



**TCS**  
**WORLD 10K**  
**BENGALURU**  
TATA CONSULTANCY SERVICES



Philanthropy Partner

**India Cares™**  
Foundation



Connect to a Cause · Engage to make a Difference · Transform Lives

**#BecauseYouCare**

**CARE CHAMPION GOLD**

Registration

## Care Champion Gold

A **Care Champion Gold** is an individual who undertakes to raise a minimum of Rs 2.50 lakh in donations for a chosen Civil Society Organisation\* (CSO/NGO). In order to register:

- A Champion Gold makes an upfront non-refundable contribution of Rs 7,000/-\*\* in the name of 'India Cares Foundation.' This will be included in the total minimum amount to be raised.
- **India Cares will require all your collections and completed fundraising forms, adding up to the committed amount of Rs 2.50 lakh by 25th April 2019 for the benefits 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"> <li>✓ Regular contact with India Cares.</li> <li>✓ Name and profile of the Care Champion Gold on the Event website and website of India Cares.</li> <li>✓ Individual fundraising page on India Cares' website facilitated by the Philanthropy Partner.</li> <li>✓ Mention on 'Wall of Change' at the Get Active Expo.</li> <li>✓ Special effort to highlight the Care Champion Gold and their causes in media.</li> <li>✓ No additional amount to be paid as event registration fees for race day participation.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Customised Bib number (Subject to availability Eg: date of birth, wedding anniversary, lucky numbers)</li> <li>✓ Official Event Kitting (Event track suit, t-shirt &amp; cap).</li> <li>✓ Care Champion Gold raising funds of INR 5 lakh and above on or before 25th April 2019 shall be elevated as a Care Champion Diamond and will be entitled to relevant race day and post race day benefits.</li> <li>✓ Invite (non-transferable) to self for the event pasta party.</li> <li>✓ Invitee car park sticker for race day.</li> <li>✓ Invite to VIP Marquee on Race Day, which is an opportunity to meet the Event Ambassadors and other celebrities.</li> <li>✓ Priority line-up if participating in the <i>Majja Run, Senior Citizens' Run or in the Champions with Disability category.</i></li> </ul>	<ul style="list-style-type: none"> <li>✓ Free Race Day Photograph (<i>subject to image being captured by www.marathon-Photos.com on race day</i>).</li> <li>✓ Processing, reconciliation and acknowledging all pledge cheques received, issuing receipts, and 80G certificates wherever applicable.</li> <li>✓ Care Champion Gold will be named in the post event docket.</li> </ul>

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

**\*\*India Cares retains Rs 7,000/- of the total funds raised by a Care Champion Gold as donation for the support provided to the Care Champion and CSO.**



General Tips	Frequently Asked Questions
<ul style="list-style-type: none"> <li>• Start collecting funds early</li> <li>• 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.</li> <li>• Give donors the opportunity to see the impact they can have, state the positive impact the contribution will have</li> <li>• Promote and share your fundraiser page through not only your own networks, but your network's networks</li> <li>• Always keep your fundraising sheet with you. Place the link of your online appeal on India Cares website to your FaceBook/ Twitter/ Blog.</li> <li>• Initially your closest contacts are the ones most likely to donate, and give references.</li> <li>• Set yourself a target and make it known – Share any interesting highlights regarding the status of your fundraiser, such as reaching a milestone</li> <li>• 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 hand written letters show a personal touch</li> <li>• Remember, it's difficult for people to say "no" if you speak with them in person.</li> <li>• 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.</li> <li>• And, don't be afraid to send follow up emails or do calls! People respond to deadlines!</li> <li>• Make sure to say thank you to everyone who supported you. Send emails, write personal notes and thank people in person</li> <li>• Donation cheques should be made out in the name of your chosen CSO. Donors will receive 80G tax exemption as applicable from the CSO.</li> <li>• 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 )</li> </ul>	<ol style="list-style-type: none"> <li><b>1. Who Should You Ask?</b> 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.</li> <li><b>2. What Should You Tell the Donors?</b> Tell them about your cause, impact the contribution will have and tax exemptions are part of it</li> <li><b>3. How Much Do You Ask For?</b> Whatever is possible! Give a specific range e.g. Rs 1000, 2000, 5000 etc.</li> <li><b>4. When do I need to submit the funds I have raised?</b> All funds adding up to the committed amount must be submitted by 25th April 2019. In case you submit to the CSO, keep photocopies for India Cares, you can continue raising funds till 30 May 2019.</li> <li><b>5. What do I do for donors who keep delaying the donations?</b> Avoid undue pressure and Host '<i>Just for Fun</i>' mini events like dinners, coffee meet, etc and keep them informed about your progress <ul style="list-style-type: none"> <li>○ 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!</li> <li>○ Include progress updates in your follow up messages and consider including any inspiring stories or personal anecdotes you have about the cause.</li> <li>○ Remember to continue using social media! - it's more acceptable to frequently post updates</li> </ul> </li> <li><b>6. How do I make my mailer more effective?</b> 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.</li> </ol>

**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 19<sup>th</sup> May 2019, 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. _____. 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 Care Champion Gold**

25 Jan 2019	⇒	Start of Care Champion Gold registration
20 March 2019	⇒	End of Care Champion Gold registration
20 April 2019	⇒	Last date to submit reach the minimum fundraising threshold of Rs 2.50 lakh
16-18 May 2019	⇒	Get Active Expo – bib distribution for confirmed participants
18 May 2019	⇒	Pasta Party
19 May 2019	⇒	Race Day

# Care Champion Gold Registration

## Champion's Details:

Name:	
Email Id:	
Mobile Number:	
Your chosen CSO* :	
Date of Birth :	Race Category (if running):
T-Shirt Size - tick one:	34 <input type="checkbox"/> 36 <input type="checkbox"/> 38 <input type="checkbox"/> 40 <input type="checkbox"/> 42 <input type="checkbox"/> 44 <input type="checkbox"/>
Photo id Proof attached	
Address:	

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

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

Professional:
Personal:

**Payment Details:** Signup donation Rs 7,000/- by cheque favouring “India Cares Foundation” which is included in your committed amount of Rs 2.50 lakh

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

Please send a high resolution quality soft copy of your photograph to [tcsworld10k@icfn.in](mailto:tcsworld10k@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 TCS World 10k Bengaluru 2019 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 7,000/-
- You are committing to raising a minimum of Rs 2.50 lakh 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](http://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 25th April 2019 to India Cares.**
- All terms and conditions that apply to runner's participation in the TCS World 10k Bengaluru 2019, 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.**

Champion's Name: \_\_\_\_\_ Signature: \_\_\_\_\_



*\*This Form, filled soft copy should be sent to our event email id: [tcsworld10k@icfn.in](mailto:tcsworld10k@icfn.in)*

# Care Champion Gold Funds Submission Form

## Champion's 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

M-Z House, 1st Floor, 65/E, Millers Road, Near Post Office, Bengaluru 560046.

Call: 080-23335715; Email: [tcsworld10k@icfn.in](mailto:tcsworld10k@icfn.in)

