

TATA STEEL



CARE CHAMPION GOLD

Registration - 2018



Philanthropy Partner
IndiaCaresTM
Foundation

Care Champion GOLD

A **Care Champion Gold** is an individual* who undertakes to raise a minimum of Rs 2 lakh in donations for a chosen Civil Society Organisation (CSO (NGO)/ NGO). In order to register, a Care Champion Gold needs to make an upfront contribution of Rs 5,000/-** in favour of 'India Cares Foundation'. This will be included in the total minimum amount to be raised by the Care Champion Gold.

India Cares will require all Champions' collections and completed fundraising forms, adding up to the committed amount of Rs. 2 lakh or more, by 15th November 2018 for the benefits mentioned herein below to be provided.

What a Care Champion Gold can look forward to:

| PRE-RACE DAY | ON RACE DAY | POST RACE DAY |
|--|--|--|
| <ul style="list-style-type: none"> ✓ Regular contact with India Cares. ✓ Name and profile of the Care Champion Gold on the Event website and website of India Cares. ✓ Individual fundraising page on India Cares' website facilitated by the Philanthropy Partner. ✓ Mention on 'Wall of Change' at the Get Active Expo. ✓ Special effort to highlight the Care Champion Gold and their causes in media. ✓ No additional amount to be paid as event registration fees for race day participation. | <ul style="list-style-type: none"> ✓ Customised Bib number (Subject to availability Eg: date of birth, wedding anniversary, lucky numbers) ✓ Official Event Kitting (Event track suit, t-shirt & cap). ✓ Care Champion Gold raising funds of INR 4 lakh and above on or before 15th November 2018 shall be elevated as a Care Champion Diamond and will be entitled to relevant race day and post race day benefits.*** ✓ Invite (non-transferable) to self for the event pasta party. ✓ Invitee car park sticker for race day. ✓ Invite to VIP Marquee on Race Day, which is an opportunity to meet the Event Ambassadors and other celebrities. ✓ Priority line-up if participating in the <i>Anado Run, Senior Citizens' Run or in the Champions with Disability category.</i> | <ul style="list-style-type: none"> ✓ Free Race Day Photograph (<i>subject to image being captured by www.marathon-Photos.com on race day</i>). ✓ Processing, reconciliation and acknowledging all pledge cheques received, issuing receipts, and 80G certificates wherever applicable. ✓ Care Champion Gold will be named in the post event docket. |

*Select a CSO (NGO) from the list of participating CSO (NGO)s/ NGOs on <http://icfn.in/TSK25K/>

**India Cares retains the Rs 5,000/- contributed by a Care Champion Gold as donation for the support provided to the Care Champion and CSO (NGO).

*** India Cares needs details of funds raised by 15 November 2018 to upgrade the Champion

| General Tips | Frequently Asked Questions |
|---|--|
| <ul style="list-style-type: none"> • Start Early: The sooner you begin, the more you'll raise and the less pressure you'll feel • Promote your fundraising page: Place the link of your online appeal created on India Cares website to your FaceBook/ Twitter/ Blog/ LinkedIn/ etc. • Your closest contacts: are who will start to give, both, contributions and references. • Set yourself a higher target: Donors may assume you don't really need their donation if your target is average. The higher the target, the more likely donors donate and give generously.. • Draft template letters: that you can send out to all your contacts (you can use the samples provided here). • Donors respond positively when the 'Why' is clear: Explain why the cause is meaningful to you even if you don't have a personal connection to the cause, explain how their donation will make a difference • Stay Focused! Remind yourself everyday why you are fundraising and participating in TSK25K • Ask, Ask and Ask again - People need to be reminded • Send out a Thank You email to your donors for helping you reach your goal. • Donation cheques should be made out in the name of your chosen CSO (NGO). Donors will receive 80G tax exemption as applicable from the CSO (NGO). | <ol style="list-style-type: none"> 1. Who Should You Ask? Everyone! Create a list of potential donors (i.e. family, friends, co-workers, neighbors, classmates, clients etc.) Ask for referrals. 2. What Should You Tell the Donors? Tell them about your cause, impact the contribution will have and tax exemptions are part of it 3. How Much Do You Ask For? Whatever is possible! Give a specific range e.g. Rs 500,1000,1500 etc. 4. When do I need to submit the funds I have raised? All funds adding up to the committed amount must be submitted by 15th November 2018. In case you submit to the CSO (NGO)/ NGO, keep photocopies for India Cares, you can continue raising funds till 30th December 2018. 5. What do I do for donors who keep delaying the donations? <ul style="list-style-type: none"> ○ Firstly accept that it happens. It's very common for people to put things off. We all live busy lives and have a lot of other responsibilities on our plates. ○ If someone has indicated that they want to donate, but hasn't, don't hesitate to follow-up with a phone call or reminder email. Especially as the time you have to fundraise for the event runs down. People respond to deadlines! ○ Keep telling people about your target and the timeline you have to get there. ○ Include progress updates in your follow up messages and consider including any inspiring stories or personal anecdotes you have about the cause. ○ Remember to continue using social media! - it's more acceptable to frequently post updates 6. How do I make my mailer more effective? Include in your mail asking for donation in the first paragraph, which focuses on the donor's benefit of donating. Talk about the project you are fundraising for, give some stats for reference. Use a photo to convey better. |

Remember You are NOT asking for money for yourself —it's for the cause YOU have chosen! Donors don't give to institutions. They invest in ideas and people in whom they believe.

| Sample Ask Letter | Sample Thank-you Letter |
|--|---|
| <p>Dear Friend,</p> <p>Funny isn't it, we get sad, angry, hopeful and feel helpless, when we see something that's not right in our society or a less fortunate who just needs a chance.....</p> <p>Well, like you know, i am associated with (name of the organisation) who works in the space of (3-4 lines about the cause you are raising funds for)</p> <p>This NGO is a part of the Tata Steel Kolkata 25K 2018 happening on 16 December. They are raising funds for (the reason funds are needed)</p> <p>As part of my participation and support, I have decided to raise (Rs <u>xxx</u>) for (NGO name)</p> <p>Am looking at you to help me reach this target, send me a cheque the name of (<u>insert name of CSO (NGO)</u>) or you can donate online to on this page: (link). Your funds will be used for (2-3 lines on utilisation of donations)</p> <p>With your contribution am sure to reach my target by 15th November, which is my deadline.</p> <p>All donations are tax deductible, and your generosity will play a role in the efforts to support the cause.</p> <p>Thank you so much for your support. I will think of you proudly as I bravely pound the pavement.</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p><i>P.S. Your belief in your cause, commitment to following is all you need to reach your target.</i></p> | <p>Dear Friend,</p> <p>Thank You for Joining Me to Support (NGO name)!</p> <p>With your support I was able to raise Rs. _____.</p> <p>Your caring support for (name of CSO (NGO)) will make a great difference to lives.</p> <p>Your gift is already being used for (utilisation of funds statement) There's no doubt that the need is huge; however, the support of donors like you is helping to make it possible for the less fortunate lead happier and fruitful lives.</p> <p>As I was running in the race, it felt great to be surrounded by so many other caring Indians, but even better was the feeling that I was supported in my efforts by so many friends!</p> <p>Thank you again for your support!</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p><i>P.S. For more information about the cause you have helped to support, please visit [insert CSO (NGO) website]</i></p> |

Important dates for Care Champion Gold:

| | | |
|---------------------|---|--|
| 1 August 2018 | ⇒ | Start of Care Champion Gold registration |
| 15 November 2018 | ⇒ | End of Care Champion Gold registration |
| 15 November 2018 | ⇒ | Last date to reach & submit the fundraising threshold of Rs 2 lakh |
| 13-15 December 2018 | ⇒ | Get Active Expo – bib distribution for confirmed participants |
| 15 December 2018 | ⇒ | Pasta Party |
| 16 December 2018 | ⇒ | Race Day |
| 30 December 2018 | ⇒ | Last Day to raise funds in this edition (to go beyond your target) |



Care Champion Gold Registration Form



Champion's Details:

| | |
|---|---|
| Name | |
| Email Id | |
| Mobile Number | |
| Your chosen CSO (NGO)* | |
| Date of Birth | |
| T-Shirt Size - tick one: | XS <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> |
| Type of Photo ID proof attached | <input type="checkbox"/> Pan Card <input type="checkbox"/> Aadhar <input type="checkbox"/> Driving License <input type="checkbox"/> Passport <input type="checkbox"/> Other |
| Race Category | <input type="checkbox"/> 25km <input type="checkbox"/> 10K <input type="checkbox"/> 6km Anando Run <input type="checkbox"/> Sr Citizen <input type="checkbox"/> CWD |
| Preferred Bib Number (provided target is achieved by 15th Nov 2018) | |
| Address: | |

*Choose a CSO (NGO) from the list of participating CSO (NGO)s/ NGOs on <http://icfn.in/TSK25K/>

Care Champion Gold's Profile (MANDATORY) (5-6 lines for each aspect or at least one, can be sent in a separate sheet, but has to be sent with this form)

| |
|---------------|
| Professional: |
| Personal: |

Payment Details: Signup donation: Rs 5,000/- by cheque favoring "India Cares Foundation" which is included in your committed amount of Rs 2 lakh

| | |
|---------------------------|--|
| Amount: | |
| Cheque No: | |
| Drawn On: (Bank / Branch) | |

Please send a high resolution quality soft copy of your photograph to tsk25k@icfn.in and provide your appeal message in the box below. We will use both for promotional purposes during the event. (Not more than 225 words and attach a separate sheet if required)

Terms and Conditions:

- India Cares will facilitate your registration as a **Care Champion Gold** by submitting your Run Registration Form for Tata Steel Kolkata 25K 2018 to the race authorities.
- Your run registration charges will be paid by India Cares
- You have to send a high resolution photograph of yours along with this form
- You will receive an 80G tax exemption receipt from India Cares for your sign up contribution of Rs 5,000/-
- You are committing to raising a minimum of Rs 2 lakh for the CSO (NGO) indicated.
- Donation cheques / drafts collected by you should be made out in the name of the CSO (NGO) you support, and your donors will receive tax exemption u/s 80G from that CSO (NGO).
- For donations raised online through your appeal page on <http://icfn.in/TSK25K/>
 - India Cares deducts 5% of the donation amount towards provision of the online platform. The remaining amount is forwarded to your chosen CSO (NGO) post-event.
 - Donors get the appropriate 80G e-receipt from India Cares, within an hour of donating
- **India Cares will need evidence of your target reached by 15th November 2018 to provide the Race Day and Post Race Day benefits.**
- In case we do not receive all the information in the form above, we will not be able to promote the Champion and the Cause.
- All terms and conditions that apply to participation in the Tata Steel Kolkata 25K 2018, as indicated in the event run registration form shall apply.

I have read through the terms and conditions and agree to abide by the same.

Champion's Name: _____

Signature: _____

**This Form, filled soft copy should be sent to our event email id: tsk25k@icfn.in*



Care Champion Gold Funds Submission Form

Champion's Details:

Name: _____

Email Id: _____

Contact No: _____

Recipient CSO (NGO) Name: _____

Collection Details:

Total Amount Raised: _____

By Cheque*: _____

By Cash**: _____

Online : _____

**All cheque photocopies must be submitted with this form.*

*** All collected cash should be submitted to the recipient CSO (NGO). But please give the proper details of your donors who donated cash to the CSO (NGO) to get the appropriate 80G receipts. Keep an excel of these details and submit to India Cares.*

India Cares Foundation
C/o Procam International
11th Floor, Main Block,
Tivoli Court, 1A Ballygunge Circular Road,
Kolkata 700 019
tsk25k@icfn.in; <http://icfn.in/TSK25K/>

