

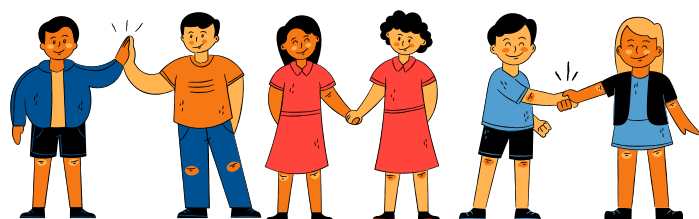


United Way Kolkata



EDUCATIONAL INSTITUTIONS

United Way Kolkata is proud to be the philanthropy partner in the biggest sporting event of Kolkata, The Tata Steel Kolkata 25K. The **Tata Steel Kolkata 25K (TSK 25K)** is a **World Athletics Elite Label Road Race** in Kolkata, India, which has become synonymous with running since 2014.



Philanthropy and sports have always gone hand in hand, as sporting events provide a perfect platform to raise funds and awareness for important social causes. **United Way Kolkata**, is committed to using this platform to create lasting social impacts by uplifting the entire community.

Involving students in social sectors from a young age can cultivate empathy, awareness, and a sense of responsibility, laying the foundation for a more compassionate and socially conscious society in the future.

PHILANTHRO-KIDS : FOR SCHOOL STUDENTS

This fundraising category celebrates young philanthropists and their commitment to make a difference. Fundraisers below the age of 18 years (as on 17.12.2023) and fundraising a minimum amount of **INR 75,000** for their chosen NGO/s fall under this and are entitled to the following incentives.

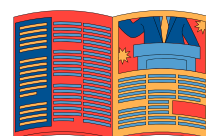
Young Leaders reaching their minimum target by **30/11/2023**

- Top 10 Young Leaders will be featured on the Wall of Change at the **Get Active Expo** and the Event Media Center.
- Event **tees** to top 10 Young Leaders.



- Race day photograph (digital copy) – only if photograph is captured by the official photographer, OneGlint.
- Top 10 Young Leaders get a **shout-out** on social media from the Event.
- **Appreciation Certification** from the Event recognizing their fundraising efforts.
- Mention in the post **Event Docket**. The highest fundraising Young Leader will be featured in the Event Docket.

- **TSK 25K 2023 Philanthropy Award** to the highest fundraising Young Leader.
- Invitation to the top 3 fundraising Young Leaders at the awards function.



Note: Where a Young Leader raises funds more than INR 1 lakh, they will be entitled to the benefits reserved for the relevant Change category/ies.



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EDUCATIONAL INSTITUTIONS

FOR COLLEGE STUDENTS AND INDIVIDUAL FUNDRAISERS

CHANGE ADVOCATE

An individual who fundraises a minimum of ₹ 1 lakh in donations for a chosen NGO.

CHANGE LEADER

An individual who fundraises a minimum of ₹ 2.50 lakhs in donations for a chosen NGO.



CHANGE AMBASSADOR

An individual who fundraises a minimum of ₹ 5 lakhs in donations for a chosen NGO.

CHANGE CHAMPION

An individual who fundraises a minimum of ₹ 10 lakhs in donations for a chosen NGO.

Category	Incentives
CHANGE ADVOCATE	<ul style="list-style-type: none"> • Individual fundraising page on UWK website. • Promotion on social media by the event and UWK. • Special bib number (#6-digit number) * • Featured on the Wall of Change at the Get Active Expo* • Event Tee* • Race day – car park* (close to the Event Venue) • Race day – Procram Marquee invite for self* • Race day – priority line-up* • Race day photograph (where captured by official photographer - OneGlint) * • Mentioned in Event Docket, featuring the highest fundraiser of the category** • Invitation to self +1 to the TSK 25K 2023 Philanthropy Awards**
CHANGE LEADER	+ Event tracksuit
CHANGE AMBASSADOR	<ul style="list-style-type: none"> + Mentioned in Event Docket, half page feature of the highest fundraiser in the category** + Event shoes * + Race day – Procram Marquee invite for self + 1* + Featured in the Event Docket** + Invitation to self +2 to the TSK 25K 2023 Philanthropy Awards**
CHANGE CHAMPION	<ul style="list-style-type: none"> + Mentioned in Event Docket, full page feature of the highest fundraiser in the category** + Race day – Procram Marquee invite for self + 2* + Invitation for self + 3 to the TSK 25K 2023 Philanthropy Awards **



All 4 Changemakers will be featured in the event docket.

Changemaker incentives



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To register as an individual fundraiser / as in institute write to enquiry@uwkolkata.org