's core philosophy is 'ANYBODY CAN JUMP'. It is about the belief that you can do it, irrespective of your physical ability or your financial standing; it is about the exhilaration. Hence ANY BODY CAN JUMP aims to be a movement which will create examples and make people relate to them and bring the change in the world which every one of us has been wanting to witness.

"Anybody Can Jump- Anyone can achieve anything one desires, if given the right resources, right platform and right opportunity. Anybody Can Jump is an initiative by Care Foundation to bring out the best in an individual and make him or her Jump to achieve what they desire. We believe that good people must be remembered by the good work they do. This is our small attempt at doing just that", said Mahek Jain, Trustee, CARE FOUNDATION.

Going forward, CARE FOUNDATION under the initiative of ANYBODY CAN JUMP will be instituting 2 schools, develop unique sports-theme based playgrounds, develop a wellness and a rehabilitation centre, and self-help groups for women.





**CANCER AID &
RESEARCH FOUNDATION**
Amount raised: ₹ 2,64,300



INDIAN CANCER SOCIETY
Amount raised: ₹ 20,97,741



INDIAN EPILEPSY ASSOCIATION
Amount raised: ₹ 1,61,000



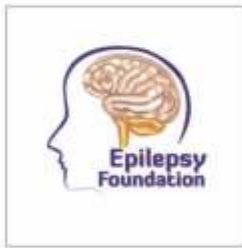
CANKIDS KIDSCAN
Amount raised: ₹ 7,72,122



JIVAN JYOT DRUG BANK
Amount raised: ₹ 1,08,000



K J SOMAIYA MEDICAL TRUST
Amount raised: ₹ 31,000



EPILEPSY FOUNDATION
Amount raised: ₹ 23,12,575



**KALAVATI RAJNIKANT
KANAKIA FOUNDATION**
Amount raised: ₹ 1,61,000



KRIPA FOUNDATION
Amount raised: ₹ 10,70,001



**HEMOPHILIA SOCIETY
MUMBAI (CHAPTER)**
Amount raised: ₹ 3,54,351



MAKE-A-WISH FOUNDATION OF INDIA
Amount raised: ₹ 19,18,000



MANAV FOUNDATION
Amount raised: ₹ 96,500



N K DHABHAR CANCER FOUNDATION
Amount raised: ₹ 3,45,000



**NARAYANA HRUDAYALAYA
CHARITABLE TRUST**
Amount raised: ₹ 29,500



ROKO CANCER CHARITABLE TRUST
Amount raised: ₹ 2,77,000



**NETWORK IN THANE BY PEOPLE
LIVING WITH HIV(NTP+)**
Amount raised: ₹ 4,65,000



NIRAMAYA HEALTH FOUNDATION
Amount raised: ₹ 65,000



**RUNNERS OF HOPE INITIATIVE FOR THE
TREATMENT OF CHILDREN WITH CANCER
SAATHI FOUNDATION**
Amount raised: ₹ 1,61,000



OJUS MEDICAL INSTITUTE
Amount raised: ₹ 98,500



PARIVARTAN SANDESH FOUNDATION
Amount raised: ₹ 5,300



SHIVPURI PRAGATI MANDAL
Amount raised: ₹ 1,09,000



**PARKINSON'S DISEASE AND
MOVEMENT DISORDER SOCIETY**
Amount raised: ₹ 5,94,098



**PRAGATI HOLISTIC
DEVELOPMENT TRUST**
Amount raised: ₹ 3,40,500



**SOCIETY FOR NUTRITION,
EDUCATION AND HEALTH ACTION**
Amount raised: ₹ 8,94,861

DR HEDGEWAR HOSPITAL
(TRUST - DR. BABASAHEB AMBEDKAR VAIDYAKIYA PRATISHTHAN)

Total amount raised: ₹ 15,94,076

Debut at SCMM



Dr. Hegdewar Hospital is an innovative social-healthcare model which was started by 7 doctors 25 years ago, who felt a strong urge to take the best medical technology to the common man at an affordable cost. Today the 256 bed multispecialty hospital caters to the entire population of the Marathwada region and is known for its ethical & integral services. Through nearly 40 social projects the organisation touches nearly 7 lakh lives annually through innovative projects in education, balwadis, skill development, irrigation know-how, water shed projects, women empowerment, adolescent girl project, Slum Health centres etc.

"Our experience of SCMM 2015 was brilliant; it was our first time at the event and it lived up to all that we had heard of it as a race as well as a charity platform. The funds will be utilized to extend the benefits of our nearly 40 social projects to the rural population of Aurangabad and more than 100 adjoining villages that we work extensively in. The efforts will help take healthcare to people who do not have access even to basic healthcare, it will help involve more rural girls in our Adolescent Girl Project, and maybe help us provide free fodder to the farmers whose cattle will surely die in the drought that has already begun. We want to congratulate the team of UWM & SCMM for making this a memorable event. We will be eagerly waiting to get going with the next version of SCMM!"

DR. ANANT PANDHARE (Medical Director)





**ROYAL COMMONWEALTH SOCIETY
FOR THE BLIND (SIGHTSAVERS)**
Amount raised: ₹ 12,500



SAATHI FOUNDATION
Amount raised: ₹ 2,500



V CARE FOUNDATION
Amount raised: ₹ 5,27,702



SHANTI DEVI DAGA MEMORIAL TRUST
Amount raised: ₹ 98,500



TATA MEDICAL CENTRE TRUST
Amount raised: ₹ 25,62,100



VASANTHA MEMORIAL TRUST
Amount raised: ₹ 23,44,000



SHRI SADGURU SEVA SANGH TRUST
Amount raised: ₹ 41,000



**THE BAI JERBAI WADIA
HOSPITAL FOR CHILDREN**
Amount raised: ₹ 4,10,500



**SOCIETY OF FRIENDS OF THE
SASSOON HOSPITALS**
Amount raised: ₹ 2,500



URVI ASHOK PIRAMAL FOUNDATION
Amount raised: ₹ 6,76,000

LIVELIHOOD, SOCIAL & COMMUNITY DEVELOPMENT

Total Amount Raised: ₹ 1,82,96,303.64



CONCERN INDIA FOUNDATION
Total amount raised: ₹ 26,51,138

Set up in 1991, Concern India Foundation, a registered non-profit, public charitable trust extends financial and non-financial support to grassroots NGOs working in the areas of education, health and community development. Concern India Foundation works towards helping people help themselves by making the disadvantaged self-reliant and enabling them to lead a life of dignity. Through their efforts, today Concern India Foundation supports over 270 grassroots NGOs reaching out to over 1,60,000 lives directly from the disadvantaged sections of society through their offices in Mumbai, Delhi, Bengaluru, Chennai, Kolkata, Hyderabad and Pune.

Concern India Foundation would like to acknowledge their partners who supported them in SCMM 2015 viz. LICHFL, Marsh, Marico, Omkar Realtors, Riverdale School and Hager. Also they would like to thank pledge raisers Mayur Bhatt and Gautam Das.

"As I run for a cause, I urge you to 'pause for a cause'. This year I ran the full marathon at SCMM in aid of Concern India Foundation. The funds raised were directed towards educational programs supported by the organization. The activities of these programs are wide and diverse, ranging from balwadis for tribal children and activities in rural schools to raise the quality of education and encourage children to stay in school, to bridge-classes for school dropouts in the urban slums."

MAYUR BHATT, pledge raiser for Concern India Foundation.





ACTIONAID ASSOCIATION
Amount raised: ₹ 2,500



AF TRUST
Amount raised: ₹ 1,37,000



APNALAYA
Amount raised: ₹ 7,26,601



ASK FOUNDATION
Amount raised: ₹ 4,02,500



ADORE CHARITIES
Amount raised: ₹ 1,28,000



AGA KHAN RURAL SUPPORT PROGRAMME (INDIA)
Amount raised: ₹ 1,000



AROEHAN-COLLEGE OF SOCIAL WORK NIRMALA NIKETAN INSTITUTE
Amount raised: ₹ 97,000



ATUL RURAL DEVELOPMENT FUND
Amount raised: ₹ 2,500



BAHUJAN HITAY TRUST
Amount raised: ₹ 1,00,600



CENTRE FOR SOCIAL ACTION
Amount raised: ₹ 1,12,000



COTAAP RESEARCH FOUNDATION
Amount raised: ₹ 1,91,000



EVE FOUNDATION
Amount raised: ₹ 3,92,500



BHARAT CHAMBER TRUST
Amount raised: ₹ 1,53,000



GARBAGE CONCERN WELFARE SOCIETY
Amount raised: ₹ 97,000



GOONJ
Amount raised: ₹ 2,36,000



CHINMAYA SEVA TRUST
Amount raised: ₹ 6,80,965



GRAPHIC SOCIAL DEVELOPMENT FOUNDATION
Amount raised: ₹ 2,500



GWALIOR HOSPITAL AND EDUCATION CHARITABLE TRUST
Amount raised: ₹ 13,80,540



EDELGIVE FOUNDATION
Amount raised: ₹ 97,000



HABITAT FOR HUMANITY INDIA
Amount raised: ₹ 6,34,770



ISHA OUTREACH
Amount raised: ₹ 3,07,500



GANGA SHIKSHAN PRASARAK MANDAL
Amount raised: ₹ 35,000



JOINING HANDS
Amount raised: ₹1,71,700



KARMAYOGI PRATISTHAN
Amount raised: ₹ 65,000



KHERWADI SOCIAL WELFARE ASSOCIATION
Amount raised: ₹ 5,77,111



LUPIN HUMAN WELFARE AND RESEARCH FOUNDATION
Amount raised: ₹ 98,500



PROJECT CHIRAG
Amount raised: ₹ 2,500



ROTARY CLUB OF MUMBAI LAKERS CHARITIES TRUST
Amount raised: ₹ 73,000



LAKSHYA FOUNDATION
Amount raised: ₹ 90,500



MANAV SEVA SANSTHAN
Amount raised: ₹ 2,500



ROTARY CLUB OF DEONAR MUMBAI CHARITY TRUST
Amount raised: ₹ 37,000



SAVITRIBAI PHULE MAHILA EKATMA SAMAJ MANDAL (SPMESM)
Amount raised: ₹ 5,82,601



SPARSH CHARITABLE TRUST
Amount raised: ₹ 1,75,700



TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA
Amount raised: ₹ 3,77,500



UNION PARK RESIDENTS ASSOCIATION
Amount raised: ₹ 1,68,600



UNITED WAY OF MUMBAI
Amount raised: ₹ 26,51,100



THE VATSALYA FOUNDATION
Amount raised: ₹ 2,29,000



VYAKTI VIKAS KENDRA INDIA
Amount raised: ₹ 2,89,500



UNDER THE MANGO TREE SOCIETY
Amount raised: ₹ 6,32,001



**WELFARE SOCIETY FOR
DESTITUTE CHILDREN**
Amount raised: ₹ 98,500



UNITED WAY INDIA
Amount raised: ₹ 8,25,342



**YOGA PRABHA BHARATI
(SEVA SANSTHA) TRUST**
Amount raised: ₹ 14,77,232



URBAN DESIGN RESEARCH INSTITUTE
Amount raised: ₹ 4,12,500



WOMEN & GENDER EQUALITY

Total Amount Raised: ₹ 54,70,897



POPULATION FIRST

Total amount raised: ₹ 22,51,155

Population First, is an NGO working for gender equality, women empowerment and rural development. Their main focus is to change patriarchal mindsets that lead to gender discrimination and are empowering women through livelihood and other social development services in tribal and rural areas. Through their innovative programme Laadli for gender equality and AMCHI, a rural program implemented in 70 villages in Shahapur, Thane Dist., Population First reaches out to 50,000+ beneficiaries. Population First works with women self-help groups through livelihood projects, youth groups and village level committees through micro planning and aim to empower them to play proactive role in village development.

"The SCMM platform is a really a great platform helping organisation to raise funds and helping creating a visibility amongst their donors. The UWM online platform was a great idea as lot of people are able to take informed decision before making donation to any charity of their interest."

DR SHARADA, Director, Population First

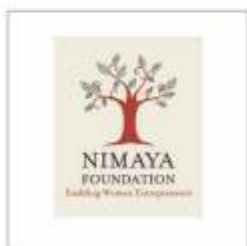




AID FOR SOCIAL CHANGE AND WELFARE ASSOCIATION
Amount raised: ₹ 2,500



JAMNALAL BAJAJ SEVA TRUST
Amount raised: ₹ 16,01,000



NIMAYA FOUNDATION – ENABLING WOMEN ENTREPRENEURS
Amount raised: ₹ 2,500



RANG DE
Amount raised: ₹ 1,21,000



CARE INDIA SOLUTIONS FOR SUSTAINABLE DEVELOPMENT
Amount raised: ₹ 1,46,375



KSHAMATA
Amount raised: ₹ 2,500



PRERANA
Amount raised: ₹ 4,01,000



SAKHYA-WOMEN'S GUIDANCE CELL (NIRMALA INSTITUTE)
Amount raised: ₹ 98,500



SUNAKHARI NEPALI MAHILA SAMAJ
Amount raised: ₹ 91,000



THE NAZ FOUNDATION (INDIA) TRUST
Amount raised: ₹ 58,825



THE HUMSAFAR TRUST
Amount raised: ₹ 2,05,042



TRISHUL
Amount raised: ₹ 97,000

We applaud the efforts of 30 fundraisers committed to raising between ₹ 1 lakh and ₹ 1.49 lakh, together raising a sum of ₹ 36,44,961 for various charitable causes.

FUNDRAISERS GOLD

NAME	FUNDS RAISED	NGO SUPPORTED
KRISHNA RAMANATHAN Isha Education ₹ 1,49,250	DEVESH KHATU The Humsafar Trust ₹ 1,47,243	MANJU MUKHI Psychoanalytic Therapy and Research Centre ₹ 1,45,000
MADHU SHANKAR G War Wounded Foundation, Bhumi ₹1,41,109	KUNAL JOSHI Teach To Lead ₹ 1,36,000	ARIA PARIKH Apne Aap Women's Collective (AAWC) ₹ 1,35,000
KAMALA AITHAL Apnalaya ₹ 1,34,601	SHANKARAN TJ Indian Cancer Society ₹ 1,31,950	UNMESH SHARMA Umang Foundation ₹ 1,26,901
CHITRA VISWANATHAN Aishwarya Trust ₹ 1,25,633	POOJA DHINGRA Teach to Lead (Teach for India) ₹ 1,23,000	EBENEZER VIDYASAGAR Psychoanalytic therapy and Research Centre ₹ 1,17,699
MONA BOSE Society for Human And Environmental Development (SHED) ₹ 1,17,151	SANJAY BHATNAGAR Isha Education ₹ 1,16,801	LIPIKA MITRA Isha Education ₹ 1,11,851
SAITEJ KUCHIMANCHI The Akanksha Foundation ₹ 1,11,204	AAKANKSHA VORA Magic Bus India Foundation ₹ 1,11,000	ANNABEL MEHTA Apnalaya ₹ 1,09,999
DEAN MENDES Iskcon Food Relief Foundation (Annamrita) ₹ 1,08,277	JAYALEKSHMY VISWANATHAN Chinmaya Seva Trust ₹ 1,08,003	BHAVYA PARIKH Isha Education ₹ 1,07,504
ANITA PISHARODY Children's Movement for Civic Awareness ₹ 1,05,000	PRACHI KOTHARI Cankids Kidscan ₹ 1,04,499	RICHARD WAYMENT ADAPT (FORMERLY THE SPASTICS SOCIETY OF INDIA) ₹ 1,04,042
ABHISHEK KAPOOR Isha Education ₹ 1,03,701	JAISON JOSE St. Jude India Childcare Centres ₹ 1,03,500	MADHURIE PANDIT Population First ₹ 1,03,452
YASMIN REMEDIOS Isha Education ₹ 1,03,211	ANSHUL TANTIA Sahaara Charitable Society ₹ 1,02,112	ANKIT KANANI Touching Lives Welfare Trust ₹ 1,00,268
		BHAVNA DAFTARY CMCA Mumbai ₹ 1,00,000



Volini Recovery Zone

Volini is a modern-day pain reliever, scientifically formulated for effective pain relief and available in the recovery zone area post run.



DHL Corporate Champions

DHL Corporate Champions race category is an attempt to make running an enjoyable exercise routine among working professionals. The Champions – Team Infosys.



Police Cup

A relay race within the full marathon, for teams from the Mumbai Police force. Each Fielding a team of 4 runners, each covered a distance of approx. 10.5 km. Winning Team - from Naigaon Police Station.



Champions Dinner

A dinner with the Champions celebrating their day of glory.

About United Way of Mumbai

United Way of Mumbai has been the philanthropy partner of the Standard Chartered Mumbai Marathon since the 2009 edition. Ever since, the fundraising bar has been raised year after year; from ₹ 7.75 crores in 2009 to ₹ 23.71 crores in the present edition, altogether raising over ₹1 billion for a multitude of causes supported by the nonprofit sector.

As a leadership and support organization, UWM envisions a world where all individuals and families achieve their human potential through education, income stability and healthy lives. Through community impact programs, UWM connects all sectors of society — individuals, businesses, non-profit organizations and governments — to create long-term social change. **United Way of Mumbai's key focus areas:**

★ **SUSTAINABLE CORPORATE PARTNERSHIPS:**

United Way of Mumbai is the preferred CSR partner for corporates, ensuring measurable impact for attainment of CSR goals by designing and facilitating robust social investment strategies.

★ **MEASURABLE COMMUNITY IMPACT:**

United Way of Mumbai's community impact initiatives work towards mobilizing community stakeholders from government sector, private sector and civil society- and most importantly, the youth of the country- for initiating collective actions to improve the state of Disaster Preparedness, Community Health, Environment and Civic Issues.

★ **VALUE-DRIVEN EVENT PARTNERSHIPS:**

With advocacy and fundraising as the core intent, United Way of Mumbai creates immersive experiences via partnerships with philanthropic events and through UWM initiatives.

Philanthropy Partner



United Way Mumbai

Board of Directors

United Way of Mumbai board comprises of thought leaders and opinion-makers predominantly from the corporate sector, which adds to the credibility of the organisation's functioning, ensuring highest standards of integrity in fund allocation and management.

Global Footprint

United Way of Mumbai is a member of the United Way Worldwide network which has its presence in 41 countries. Globally there are 1800 local chapters that collectively raise more than USD 5.2 billion annually from 11 million donors and 2.5 million volunteers, and create community solutions by mobilizing the caring power of communities.

Contact

For more information on United Way of Mumbai, please visit www.unitedwaymumbai.org. You can also write to us at contact@unitedwaymumbai.org, connect with us on Facebook at fb.com/unitedwaymumbai and on Twitter us at twitter.com/UWmumbai.

Financials of Fundraising: SCMM 2015

The Standard Chartered Mumbai Marathon is one of the most cost-effective fundraising platforms available for NGO's in India. Through increased efficiencies and benefits that accrue from economies of scale, the administrative deduction of United Way of Mumbai for running the event's philanthropy pillar have reduced from 12.2 % of fundraised amounts to 4.1 % over the last 7 years of United Way of Mumbai's partnership with the event.

The administration expenses of United Way of Mumbai are sustained primarily from the registration fees from the corporate challenge category, which covers 88.5% of total expenses, while 10.1% is from registrations of NGO and charity bibs. United Way of Mumbai absorbs the payment gateway charges on all the donations received on its website to ensure 100% is disbursed to the NGO.

Of the funds raised that UWM is accountable for, 91.8 % gets disbursed to the beneficiary charities. A portion of the raised amounts goes towards covering the running number bib cost (which is disbursed to the promoters Procama International) while the balance is towards the UWM administrative deduction.



Title Sponsor



Associate Sponsor



Channel Partner



Sports Goods Partner



Health Insurance Partner



Retail Partner



Timing Partner



Recovery Partner



Travel Partner



Logistics Partner



Good Times Partner



Hospitality Partner



Print Partner



Radio Partner



Airline Partner



Medical Partner



Philanthropy Partner



Institution Partner



Supported by



Under the aegis of



Supported by



Certified by



Supported by



Supported by



Supported by



Promoted by





**Dream Run flagged off by Hon'ble CM of Maharashtra
Shri Devendra Phadnavis**



**Mr. Jaspal Bindra, CEO Asia, Standard Chartered
receiving the Half Marathon Winner**

