

Be Our Champion and
make a difference



Dream Maker

How it Works:

- A Dream Maker, registers and commits to raise at least Rs 1.50 Lakh for a 'Participating NGO'* of his/ her choice.
- Makes an upfront non-refundable contribution of Rs 7,500/- in the name of "India Cares Foundation". This will be included in the total minimum amount to be raised.
- India Cares will set up for you an online Appeal Page on www.icfn.in/adhm. This page can be circulated to your social circle, enabling online contributions to your cause/ organisation
- Funds can also be collected, offline, through cheques, cash and demand drafts favouring the NGO that is being supported
- Contact as many people as you can to get large numbers
- India Cares will require all your collections and completed fundraising forms, adding up to the committed amount of Rs 1.50 lakh by 30th October 2014.

*Select a NGO from the list of participating charities on www.icfn.in/adhm



Benefits of registering as a Dream Maker:

- Name and quote on the official event website
- Mention on 'Wall of Change' at the Get Active Expo
- Kitting – official event tee & track suit
- Personalised running number bib
- Invite (non-transferable) to event pasta party
- Invitee car park sticker for race day
- Invite to the Grand Stand on race day
- Invite to the Procam Marquee (for self) on race day
- Priority line-up at the start of the Great Delhi Run (6 km)
- Race day photograph (where captured by event's official photographers, www.marathon-photos.com/certificate)
- Invite to ADHM 2014 Charity Awards ceremony (post event)

*In order to receive these special benefits, evidence of all the funds you have raised will be required (through photocopies of cheques, receipts received) for the amount of Rs.1.50 lakh by October 30, 2014.



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General Tips	Frequently Asked Questions
<ul style="list-style-type: none"> • Start collecting funds early. • Always keep your fundraising sheet with you. • No amount is too small - small sums add up to make a big difference! • Initially approach people you know well for a positive start. • Set yourself a target and make it known. • Draft template letters that you can send out to all your contacts (you can use the samples provided here). • Be knowledgeable about the cause you're supporting. • Donors respond positively if they know how their donation will help. • Send out a Thank You email to your donors for helping you reach your goal. • Circulate the link of the online Appeal page through a personalized mail letting people know why you chose the particular NGO. • Donation cheques should be made out in the name of your chosen NGO. Donors will receive 80G tax exemption as applicable from the NGO. • Cash donation collected should be submitted along with the Name, address and contact details of the Donors to ensure proper tax receipt (A copy of the same has to be given to India Cares) • Place the donation widget from your online appeal page 	<p>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.</p> <p>2. What Should You Tell the Donors? Tell them about your cause. And that their donations are tax deductible.</p> <p>3. How Much Do You Ask For? Whatever is possible! Give a specific range e.g. Rs 500,1000, 1500 etc.</p> <p>4. When do I need to submit the funds I have raised? All funds adding up to at least the committed amount of Rs 1.50 lakh must be submitted by 30th October 2014. In case you submit to the NGO, keep photocopies for India Cares</p> <p>5. What do I do for donors who keep delaying the donations? Donors who won't donate now, give them the immediate benefit of donating while deferring the cost, ask for specific amounts, get them to commit an amount, usually people who commit an amount donate sooner or later.</p> <p>6. How do I make my mailer more effective? Include in your call asking for donation, in the first paragraph, donor's benefit of donating. Give a brief about the NGO you are supporting (10-12 lines). Talk about the project you are fundraising for, give some stats for reference. Use a photo, to create more impact.</p> <p>REMEMBER you are NOT asking for money for Yourself —it's for the NGO you have chosen! Every rupee you collect makes a difference! Be creative and remember to have fun!</p>

Sample Ask Letter:	Sample Thank-you Letter
<p>Dear Friend,</p> <p>I am running for a cause...will You help?</p> <p>On 23rd November 2014, I will join with thousands of Indians to run in the Airtel Delhi Half Marathon!</p> <p>Similar events in Mumbai and Bangalore have become some of the top fund raising opportunities for charities in India...together we can make this one just as impactful for local charities. That's why I am running for a cause.</p> <p><i>Let's show that India Cares!</i></p> <p>Am sure you will make a tax-deductible donation to help me meet my goal of raising Rs. _____ to help [insert name of NGO]?</p> <p>[insert short description of the NGO and how the donor can help the project by making x amount of donation]</p> <p>Please, follow this link and make an online donation or make out a cheque to [insert name of NGO] and send it to me so that together we do our best to support .</p> <p>I will be thinking about all of You as I race through the streets of Delhi!</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p>P.S. Don't forget, every single rupee counts and together we can make a huge impact!</p>	<p>Dear Friend,</p> <p>Thank you again for supporting my run for a cause!</p> <p>With your support I was able to raise Rs. _____ for [insert name of NGO]!</p> <p>As you know, [insert name of NGO and brief description of their mission, operations and the impact that donations can have]</p> <p>I know your support will have a impact on their work!</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>P.S. For more information about the cause you have helped to support, please visit [insert NGO website]</p>

Dream Maker Registration Form

Runner Details:

Runner Name: _____

Email Id: _____

Mobile Number: _____

Your chosen NGO* : _____

T-Shirt Size - tick one: ☐ 34 ☐ 36 ☐ 38 ☐ 40 ☐ 42 ☐ 44

*Please select from the "Participating NGOs" list on www.icfn.in/adhm

Payment Details:

Signup Fee: Rs 7,500/- by cheque favouring "India Cares Foundation" which is included in your committed amount of Rs 1.50 lakh

Amount: _____

Cheque No. _____

Dated: _____

Drawn On: (Bank / Branch) _____

Please send a high resolution quality soft copy of your photograph to adhm2014@icfn.in and provide a brief profile about yourself and 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 Dream Maker by submitting your Airtel Delhi Half Marathon 2014 “Entry Form” and this Dream Maker “Registration Form” to the race authorities.
- Your run registration charges will be paid by India Cares
- You will receive an 80G tax exemption receipt from India Cares for your sign up payment of Rs 7,500/-
- You are committing to raise a minimum of Rs 1.50 lakh for the NGO indicated.
- Donation cheques / drafts collected by you should be made out in the name of the NGO you support, and your donors will receive tax exemption u/s 80G from that NGO.
- For donations raised online through your appeal page on www.icfn.in/adhm
 - India Cares deducts 7% of the donation amount towards provision of the online platform. The remaining amount is forwarded to your chosen NGO post-event.
 - Donors get the appropriate 80G e-receipt from India Cares, within an hour of donating
- Please submit evidence of your funds raised by 30th October 2014 to India Cares.
- All terms and conditions that apply to participate in the Airtel Delhi Half Marathon 2014, as indicated in the application form for the event, shall apply.

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

Runner Name: _____ Signature: _____

This Form, filled soft copy should be sent to our event email id: adh2014@icfn.in

This Form, along with registrations cheques should reach India Cares office:

**India Cares Foundation, C/o CPA, 404, White House, 382 Sant Nagar, East of Kailash,
New Delhi 110065, Mob: +91 9740083121,
Email: adh2014@icfn.in**



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Dream Maker Funds Submission Form

Runner Details

Name : _____

Email Id: _____

Contact No: _____

Recipient 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 NGO. But please give the proper details of your donors who donated cash to the NGO to get the appropriate 80G receipts. Keep an excel of these details and submit to India Cares.*

Do take PAN no. of donors donating Rs 5,000 & above

Important dates for Dream Makers:

20 Aug 2014	⇒	Start of Dream Maker registration
01 Oct 2014	⇒	End of Dream Maker registration
30 Oct 2014	⇒	Last date to submit reach the minimum fundraising threshold of ` 1.50 lakh
14 – 16 Nov 2014	⇒	Get Active Expo – bib distribution for confirmed participants residing in Delhi and NCT regions
22 Nov 2014	⇒	Pasta Party Bib distribution for confirmed outstation and overseas participants
23 Nov 2014	⇒	Race Day



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Funds Collection Sheet - I

Dream Maker

Runner Name: _____

For NGO: _____

Donor Name	Contact Details : Email id & Address	Amount Donated	Cash/ Cheque No.

Please keep extra photocopies of the funds collection sheet



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Funds Collection Sheet - II

Dream Maker

Runner Name:_____

For NGO:_____

Donor Name	Contact Details : Email id & Address	Amount Donated	Cash/ Cheque No.

Please keep extra photocopies of the funds collection sheet



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Funds Collection Sheet - III

Dream Maker

Runner Name: _____

For NGO: _____

Donor Name	Contact Details : Email id & Address	Amount Donated	Cash/ Cheque No.

Please keep extra photocopies of the funds collection sheet