



TCS
WORLD 10K
BENGALURU
TATA CONSULTANCY SERVICES



Philanthropy Partner
India Cares
Foundation



YOUTH CARES TEAM Registration



Beyond the Run



Youth Cares Team

A **Youth Cares** Team needs to raise a minimum of Rs 50,000 in for a chosen Civil Society Organisation* (CSO/NGO). The team needs to make an upfront contribution of Rs 2,500/-** at the time of registration in favour of 'India Cares Foundation'. This will be included in the total minimum amount to be raised by the Youth Cares Team.

- Each team of Youth Cares will comprise of 3 participants who are students.
- Team members of all Youth Cares teams can participate only in the Majja Run category.
- India Cares will require all your collections and completed fundraising forms, adding up to the committed amount of Rs 50,000/- by 20th April 2018 for the benefits to be provided.

Privileges for Youth Cares teams

Youth Cares teams who cross the **minimum aggregate fundraising threshold of Rs 50,000 per team on or before 20th April 2018**, can look forward to the following privileges at TCS World 10k Bengaluru 2018.

PRE-RACE DAY	ON RACE DAY	POST RACE DAY
<ul style="list-style-type: none">✓ Regular contact with India Cares.✓ Special page for the team on the India Cares website, with the team mentioned on the Event website.✓ No additional amount to be paid as event registration fees for participation in the Majja Run.✓ Mention on Wall of Change at the Get Active Expo.✓ Invitation to team members of the highest fundraising team as on 20th April, along with one representative from their educational institute, to the Event pasta party.	<ul style="list-style-type: none">✓ Special running number bib.✓ Event tee for top 3 fund raising teams as on 20th April 2018.	<ul style="list-style-type: none">✓ Processing, reconciliation and acknowledging all pledge cheques received, issuing receipts, and 80G certificates wherever applicable.✓ Youth Cares team will be named in the post event docket.✓ Award for the top 2 fundraising teams.✓ Event certificate to members of all successful Youth Cares teams.

* **Choose a CSO from the list of participating charities on <http://icfn.in/tcsworld10k/>**

**India Cares retains Rs 2,500/- of the total funds raised by a Youth Cares Team as donation for the support provided to the Youth Cares Team and CSO.



General Tips	Frequently Asked Questions
<ul style="list-style-type: none"> • Start collecting funds early • Communicating your passion and personal connection to the cause will help people understand your raising funds. The more personal you can make it the better. • Give donors the opportunity to see the impact they can have, state the positive impact the contribution will have • Promote and share your fundraiser page through not only your own networks, but your network's networks • Always keep your fundraising sheet with you. Place the link of your online appeal on India Cares website to your FaceBook/ Twitter/ Blog. • Initially your closest contacts are the ones most likely to donate, and give references. • Set yourself a target and make it known – Share any interesting highlights regarding the status of your fundraiser, such as reaching a milestone • Draft template letters that you can send out to all your contacts (you can use the samples provided here). Email is faster and can return instant results, but good old-fashioned had written letters show a personal touch • Remember, it's difficult for people to say "no" if you speak with them in person. • When you're writing/ talking to your contacts, just be yourself, don't try and convince people, you are 100% sure of what you are doing, it will show. • And, don't be a afraid to send follow up emails or do calls! People respond to deadlines! • Make sure to say thank you to everyone who supported you. Send emails, write personal notes and thank people in person • Donation cheques should be made out in the name of your chosen CSO. Donors will receive 80G tax exemption as applicable from the CSO. • Cash donation collected should be submitted along with the Name, address and contact details of all Donors to ensure proper tax receipt (A copy of the same has to be given to India Cares) 	<ol style="list-style-type: none"> 1. Who Should You Ask? Everyone! Remember, it doesn't hurt to ask so build the biggest list you can by including everyone you can think of! 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 1000, 2000, 5000 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 20th April 2018. In case you submit to the CSO, keep photocopies for India Cares, you can continue raising funds till 30 May 2018. 5. What do I do for donors who keep delaying the donations? Avoid undue pressure and Host 'Just for Fun' mini events like dinners, coffee meet, etc and keep them informed about your progress <ul style="list-style-type: none"> ○ Reach back out to non-responders when you're approaching one of your internal goals. Set a few internal goals, you can plan on sending a couple follow up emails. Remember people can easily miss or skip over your initial outreach! ○ 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. Give a brief about the CSO you are supporting (10-12 lines). 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! Every rupee you collect makes a difference! Be creative and remember to have fun!

Sample Ask Letter	Sample Thank-you Letter
<p>Dear Friend,<i>(if possible address the person by name)</i></p> <p><i>(Start with a couple of lines about how you have been and ask the same from them too)</i></p> <p>Funny isn't it, we get sad, angry,, hopeful... helpless, when we see something that's not right in our society or a less fortunate who just needs a chance.....</p> <p>Well, I have decided to do something, take some action and try to support. On 13th May 2018, I will join with thousands of Indians to run in the TCS World 10k Bengaluru!</p> <p>As part of my participation, I have decided to raise (Rs xxx) to be donated directly to <u>(insert name of NGO/CSO)</u> to support (2-3 lines on utilisation of donations) Your donation of any amount would be a great help toward my reaching this goal.</p> <p>You can send me a check made payable to (name of organisation) or donate online at (insert your online page link). 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 again for supporting my run for a cause!</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 website]</i></p>

Important dates for Youth Cares:

25 Jan 2018	⇒	Start of Care Champion Diamond registration
20 March 2018	⇒	End of Care Champion Diamond registration
20 April 2018	⇒	Last date to submit reach the minimum fundraising threshold of Rs 0.50 lakh
10-12 May 2018	⇒	Get Active Expo – bib distribution for confirmed participants
20 May 2018	⇒	Pasta Party
21 May 2018	⇒	Race Day

Youth Cares Team Registration Form

Students' Details:

Team Members Names	1.	DOB:
	2.	DOB:
	3.	DOB:
Email Id of Team leader		
Mobile Number		
Your chosen CSO*		
Address of Team Leader		

* Choose a CSO from the list of participating charities on <http://icfn.in/tcsworld10k/>

Payment Details:

Signup donation: Rs 2,500/- by cheque favoring "India Cares Foundation" which is included in your committed amount of Rs 50,000/-

Amount:	
Cheque No.	
Dated:	
Drawn On: (Bank / Branch)	

Please send a high resolution quality soft copy of your group photograph and individually to tcsworld10k@icfn.in and provide a brief profile about yourselves 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)

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Brief about the team members (standard, inspiration for supporting the chosen CSO)

1.

2.

3.

Terms and Conditions:

- India Cares will facilitate your registration as a Youth Cares Team by submitting your TCS World 10k Bengaluru 2018 “Entry Form” and this Youth Cares “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 2,500/-
- You are committing to raising a minimum of Rs 50,000/- for the CSO indicated.
- Donation cheques / drafts collected by you should be made out in the name of the CSO you support, and your donors will receive tax exemption u/s 80G from that CSO.
- For donations raised online through your appeal page on www.icfn.in/tcsworld10k/
 - India Cares deducts 5% of the donation amount towards provision of the online platform. The remaining amount is forwarded to your chosen CSO 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 20th April 2018 to India Cares.

All terms and conditions that apply to participation in the TCS World10k Bengaluru 2018, 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.

Team Members Names	1.	Sign:
	2.	Sign:
	3.	Sign:



**This Form, filled soft copy should be sent to our event email id: tcsworld10k@icfn.in*

Youth Cares Team Funds Submission Form

Youth Cares Team Details:

Name: _____

Email Id: _____

Contact No: _____

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



India Cares Foundation

No.52/8, 1st Floor, 5th Main, 12th Cross, Wilson Garden, Near LR Cambridge School Bengaluru – 560 030.

Email: tcsworld10k@icfn.in Call: 080 22222571

Youth Cares Team

Funds Collection Sheet

Youth Cares Team Name: _____



For CSO: _____

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

Please keep extra photocopies of the funds collection sheet