

Process Note For NGO's

Concern India Foundation welcomes you to be a part of the Airtel Delhi Half Marathon (ADHM 09) which is to be held on November 1st 2009.

It is an event, which has grown over the years and has offered a platform, which can be leveraged to seek support for the organization and its cause. We hope to make it even more successful this year and we look forward to your wholehearted support.

Below mentioned are the guidelines for your participation. This aims to answer all your queries and procedures to be followed, for your participation in the ADHM 09.

[How do I register my organisation with Concern India Foundation to participate in the Airtel Delhi Half Marathon 2009?](#)

The NGO registration is a simple process. You can take a hard copy from us or download the Registration Form from www.concernindia.org, print a copy and attach the supporting documents listed below. Documents required for this process would be (photocopies self attested by CEO/Authorized Signatory):

- Completed Registration form which would have the address for all communications
- Photocopy of the following:
 - Certificate of registration of the NGO (as a trust/society/s.25 company)
 - 12A Registration Certificate under the income tax
 - 80 G certificate
 - FCRA Registration Certificate (if applicable) front and back
 - Latest 3 years Audited Accounts
 - Address proof such as telephone or electricity bill

A Cheque/Demand Draft for Rs. 2000/-favouring "Concern India Foundation". Cheques issued should be payable at Delhi or at par. Outstation Cheques will not be accepted.

P.S. NGOs not having FCRA cannot receive foreign funds.

Important Deadlines

- Registration of NGOs with Concern India Foundation: Will start 29th June 2009.
- **Dream Team sign ups** – You can start booking your slots with us, when you get a confirmation
Last Date for completing basic pledges of Rs. one lakh - 28th October,
Last date for submitting funds beyond Rs. 1lakh - 16th November,
PLEASE NOTE: After 28th of October we will only accept AT PAR cheques.
- Corporate Challenge sign ups - You can start booking your slots with us, when you get a confirmation
Last Date of receiving the forms is 20th October or till slots are available.
- I pledge sign ups - You can start booking your slots with us, when you get a confirmation.
Last date for receiving duly filled forms is 4th of October or when the slots are over, whichever earlier.
- Last date of acceptance of pledges: 16th November 2009

How does the event help raise money for charities?

There will be thousands of people who will participate in the ADHM 09 and of these there will be a few thousands who will run for the cause that they support.

There are 3 options i.e. 1. Dream Team, 2. Corporate Challenge & 3. I Pledge can be used by your NGO to raise money for your organization.

What sort of fundraising options will be available & how does an organization raise funds through it?

There are 3 ways in which your NGO can raise money from the ADHM 09. These are as follows:

(I) Dream Team :

It is a select group of individuals who commit to raise a minimum of Rs.1 Lac for their chosen charity or the issue in the ADHM 09. To register themselves to be a part of the dream team they have to pay an upfront & non refundable amount of Rs.10,000.00.

The first step is to identify people who have the potential to raise Rs. 1 Lac or more easily. These will be typically the type of people who are in a good position, influential and with a wide network. For eg. Senior Management people from a corporate, celebrities, business people, etc.

How to get started on it?

Registration :

The prospective dream teamer, once identified, should fill in the Dream Team Registration Form with the name of the charity or the cause they want to support. A cheque of Rs. 10,000.00, payable at Delhi or at par, upfront and non-refundable, favouring "Concern India Foundation", has to be paid to Concern India Foundation to register.

- Concern India Foundation will pay Rs. 300 to Procam on their behalf for the entry & the pledge kit, which need not be enclosed with the registration amount.
- The initial contribution of Rs.10, 000.00 counts towards the total amount of Rs.1 Lac.

Registration Form:

The following needs to be sent to Concern India Foundation's Delhi Office, A-52, 1st Floor, Amar Colony, Lajpat Nagar - IV, New Delhi - 110024.

- Duly filled Dream Team Registration Form and the Event Entry Form.
- Delhi payable or at par cheque favoring "Concern India Foundation" for Rs. 10,000/-
- A soft & a hard copy of the passport sized photograph of the runner along with a brief write up about the Dream Teamer. The photograph and the write up will help us promote the Dream Teamer and your organization in the media.
- Please make sure that the form is complete in all the respects and meeting the basic criteria or else it is bound to be rejected by the organizers.

Registration Process:

The event entry form will then be forwarded by Concern India Foundation to Procam, the event promoters. If the entry is found complete in all respects and meeting the basic criteria, a running no. will be allocated by Concern India Foundation. (Forms of Dream Teamers should not be sent to Procam's office directly. Dream Teamers are allotted running numbers based on an authorization code provided by Concern India Foundation)

What happens after the registration is done?

1. Pledge Kit :

A special pledge kit of your Dream Teamer will be sent to you by Concern India Foundation. This kit then has to be given to the dream teamer and you may add materials about your organization to this kit like the newsletters, Annual Reports, any other promotional material you may want to add. This will give an in depth knowledge of your organisation to the Dream Teamer & will also help in connecting to the cause better.

2. Raising Funds :

In order to enthuse and motivate the dream team runner to raise more and more funds for your organisation it will be a good idea to keep in constant touch with them. Concern India Foundation's team will ensure that all the dream team members get privileges due to them.

3. Online Pledge Raising :

All Dream Teamers can create their own Pledge Pages for sending out their appeals to a larger donor base and thus enables them to raise funds online. (Please see Annexure 2 for more details on Pledge Pages)

4. Last Date :

The last day for submission of the first One lac (qualifier to be a dream teamer) is 28th of October 2009. Rest of the pledges should reach Concern India Foundation's Delhi office on or before 16th November 2009.

- All the cheques that come to Concern India Foundation should be in favour of "Concern India Foundation".
- Once all pledges have been collected, please help the Dream Team runner fill up the pledge summary sheet and pledge sheet.
- Request the Dream Teamer to enclose a single cheque for all the cash they have collected favouring "Concern India Foundation".
- Please ensure that summary pledge sheet is submitted to Concern India Foundation along with along payments. This will further help us to acknowledge all donors.

5. Incentives

- As our special team mate, you get privileged treatment!
- Regular newsletters
- A special Pledge Kit, Event-kitting and personalised running number bib
- Customised web page and support for creating the same to raise money online.
- A press meet for all the dream teamers to introduce and interact with the media.
- Invite for the VIP Marquee on the day of the event
- A priority line up at the start of the Great Delhi Run.
- Personal visits of Concern India Foundation representatives with NGOs they endorse
- Official event merchandise
- Name on running number bib
- VIP Marquee invite
- A set of five awards to be won in the category
- Processing, reconciliation and acknowledgement of all pledge cheques, receipts, thank you letters and 80G certificates (as applicable)

What if the target of Rs.1 lac is not met?

Though raising Rs.1 Lac will not be a difficult task for senior people but eventually if a Dream Teamer is unable to raise Rs.1 lac by the 28th of October 2009, he/she will be allowed to run only as part of 'I Pledge'. The special privilege available to Dream Team runners will be revoked. After deducting Rs.10, 000/- from the total pledges they have raised, before remitting the balance to your organization.

To avoid this kind of an embarrassing situation for the Dream Runner as well as the organisation it will be a good idea to make a strong and passionate pitch for your cause through sending mailers, presentations etc. & keep them motivated and enthused about the raising funds for your organisation.

Who will issue receipts?

Concern India Foundation will issue receipts and 80G certificates for all individuals who have contributed to the Dream Teamer run. These receipts and certificates will be sent to your organisation & you can further enclose promotional or informational materials about your organization and perhaps some simple gifts before giving them on to the Dream Teamer. This will create a wide and happy donor base for your organization to tap into, aware of your work and favorably disposed towards it.

We recommend letting the Dream Team runners send out the receipts and tax certificates to people with a personalized message. Sample "thank you" letters will be available on request.

*Please note that overseas donors will not be eligible to tax exemption.

(II) Corporate Challenge :

It is a group of corporate companies who participate in the marathon by contributing an upfront & non refundable sum of Rs.2.09Lacs for their chosen charity or the cause that they support. They can send up to 30 employees per team to participate in the event. A corporate can send a maximum of 7 teams, as there are limited slots available. Corporate Teams will be registered on first cum first served basis.

How to get started on it?

a. Registration :

The registration amount of Rs.2.09Lacs will include and entry fee of Rs. 9000/- @ Rs.300/-charged by Procam for the 30 participants; 12.5% of the Rs. 2.00 Lacs will be retained by Concern India Foundation to meet administrative costs and Corporate Challenge processing costs. Out of Rs.2,09,000/- that a corporate contributes for a team of up to 30 runners, Rs.1,75,000 will go to the charity/cause chosen by the Corporate.

What sort of companies can participate?

Identify companies that are likely to fit the Corporate Challenge based on what is required of them. These will typically be from industries/sectors that employ a large proportion of "knowledge workers", e.g., banking, finance, insurance, ITES (BPOs, call centers & software), FMCG, etc.

Try and focus on companies where you directly know someone senior in the Top Management, HR or Corporate Communications functions.

While this is not a rule or guideline, companies with less than 100 employees or with a turnover less than Rs. 50 crores p.a. are unlikely to participate in the Challenge. Make a strong pitch to them on how participating in the DHM will help them energize their staff. We also recommend that if a company has already been approached by another NGO and they are considering participating; it would be wonderful if you could support their cause. It is important that as conscience-keepers, we ourselves do not start competing with each other!

Most importantly, try and convince companies to match pledges raised by employees without limiting their contribution to the Rs. 2.09 lacs that they pay upfront alone. Matching by the company is a strong motivator for employees to participate, and it makes them feel proud of their company as well!

Workshops for Team Leaders: Every Corporate Challenge team will be requested to nominate internally a "Team Leader". A Team Leader is expected to be Concern India Foundation's point of contact for all event related communication and documentation. He or she will also be responsible to help motivate the remaining members of the Corporate Challenge Team to raise pledges and inspire them to participate and train for the event.

What does the Corporate Challenge Team have to do once they have signed up?

- a. Once the company agrees to participate, get them to fill in the Corporate Challenge Registration Form and write out a cheque favoring "Concern India Foundation" for Rs.2,09,000/ -. You can then send this form and cheque to: Concern India Foundation, A-52, st Floor, Amar Colony, Lajpat Nagar IV, New Delhi - 110024
- b. Concern India Foundation will process the application and ensure that all details have been entered as per the guidelines and send you a confirmation letter along with a full set of posters and emailers as per request.

How does a company form a Corporate Challenge team?

- a. Interested employees should fill in the Event Entry Forms and send them to you. The 30 employees from a Corporate Challenge company get pledge kits free of cost. Once you have the 30 completed forms, you can send them together to Concern India Foundation, A-52, Amar Colony, Lajpat Nagar - IV, New Delhi - 110024.
Subject to the forms being complete and participants meeting the basic criteria, the Pledge Kits will be given to you for each member of your team. Remember, however, that only the first 30 participants from a company are guaranteed participation. Concern India Foundation will also send you a letter of authority closer to the event for collection of running no.s & bibs.
- b.

Some additional tips to make the logistics of corporate participation easier:

- a. We recommend that wherever possible, you obtain permission from the company to post a volunteer inside the company for the next 2 months, to promote participation among employees. This will also help you get more employees to run for your charity from such companies. Ensure that the event is promoted aggressively using emailers, posters, etc.

- b. Have your volunteer actively promote pledge raising among those who sign up to run. Remember, the Rs.2.09 Lac contribution from the company is only half the work done, or even less. The real fun is in getting employees to raise pledges from far and wide, and then getting the company to match the total that will far exceeds Rs. 2.09 Lac, initial contribution.
- c. Concern India Foundation, to encourage greater corporate participation, will be happy to conduct 1-hour Pledge Raising Orientation workshop for participating companies, completely free of cost, if they so require. Representatives from Concern India Foundation's will conduct this workshop, walking people through the process and demonstrating how they can use their pledge kits most effectively. You can make a presentation about your organization in this workshop as well. This will serve as a great opportunity for the corporate team to bond together before the event.

Deadline for pledges:

- a. Please note that all pledge cheques need to reach Concern India Foundation by before 16th of Nov 2009 (*Please note that all the pledge cheques should be realized on or before 16th Nov 2009). The pledge cheques should be favoring "Concern India Foundation". Once all pledges have been collected, please help them fill up the pledge summary sheet and pledge sheets.
- b. These have to be then sent to us at our Delhi address, Concern India Foundation, A-52, 1st Floor, Amar Colony, Lajpat Nagar IV, New Delhi - 110024, along with the payments.
- c. Please ensure that they tick "Corporate Challenge" in the Pledge Summary Sheet. Request them to enclose a single cheque for all the cash they have collected, in favor of Concern India Foundation.

Incentives:

Each employee is motivated to raise any amount in pledges.

- Special Pledge Kit for all participants and an ADHM08 CD for each team
- Special running number with the name of the Corporate on it. (Provided the corporate/NGO submits all its entry forms to Concern India Foundation by 13th October).
- Separate holding area at event venue on Race Day.
- Profiles of the Corporate will be put up on the event website of India Times and Concern India Foundation.
- Regular newsletters to teams + pre race day communication.
- Downloadable material for corporates on the Concern India Foundation website
- Workshops on pledge raising conducted by Concern India Foundation, on request by concerned corporate and NGO.
- Team Leaders' meeting - event update, pledge raising tips, standardised motivational presentations for team members
- Processing, reconciliation and acknowledgement of all pledge cheques

INCENTIVES ON THE RACE DAY:

- Separate holding area at the Event Venue on the Race Day with added features like LCD screens, event ambassador or other celebrity visit etc.
- Separate Line-up of CC teams as a Roll of Honour depending upon the amounts raised by them. Eg. Ernst & Young, KPMG and Bird Group.
- Invitation to the heads/CEOs of top 3 corporates who raised maximum amounts in ADHM 08 to wave off their team during the Great Delhi Run with other VIP's and celebrities.
- Interaction of the heads/CEO's with the MCs/RJs present at the event.
- Six charity awards to be vied for and won in the category
- A gratification to the first 100 I-pledgers (overall) of the corporate challenge teams

Who will issue receipts?

Concern India Foundation will issue receipts and 80G certificates for all individuals who have contributed to the runner. These receipts and certificates will be sent to the runners directly, because different runners from a company may choose to run for different charities. We recommend that you directly contact those who you know have run for your organization, and give them materials about your organization/small gifts to enclose, if you want to reach out to the donors. Overseas donors will not be eligible to tax exemption.

Can an NGO create its own fundraising package?

Creating any other customised packages on your own is discouraged, as it creates confusion and also undermines the efforts of other NGOs. If you find a small company that cannot afford the Rs. 2.09 lacs commitment, you can encourage their employees to create a small 'I Pledge team and participate (upto 200 members). Similarly, small groups and associations of people like Rotary/Lions Clubs, etc. can form teams and run as a team, within the 'I pledge'. As long as these groups are not too large (more than 200 people). There should be no problems at all.

The event organizers will not accept more than 200 entries from an entity.

General Points

1. Charges

- Dream Team: Rs. 10,000/- , per Dream Team + credit card charges (actuals) if any. (Includes process of all pledges raised by Dream teamer)
- Corporate Challenge: Rs 25,000/-+ credit card charges (actuals) if any.
- Corporate Challenge Pledges: 5% of total pledges raised by an individual or Rs 5,000/-whichever is lower.
- I Pledge: Rs 100 for the pledge kit and 2.5% of total pledges raised by an individual
- Important: All Govt. of India taxes and other service charges will be applied as applicable.

These charges are fixed to help meet Concern India Foundation's costs of:

- Creating the packages for the Event's Charity aspects and executing them.
- Promoting the charity aspect of the event and putting together promotional materials.
- Collecting outstation cheques, bearing bounce charges, collecting e-payments (credit card charges, etc.)
- Managing the processes for issue of receipts, tax certificates (as applicable) , etc. to each individual donor.
- Tracking details of each individual donor's payment and publishing details of every single contribution on the website after the event.
- Costs of privileges & materials provided to Dream Teamer and Corporate Challenge participants.
- All other support it provides.

2. Concern India Foundation will maintain a separate record of all expenses it incurs for the event and publish this after the event.

3. The Race Categories are:

Race	Distance
Great Delhi Run	6 km
Half Marathon	21km
Sr. Citizens Run	4.5 Km
Wheel Chair Event	2.5 km

4. A Pledge Raiser under any of the packages (Dream Teamer, Corporate Challenge and I Pledge) can run any one of the 4 races as given in point 3 above.

5. At the end of the event, Concern India Foundation will put up a comprehensive list of everyone who pledged money, on its website.

6. NGOs are encouraged to register with Concern India Foundation in advance, so that they can be included in the Marathon list of participating NGO.

Charity Award Structure

Dream Teamer

- Highest Pledge Raising Individual (Men)
- Highest Pledge Raising Individual (Women)
- Highest No. of Pledges raised by a Dream Teamer
- Youngest Dream Teamer
- Highest Online pledge raising Dream Teamer

Corporate Challengers

- Highest Pledge Raising Team
- Highest Individual Pledge Raiser (Men)
- 2nd Highest Individual Pledge Raiser (Men)
- Highest Individual Pledge Raiser (Women)
- 2nd Highest Individual Pledge Raiser (Women)
- Highest corporate matching pledges raised by its team members

I Pledge

- Highest Individual Pledge Raiser (Men)
- 2nd Highest Individual Pledge Raiser (Men)
- Highest Individual Pledge Raiser (Women)
- 2nd Highest Individual Pledge Raiser (Women)
- Highest no. of pledges raised by an individual

NGO Awards

- Highest & 2nd highest pledge amount raising NGO (excluding Corporate Challenge)
- Highest pledge & 2nd highest pledge amount raising NGO (including Corporate Challenge)
- NGO with the highest and 2nd highest number of pledgers

Frequently Asked Questions

1. Can people give money to my NGO directly?

No All monies raised for the charity through mararthon has to be routed through official charity partner. NGO's risk disqualification from the charity list doing so otherwise.

This will give you as well the pledge raisers a fair opportunity to win the charity awards

2. Can people raise pledges without the pledge kit?

It is only when the pledge kit is availed that you are registered as an 'I pledger'. The Pledge Kit is vital as it not only answers a lot of questions on pledge raising but gives people tools to help them have a more successful pledge raising drive. We would like people to raise pledges via the Pledge Sheet, which is provided as a part of the Pledge Kit. Our systems are geared to track pledges only of those individual runners who have taken the Pledge Kit.

3. If we get a Celebrity to run for a cause, do they still have to raise Rs.1 lac to be part of the Dream Team?

We believe that people who support a cause are the true celebrities of this event, and therefore, yes, even celebrities need to raise pledges. This will also ensure that they know your NGO well when the press contacts them. Concern India Foundation will be happy to support your efforts to use such opportunities to derive visibility for your own organization.

4. What happens if a celebrity is not able to participate after signing up?

We understand that celebrities might not be sure if they are available to run at this time. In case they cannot be present on race day, the money they have raised can still go to the NGO they have raised it for.

5. Can an NGO display its own banners/posters during the Event or are there any guidelines that should be followed?

Runners may carry and display banners and posters of NGOs.

6. Is there any dress code to be followed? Can an NGO distribute their T-Shirts?

For the runs there is no dress code. People can wear T-shirts of your NGO with your messages printed on them, or they can wear special costumes to attract attention to your cause. Whatever may be the attire of the runner, it cannot obscure running number bib.

7. If a celebrity wishes to run for an NGO without raising any pledges, will that be allowed?

Not everyone who runs will be raising pledges, so sure, they can run, and if spaces are still available when they apply. However, they cannot run as part of the Dream Team nor will any publicity be received by them.

8. Is there any restriction on the number of NGOs who can participate or on the number of runners per NGO?

There is no restriction on the number of NGOs who can participate. The maximum that an NGO can book is 250 running numbers in the I Pledge category and will be purely on the first come first serve basis and maximum 250 running numbers per NGO in I Pledge Category.

9. Can different people who fill in forms separately still run together?

All race categories (eg. Half Marathon, etc.) have different start timings. People will be able to run together only if they are running the same race and are part of the same package (Corporate Challenge, Dream Team or I Pledge).

10. For corporate is it a must for any of their employees to participate in Event or can they give the required min. amount of Rs. 2.09 lacs to the NGO and allow the NGO to carry their company banners on their behalf?

Through this Event we want to create a culture of "giving". Encouraging their employees to run/walk and raise pledges is therefore an important part of the event. If you are unable to enthruse 30 employees in a company to run, please seek help from Concern India Foundation. We will be happy to come across and motivate your team!

11. Can an NGO representative be given the Running Number Bibs on behalf of all the people running for that NGO?

Yes, a group can send their representative to collect their running number bibs from the Get Active Airtel Delhi Half Marathon Expo. The representative must carry along the original Acceptance letters signed by each runner, an authority letter from the group and a photo identity of himself/ herself.

We however, encourage individuals to visit the Expo and collect their own bibs personally. The expo is a good opportunity to meet and interact with fellow runners, collect information and enjoy the interactive stalls put up by leading lifestyle and fitness brands.

12. Can an NGO's contingent of runners of all ages start the Dream Run together?

Yes, this will be possible as long as they are all part of the same category (Dream Team, Corporate Challenge or I Pledge).

13. What happens if a child stops in between?

Please note the minimum age eligibility for Dream Run is 12 years. There will be Race volunteers along the way who can help them get back to the venue of ADHM 09. However, it would be strongly advisable for the guardians to agree on a predetermined 'lost and found' location with children!

14. Will there be exit points on the route?

Yes, there will be exit points along the route if people are not able to go the distance.

15. Can runners carry mobile phones?

Yes runners may carry mobile phones, at their own risk.

16. Can the children hold balloons?

No, there are helicopters flying low over the Race route gas filled balloons are not permitted. Please keep in mind that in the Great Delhi Run, there will be people running and nothing should obstruct people running nor in anyway cause them injury whilst running.

17. Can a company offer to match pledges only for a specific NGO?

Yes, they can, and our systems will be able to handle this.

Annexure 2

Online Donation Page: Facility only for Dream Teamers

1. What is "Online Donations"?

It is a quick and easy way to collect money for an NGO or charity of our choice. You provide details of why you're raising funds for a cause close to your heart and use these details to create a Online Donation webpage that your friends and family can visit and donate to through a secure online donation. Concern India Foundation will then transfer the amount you have collected to your chosen charity. Online Donation provides you with a simple and convenient platform to collect money for a good cause.

2. How do I create Online Donation page?

Log onto our website www.concernindiafoundation.org and go to the 'Create your own Online Donation Page' option, where you can create your own page in three simple steps. First, you need to register yourself as a new user on www.concernindiafoundation.org

Enter your personal, permanent email address as your User ID. You will receive a password from Concern India Foundation. This user ID and password can be used for all other transactions you wish to make through the website. Then, create your page by selecting 'Airtel Delhi Half Marathon 2009' under 'Event you are raising money's for' and filling in the required details. Please keep a scanned 100x100 pixel photo or image in JPG or GIF format ready to upload if you wish to have a photo or image on your page. You can then preview your page and confirm it.

3. How do I inform people about my Online Donation Page?

Once you create the page, you will receive a mail from mentioning the link (URL) for your Online Donation page.

Email this URL/link to your family/friends/colleagues. They can then go to your page and make a secure online donation.

4. My Online Donation page is ready and I have the URL for it. Can I make changes to it now?

No, we're sorry, you cannot make any changes to your Online Donation page once it has been created (i.e. once you have a link for your page), so we strongly recommend you that you be sure to double check every detail on your page while previewing it.

5. Can I raise funds for more than one charity through Online Donation?

No. However you can raise monies for more than one charity offline.

6. How will I know if someone has made a donation on my Online Donation page?

You will receive a notification mail for every successful donation made on your page. Also, your donor will receive a "Thank you" mail from you, that you designed yourself while creating your "online donation" page.

7. Will my donors get a receipt for their donation?

Yes, all donors on your page will be emailed an 80G receipt immediately upon completion of transaction. This receipt can be used for income tax purposes. Please bear in mind that even if you have chosen a 35 AC project, you will still be issued an 80G receipts. Foreign donors will be given only receipts and no tax exemption certificate will be provided.

8. Will I receive a list with the names of the people who donated money through my Online Donation page?

The names of people who donated money through your Online Donation page will be visible on your page itself, if you choose that option upon creation of the page. However, no other consolidated list of donations will be sent to you separately.

9. How long can I receive donations through Online Donation?

Your pledge page will be valid till January 31, 2009. Once the end date is reached, your page can only be viewed, but it will not be possible to donate on the page.

10. When will the money that I collect on my pledge page be disbursed?

All money collected on the pledge page will be disbursed before March 31, 2009.

All Govt. of India Taxes and other Service Taxes will be applied as applicable.

Incase of any other help, contact us on marathon@concernindia.org.

Charity Partner - ADHM09
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