



United Way Kolkata

TATA STEEL KOLKATA 25K 2023 PHILANTHROPY STRUCTURE



ABOUT TSK 25K

Kolkata, the city of Tagore, Teresa, Ray and of joy eagerly anticipates for the third Sunday of December each year. The Tata Steel Kolkata 25K (TSK 25K) has become synonymous with running in eastern India since it began in 2014.

India's first AIMS-certified race in the unique 25 km distance, the TSK 25K got recognised as an went international global distance running event in its fourth year, and is the only World Athletics Elite Label Road Race over the distance. Offering a step up for those looking to graduate from the popular half marathon to the classic distance, the Procam International-promoted running is celebrated as festival of health, of life, of joy, of giving, annually. has the city's favourite son, Sourav Ganguly, as the Face of the Event.

The TSK 25K changed the paradigm of road running in the region, sparking a revolution that saw a remarkable increase in the number of running clubs and timed events in eastern India. The race is also the single largest sportings platform for philanthropy in the region. The TSK 25K provides an opportunity for people to come together as one, forging a bond with civil society. In other words, a sports event with a social conscience.





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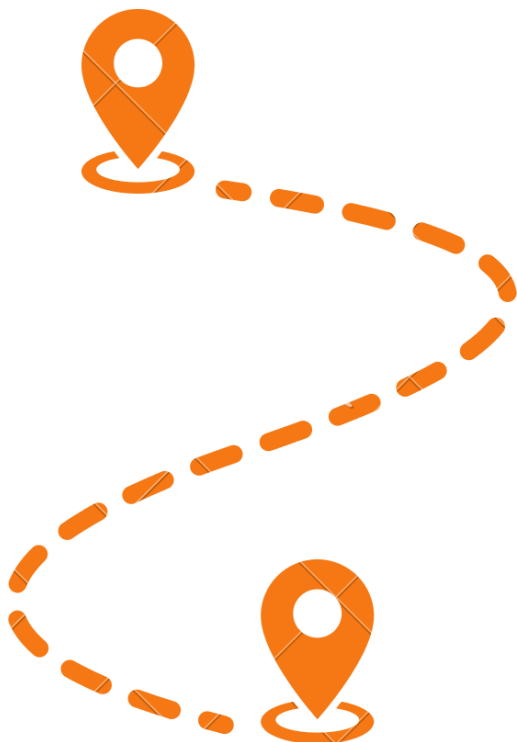
TATA STEEL KOLKATA 25K 2023 PHILANTHROPY STRUCTURE



The TSK25K running route course is carefully crafted to take in some of the city's majestic sights, as the runners go past the Raj Bhavan, the Eden Gardens, under the Howrah Railway Bridge over the Hooghly River, Fort William Golf Course and the Victoria Memorial before returning to the Red Road finish line.



Global sporting personalities such as long jumper Mike Powell, diver Greg Louganis and footballer Hernan Crespo have as International Event Ambassadors endorsed the event which reflects the city's cultural vibrancy and sporting history.



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ABOUT UNITED WAY KOLKATA

United Way Kolkata is the philanthropy partner of the prestigious Tata Steel Kolkata 25K. United Way Kolkata started its journey in 2011, with the vision of uplifting communities for the greater common good.

Since then, we have garnered support from renowned organisations such as PWC, Deloitte, Alliant Group, Quaker Houghton, Cognizant and Genpact over the years. Partnering with United Way Kolkata not only drives impactful change but also offers exceptional brand visibility opportunities.



As a trusted philanthropic organisation with over 12 years of experience, we are dedicated to making a significant difference in our community. United Way Kolkata is part of the esteemed United Way Worldwide network. We adhere to the highest ethical standards, ensuring transparency and accountability. Our not-for-profit organisation is registered under the Societies Registration Act, 1860 and donations to United Way Kolkata are eligible for tax exemption under Section 80G of the Income Tax Act.

We are sector agnostic; we provide corporations the flexibility to support areas aligned with their objectives and CSR goals. This enables giving that fuels lasting change in areas that matter most to your organisation.



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At United Way Kolkata, we believe in the power of collective action. With our strong network of 8 regional chapters in India, and a global network of more than 1800 chapters, we provide best practices, contextualised to the local needs.

As the official philanthropy partner of the TSK 25K, United Way Kolkata (UWK) enables participating NGOs to leverage the fundraising potential of the TSK25K and raise funds for themselves. All funds raised through the TSK 25K are channelized through UWK, who is responsible for accounting and providing the necessary tax exemption receipts to all donors. Any deviation/exceptions to this shall be provisioned as and mentioned in the specific sections. UWK ensures that the platform is an equal and level playing field for all participating NGOs and remains neutral. Since there are limited running spots at the TSK 25K, the fundraising opportunities against these spots are distributed evenly between the NGOs.



For more information
visit www.uwkolkata.org

Or

Contact:

enquiry@uwkolkata.org

M: 9123933187



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THE PHILANTHROPY STRUCTURE

This Philanthropy Structure provides the flow of processes for funds being raised at the 2023 edition of Tata Steel Kolkata 25K. It gives an overview of the philanthropic potential of the event, documenting important processes, dates, and fundraising opportunities for NGOs.

Note: Individuals can ONLY undertake fundraising and donating for an NGO for the TSK 25K 2023 on the United Way Kolkata website, and not directly nor through any other platform. Funds received by NGOs directly will not be considered as funds raised through the event.

Online and Offline donations can be received by NEFT, vide cheque/DD in the name of

“Society For UWK A/C Marathon”

Bank Details:

Account Name- Society for UWK A/C Marathon

Account Number- 50100659860429

IFSC Code- HDFC0000469



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NGO REGISTRATION

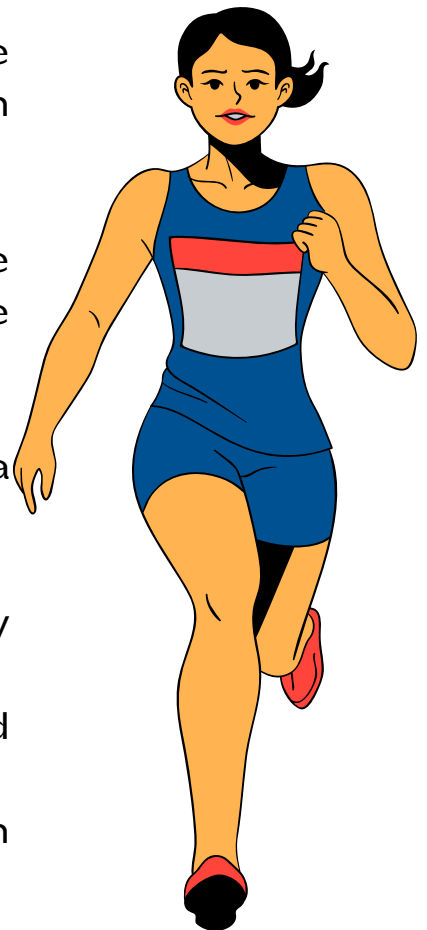
NGOs who wish to utilise the platform of the TSK 25K 2023, need to register as a participating cause NGO with the Event's Philanthropy Partner, United Way Kolkata. Registration places the name of your organization on a list from which Corporate and Individual runners select organizations they want to support.

Registration formalities:

To register, the NGO registration form needs to be filled and submitted online to United Way Kolkata on the UWK website: tsk25k.uwkolkata.org

Please fill in all the mandatory fields. Also, the following documents must be uploaded to complete the registration process.

1. Certificate of registration of the NGO (as a Trust/Society/Section-8 Company)
2. NGO logo in high-res jpg/png format
3. 12A; 10BE; 80G; PAN Card copy - this is mandatory for participation as a fundraising NGO
4. If the name of the NGO is longer then they should provide an acronym of maximum five 5 letters.
5. Last 3 year Audited Financial Statements with Auditor's report
6. Last 3 year ITR





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Note: All NGOs are required to complete the statutory and financial due diligence process in order to be eligible to register with UWK for the Event.

Registration donation:

NGO Registration Donation - INR 5000

The donation amount shall be utilised towards United Way Kolkata's vision and mission and programs.

Note: Once all registration formalities are complete, the NGO will receive an email confirmation with their respective page link to upload their .





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Top-up Donations

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

Please Note

Donations are non-refundable, regardless of runner registration acceptance.

Since this donation is handled outside of UWM's platform, a deduction of 4.72% will be made by Procam International Pvt. Ltd., the Event Promoter, for payment gateway charges and processing fees. UWK will distribute 95.28% of the funds received from Procam to the chosen NGO without retaining any portion.

An 80G receipt and 10BE certificate will be issued for the total donation amount to the donor by UWK.

NGOs are expected to thoroughly go through all information mentioned on the event website regarding runner registration on tatasteelkolkata25k.procam.in



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Things to remember:

1. NGO registrations for TSK 25K 2023 commence on 01/09/2023 and end on 10/12/2023.
2. Fundraising starts on 10/09/2023 with the last date to fundraise is 05th January 2024
3. In addition to the above-mentioned registration formalities, in order to complete the registration process with UWK for the event NGOs will,
 - (i) be required to read and accept the data protection policy of UWK, and
 - (ii) pay the NGO registration donation to UWK.
4. Terms and conditions as put out by UWK at the time of NGO registration, and the event rules and regulations, will be applicable to all NGOs registered with UWK for the 2023 edition of TSK 25K



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5. Service charges of payment gateway will be levied on every donation made online as per CCAvenue policies
6. UWK will forward all legally required details of donors to respective NGOs within 15 days of the donations made. Names of donors will be displayed on respective NGO pages only if individual donors choose to make them public.
7. Donations made will not be refunded for reasons whatsoever.

What NGOs can look forward to by registering with UWK for the event:

- A Fundraising platform (A World Athletics Elite Label Race with lots of visibility and engagement)
- A personalized page for the Ngo will be created at the UWK website
- Corporates and Individual Donors engagement through the platform
- Collaterals/Privileges to be given to the NGOs' existing or new corporate or individual donors.
- Presentation from our side to the NGOs to pitch to their Donors
- Visibility through Social Media and Branding
- Long window for fundraising this year

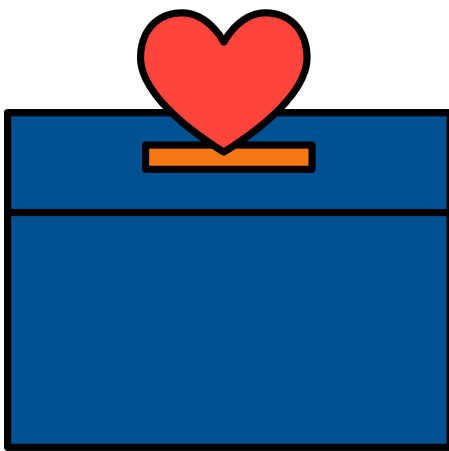


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FIVE WAYS NGOs CAN RAISE FUNDS AT THE TSK 25K 2023



The 2023 edition of TSK 25K presents 4 (four) ways in which NGOs can raise funds. These modes are further elaborated in this structure. We encourage NGOs to recognize their own strengths and choose all or a combination of modes which will work best for the organisation.

A. NGO Pages -

On registering with UWK for the event, a personalised page for each NGO is created on the UWK website. The page features the NGO's appeal, total amount being raised, fundraisers, and a donate button for individuals to directly donate on the page.

B. Individual Fundraisers -

Individuals who are motivated and are willing to raise funds for the participating NGOs by registering themselves on the UWK platform. The fundraisers are free to support any cause of the NGOs as per their interests. The NGOs are listed on the website and based on the interest one can start fundraising for them.

C. Corporate Participation -



The corporates who are willing to participate and make a difference can join in with their runner teams. They can raise funds for a noble cause and an NGO of their choice by registering through the UWK platform.

D. Educational Institutions Participation -

Educational Institutions who are willing to participate and make a difference can join with their runners team. Students/teachers can also register themselves as individual fundraisers.



E. TOP-UP DONATIONS

To inspire runners to give back while registering for their run, the registration process allows all runners to donate to an NGO of their choice. It also enables runners to create fundraising profiles if they want to raise funds for an NGO.



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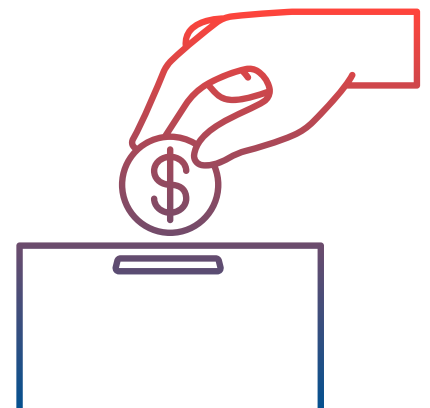
Individual Fundraisers

Individuals raising funds for a cause of their choice are the backbone of the philanthropic endeavour of the TSK 25K 2023. An individual fundraiser assumes the role of championing the cause of the chosen NGO and garnering support in terms of funds, in an effort to make a tangible difference. Depending upon the amount of funds raised, the individuals get elevated to higher levels.

All fundraisers start by creating a fundraising page on UWK's website - UWK supports these individuals in their endeavour by providing relevant assistance and guidance along the way.

Any individual, whether participating in the event or not, can use the philanthropy platform of the TSK 25K 2023 to support an NGO of his/her choosing and raise funds therefore. One can start a fundraising page on the UWK website and become a 'Fundraiser'.

In order to participate and run at the 2023 edition of TSK 25K, a fundraiser needs to independently register on the event website (tatasteelkolkata25k.procam.in) before the published registration end date.





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What Individual Fundraiser can look forward to:

Recognition will be given on the UWK website to the top 10 individual Fundraisers every month till fundraising closes.



Individuals Fundraisers who have raised the highest in their respect Fundraising level by 5th January 2024, will be featured in the Event Docket.

Fundraisers who have raised more than INR 50,000 will be listed in the Event Docket released at the Philanthropy Awards.





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FOR COLLEGE STUDENTS and INDIVIDUAL FUNDRAISERS

CHANGE ADVOCATE

An individual who fundraises a minimum of ₹ 1 lakh in donations for a chosen NGO. UWK Management Donation - 10% or 10000 whichever is lower.

CHANGE LEADER

An individual who fundraises a minimum of ₹ 2.50 lakhs in donations for a chosen NGO. UWK Management Donation - 10% or 15000 whichever is lower.

CHANGE AMBASSADOR

An individual who fundraises a minimum of ₹ 5 lakhs in donations for a chosen NGO. UWK Management Donation - 10% or 25000 whichever is lower.

CHANGE CHAMPION

An individual who fundraises a minimum of ₹ 10 lakhs in donations for a chosen NGO. UWK Management Donation - 10% or 50000 whichever is lower.





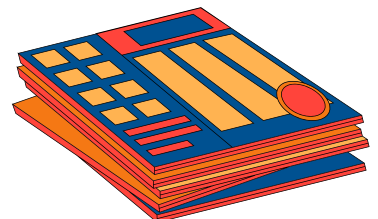
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Changemaker incentives

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 Wall of fame at the Get Active Expo* • Event Tee* • Race day - car park* (close to the Event Venue) • Race day - Procam marquee invite for self*• Race day - priority line-up* • Race day photograph (where captured by official photographer)* • Certificate of Appreciation** • Mentioned in Event Docket, featuring the highest fundraiser of the category** • Invitation to top 5 fundraisers of this fundraising category to the TSK 25K 2023 Philanthropy Awards**
CHANGE LEADER	+ Event tracksuit
CHANGE AMBASSADOR	+ Event shoes * + Race day - Procam Marquee invite for self + Featured in the Event Docket** + Invited to the TSK 25K 2023 Philanthropy Awards **
CHANGE CHAMPION	+ Race day - Procam Marquee invite for self + 1* + Invitation for self + 1 to the TSK 25K 2023 Philanthropy Awards **





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PHILANTHRO-KIDS: FOR SCHOOL STUDENTS



This fundraising category celebrates young philanthropists and their commitment to make a difference.

Young Leaders reaching their minimum target by 10/12/2023

Fundraisers below the age of 18 years (as on 17th December 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.





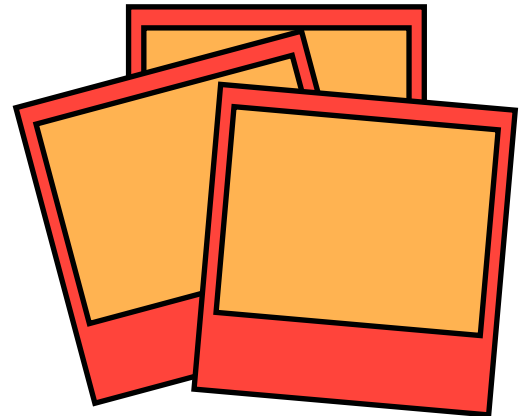
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- Event tees to top 5 Young Leaders.

- 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.

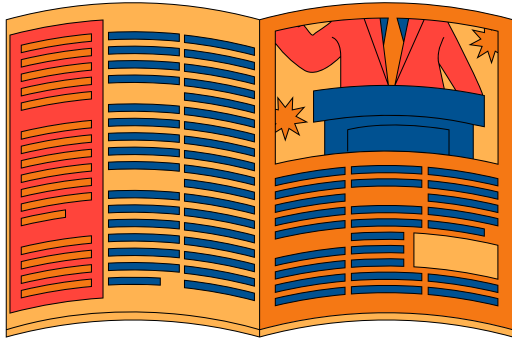
- Appreciation Certification from the Event recognizing their fundraising efforts.





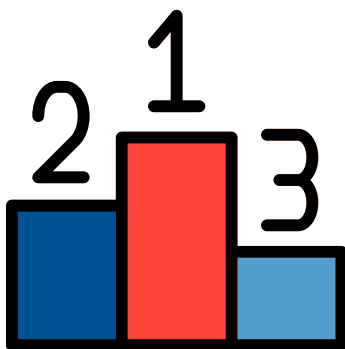
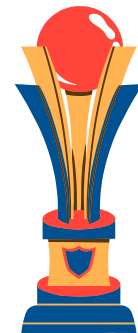
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- Mention in the post Event Docket. The highest fundraising Young Leader will be featured in the Event Docket.

- 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 Maker category/ies.



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Corporate Sponsorship



What's in it for the corporates?

Corporate team is a category specially designed for companies wishing to field employee teams to participate in the Tata Steel Kolkata 25K and raise funds for the NGO(s) of their choice.

Raising substantial amounts of funds for various causes, over the years, this has emerged as an excellent employee engagement and team bonding activity.

Corporate teams on Race Day are hosted in a special tent for a differentiated team experience and enjoy priority TSK 25 line up over the general categories.



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Benefits that the corporate teams can look forward to

Brand logo featured in the corporate tent.

Branding on UWK, Procam and TSK Social Media Page.

Companies who complete the process of registering, i.e., making the upfront contribution, completing the online/offline run registration process and paying the requisite entry fees will have their name printed on their team member's running bibs.

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Visibility for companies and CSOs being supported within the corporate holding area.

Team acknowledgement in the docket published post-race day.



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Companies can choose to field corporate teams of following sizes, and make respective upfront (non-refundable) contributions in favour of their chosen NGO.

Team Size (employees in numbers)	Contribution (in INR)	Donation to UWK (in INR)	Donation to chosen NGO (in INR)
10	100,000	10,000	90,000
25	200,000	20,000	180,000
35	250,000	25,000	225,000
50	300,000	30,000	270,000



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Privileges for a Corporate Team:

- Regular newsletters and pre-race day communication from UWK.
- Meetings with team leaders to give Event updates, fund raising tips, standardised presentations which they can use to motivate their team members (given on request).
- Acknowledgement on the event website and UWK's website.
- Team members participating in all race categories will be hosted in a special Corporate Team tent within the event venue on race day.
- Top 2 highest employee fundraisers amongst all Corporate Teams will be awarded if the employees have raised a minimum of INR 25,000 through the TSK25 2023.

Registration process of corporates:

- ✓ Fill the Corporate team registration form
- ✓ Choose the NGO/s the team wishes to support
- ✓ Issue a cheque of upfront contribution of INR 1,00,000; INR 2,00,000; INR 2,50,000 or INR 3,00,000 as the case may be drawn in favour of "SOCIETY FOR UWK A/C MARATHON". Where cheque is drawn in favour of "SOCIETY FOR UWK A/C MARATHON" shall disburse the amount to the beneficiary NGO after deducting applicable donations for support.
- ✓ Submit the form along with the cheque at the United Way Kolkata Office (The Bengal Club, Business Centre, 1/1 Russel Street, Kolkata- 700071).
- ✓ UWK will share the process of getting the team's individual runners registrations done.
- ✓ Along with the team registrations, the company will be required to submit a separate cheque in favour of "Procam International Pvt. Ltd." for the event participation fee of its team members. This will be one single cheque, consolidating entry fees of all team members, depending upon the race category chosen by each member.
- ✓ Final submission of the runners' registrations will have to be done no later than 30th November 2023.



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Race Categories & Participation fees

The following race categories will be flagged off on race day, Sunday, 17 Dec 2023.

- **25 Km Run (25 km)** - For applicants of age 18 years & above as of date of Event.
- **Open 10K Run (10 km)** - For applicants of age 15 years and above as of date of Event.
- **Ananda Run (4.5 km)** - For applicants of age 12 years and above as of date of Event.
- **Senior Citizens Run (2.3 km)** - For applicants above the age of 60 as of date of Event.
- **Champions with Disability (2.5 km)** - For participants above the age of 12 as on the date of the Event.
- **Champions with Disability BUDDY (2.5 km)** - For participants above the age of 18 as on the date of the Event.

Race Category	Registration fee	
	Indian applicant	Overseas applicant
25K	INR 1500	USD 30
Open 10K	INR 800	USD 20
Ananda Run (5K)	INR 499	USD 15
Senior Citizen Run	INR 200	USD 10
Champions With Disability	INR 200	USD 10
CWD Buddy	INR 100	USD 5