

TATA STEEL



YOUTH CARES TEAM

Registration - 2018



Philanthropy Partner

IndiaCaresTM
Foundation

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)/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 Anando Run category.
- India Cares will require all your collections and completed fundraising forms, adding up to the committed amount of Rs 50,000/- by 15th November 2018 for the benefits to be provided.

Privileges for Youth Cares team

Youth Cares teams who cross the **minimum aggregate fundraising threshold of Rs 50,000 per team on or before 15th November 2018**, can look forward to the following privileges at Tata Steel Kolkata 25K 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 Anado Run. ✓ Mention on Wall of Change at the Get Active Expo. ✓ Invitation to team members of the highest fundraising team as on 15 November, 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 15 November 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.

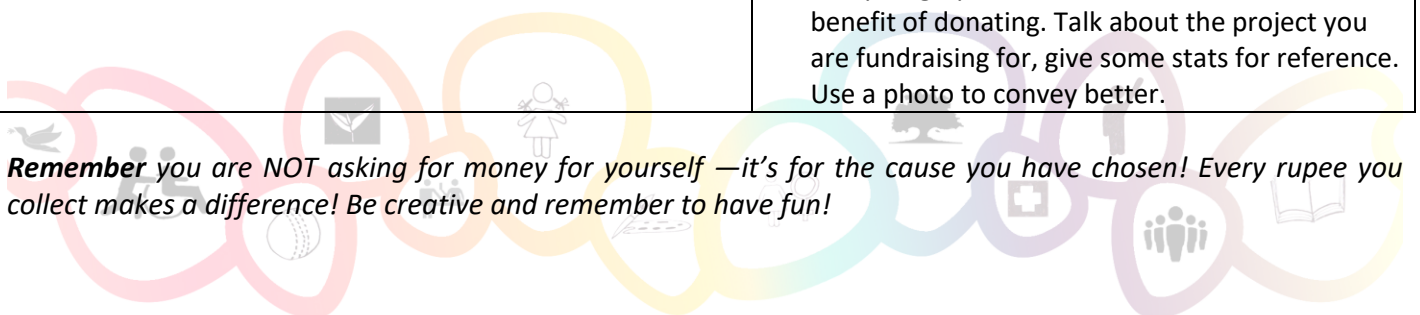
* Choose a CSO (NGO) from the list of participating charities on <http://icfn.in/TSK25K/>

**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 (NGO).



General Tips	Frequently Asked Questions
<ul style="list-style-type: none"> • Make a list. - Put together a list of friends, family, co-workers, work out buddies, family doctor, club members etc... (i.e. potential donors). • 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 – as you make progress towards your fundraising goal people become more and more likely to donate to you • Draft template letters that you can send out to all your contacts (you can use the samples provided here). • Donors respond positively if they know how their donation will help. • When you're writing/ talking to your contacts remember the reason why you are supporting this cause, bring that same energy to your fundraising efforts. • Stay Focused! Remind yourself everyday why you are fundraising and participating in TSK 25K • 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). • Reach out to all your Alumni/ Teachers/ Faculty - they can also refer more people to help you go beyond your target 	<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), 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"> ○ 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. A little reminder nudge never hurt anyone. ○ 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! ○ 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! Every rupee you collect makes a difference! Be creative and remember to have fun!



Sample Ask Letter	Sample Thank-you Letter
<p>Dear Friend,</p> <p>We, (names of all three), are studying in (details). We are also volunteers at (Name of the organisation)</p> <p>We know they are doing good work and so have decided to support them through the platform of Tata Steel Kolkata 25K by raising funds for (the reason funds are needed)</p> <p>We have set a target of Rs 50,000/- for (<u>insert name of NGO/CSO</u>, 2-3 lines on utilisation of donations) Your donation of any amount would be a great help toward reaching this goal.</p> <p>You can send a cheque 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>Do join us in creating a better future for some less fortunate people of our Society.</p> <p>We will think of you proudly as run the Anando Run on 21st November 2018</p> <p>Warm Regards,</p> <p>[insert all your names]</p> <p><i>P.S. Don't forget, every single rupee counts and together we can make a huge impact!</i></p>	<p>Dear Friend,</p> <p>Thank you again for supporting our run for a cause!</p> <p>With your support we were able to raise Rs. _____. 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 we were running in the race, it felt great to be surrounded by so many other caring Indians, but even better was the feeling that we 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 Youth Cares:

1 August 2018	⇒	Start of Youth Cares Team registration
15 November 2018	⇒	End of Youth Cares Team registration
15 November 2018	⇒	Last date to reach & submit the fundraising threshold of Rs 0.50 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)



Youth Cares Team Registration Form

Students' Details:

Team Members Names	1.	DOB:	
	2.	DOB:	
	3.	DOB:	
T-Shirt Size of Team members (XS / S/ M/ L/ XL)	1.	2.	3.
Email Id of Team leader			
Mobile Number			
Your chosen CSO (NGO)*			
Address of Team Leader			

* Choose a CSO (NGO) from the list of participating charities on <http://icfn.in/TSK 25K/>

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 TSK 25K@icfn.in and your appeal message in the box below for promotional purposes during the event. (Not more than 225 words and attach a separate sheet if required)



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

1.

2.

3.

Terms and Conditions:

- India Cares will facilitate your registration as a Youth Cares Team by submitting your Tata Steel Kolkata 25K 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 3#2,500/-
- You are committing to raising a minimum of Rs 50,000/- 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/TSK 25K/>
 - 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

Please submit evidence of your funds raised by 15th November,2018 to India Cares.

All terms and conditions that apply to participation in the Tata Steel Kolkata 25K 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:



Youth Cares Team Funds Submission Form



Youth Cares Team Leader 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.*



