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MARATHON

Jan 17, 2010

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United Way Mumbai

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# ABOUT UNITED WAY OF MUMBAI

United Way of Mumbai is counted amongst India's premier professional corporate and employee giving charity. It follows the highest international standards of due diligence while evaluating NGOs, and adheres to strict requirements of accountability, transparency, effectiveness, and efficiency. The organization prides itself on being a Change Agent who bridges the gap between the corporate sector and civil society for helping build sustainable communities.

Established in 2002 in India, United Way of Mumbai sets itself apart as the only NGO in the country to be led by 10 corporate CEOs; each CEO spearheads specific functions which ensure maintenance of the highest standards of governance and a professional structure in place for management. United Way of Mumbai's key differentiator is its high level of internal auditing and tracking of funds resulting in efficient giving bringing about a sustainable change.

Globally, the United Way network has expanded to 48 countries with as many as 4500 chapters in various locations, making it the 5th largest non-profit organization in the world. This gives every chapter an opportunity to avail a global network to help build sustainable communities.

United Way of Mumbai believes that every donation made towards a developmental cause is an 'investment' in the community and not merely a financial support. A significant time is dedicated for careful due diligence – evaluating and building synergies with the right partners who demonstrate an ability to understand and address issues in a larger perspective. United Way strives to make sure that the ROI is maximized, measurable and most importantly, sustainable. These investments have brought about a considerable change in both urban and rural communities across India.

Not only monetary but the investment of time is also greatly valued at United Way of Mumbai. Through its employee engagement programmes United Way successfully builds the connect between the corporates and the NGOs they support. From organizing of one of events such as picnics, educational tours for children, entertainment programmes for the elderly etc. to planning an entire calendar of activities for corporate employees, United Way takes the onus of planning, organizing, coordinating and execution of the activity so that volunteering is a mutually beneficial experience for both the employees and the beneficiaries.

United Way Mumbai Helpline a special project of United Way of Mumbai aims to bring about significant, visible, measurable and sustainable changes in the levels of Disaster Preparedness and Civic Issues in the city of Mumbai, making it a cleaner, safer and better place to live in by instituting a strong and sustainable Citizens Movement across the city. This civic ward and city wide initiative attempts to align various key stakeholders for disaster preparedness and to bring about an improvement in the state of civic issues. These programs are built to train college youth and citizens in general in disaster response. In addition it also attempts to link localities with civic response officials for collaborative redressal of civic issues.

United Way of Mumbai is quick to respond to disasters both man made and natural by mobilizing funds for reconstruction and rehabilitation of victims. United Way has undertaken major leadership in generating funds for Tsunami (2004), Mumbai Floods (2006), Mumbai Bomb Blasts (2007), Bihar Floods (2008), Cyclone Aila-West Bengal (2009) and South India Floods (2009)

For more information on United Way of Mumbai, please visit [www.unitedwaymumbai.org](http://www.unitedwaymumbai.org) or write in to [contact@unitedwaymumbai.org](mailto:contact@unitedwaymumbai.org)



# UTILIZATION OF FUNDS

## THE RESEARCH SOCIETY

The Research Society for the Care, Treatment & Training of Children In Need of Special Care started participating in the Standard Chartered Mumbai Marathon since from year 2006. We raised Rs 27,74,151 from SCMM 2009. The funds received were utilized towards-

- Sponsorship for the children & individuals with Mental Handicap from lower socioeconomic group in urban and rural branches for their
  - Education,
  - Health & Nutrition including medicines
  - Interventional Therapies which includes Occupational Therapy, Speech Therapy & Behavioral Therapy.
- Purchase of raw materials, payment of stipends to the students of Vocational Training Centre.
- Creating awareness and parents and teachers training programs in rural branches of our special school which in turn enables them to provide therapy and education to the children.
- Sponsorship for the residential children which includes their lodging, boarding, medical therapeutic and educational expenses.

About the organization: The Jai Vakeel School for Children In Need of Special Care was founded on 10th October 1944, and was registered as The Research Society in 1949. Our Mission & Vision Statement is "Look at their 'Abilities' not their Disabilities. The main objectives of The Research Society are-Awareness creating, Care, Counselling, Education, Prevention, Teaching, Training, Research and Rehabilitation of individuals with Mental Handicap. We have approx 350 students in the school, 90 in rural branches, 230 in Vocational Training Centre and 250 children come to the research section for assessment annually.







# INTRODUCTION

A marathon is more than just a race.

It is a triumph, an achievement and a sporting celebration that showcases the and zeal of the citizens of a city.

Only seven weeks prior to the 2009 Standard Chartered Mumbai Marathon, on Mumbai was subjected to brutal and horrific terrorist attacks. Scores of lives were and the country were shaken to the core. Against this backdrop loomed the Standard Chartered Mumbai Marathon. The people of Mumbai unanimously chose marathon as their riposte to the forces of terror and destruction. There was no speeches – all energies were channelled towards coming together as one, to rejoice life. Without a doubt, this edition put on the grandest sporting spectacle yet, show the city was back on its feet, running.

Charity has always been one of the corner stones of the Standard Chartered Over Rs. 6.45 crores were raised in clearly tracked funds for 124 non-profit United Way of Mumbai, the official Charity Partner, during its 6th edition. Budge a lot of small organizations would have raised funds through the event contributions from event sponsors and partners, the final total is now Rs. 7.75

The Marathon also enhances the pride and emotional connect of our authorities showcasing their 'Can Do Will Do' spirit. The Government of Maharashtra has as its very own, the custodians and caretakers of Mumbai's wellbeing are out in



With Warm Regards,

A handwritten signature in black ink, appearing to read 'Vivek B. Singh'.

Vivek B. Singh  
Jt. Managing Director  
Procam International Ltd.

A handwritten signature in black ink, appearing to read 'Jayanti Shukla'.

Jayanti Shukla  
Executive Director  
United Way of Mumbai



# UTILIZATION OF FUNDS

## MUMBAI MOBILE CRECHES

For how many years has your organization been participating in the Standard Chartered Mumbai Marathon and what has been the amount of funds raised by your organization: Mumbai Mobile Creches has been participating in the Standard Chartered Mumbai Marathon for four years and has raised Rs. 30 lacs in SCMM 08 and Rs. 10 lacs in SCMM 09.

Brief inputs on how the funds raised in SCMM 08 and SCMM 09 helped you achieve your objectives: MMC aims to provide a safe and healthy childhood to all children living on construction sites. The Standard Chartered Mumbai Marathon is the biggest fundraising event for us and the funds raised in the past Marathons has helped us immensely in achieving our goals. We have been able to better the educational aids provided to the 5000+ children on our 26 centres, cover the running costs of centres, reach out to more construction sites and bring more children under our program. In the last two years it has also contributed towards building our Corpus fund.

The Standard Chartered Mumbai Marathon, highly beneficial to our organization: Being the largest organised fund raising event the Mumbai Marathon has been instrumental in raising funds for our cause. As it is event that is eagerly anticipated by the people and widely covered by the media we have been able to create awareness about our organisation and our work through the marathon. Over the last four years of participation in the Marathon we have partnered with many organisations and individuals who championed the cause of children living on construction sites.

## SALAAM BAALAK TRUST

Salaam Baalak Trust has been participating for approximately 4 years. During SCMM 2008 we raised Rs 7 lacs (Individual runners and BoA Corporate) and during SCMM 2009 we raised approx Rs 11 lacs (through Individual runners and Billimoria and Co Corporate).

Monies raised each year go into our general fund supporting on going programs. SBT provides a holistic safety net of services catering to the individual needs of street children in Mumbai, covering the entire area of child development from physical and medical needs to encompassing the educational, creative, cognitive, social and vocational needs of the children.

The Standard Chartered Mumbai Marathon provides Salaam Baalak Trust with a platform to raise awareness and money. Each year we have increased the amount of money raised and increased the number of people actually taking part in the event on our behalf providing a broader platform for awareness of our organization. In addition, it is a lovely way to bring in camaraderie amongst our supporters and beneficiaries especially on the day of the event!

## PROJECT CRAYONS

Project Crayons has been actively involved with the Standard Chartered Mumbai Marathon since 2007. The essence of our organization's work is to initiate the empowerment of children and youth towards education, health care and advocate for the rights of the many other marginalized groups. The platform of the SCMM has been and continues to be the perfect scope for supporting this vision. We have built partners in GEODESIC, CASTROL, ARAMEX and our existing Patrons who individually participate in almost every edition pledging their support to our Vision.

The funds from SCMM have helped initiate two of our projects and further substantially improve these projects. We have been able to raise funds of Rs 861,177 in SCMM 2008 and Rs 528,923/- in SCMM 2009.

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>Vatsalya Trust, Mumbai</b> Dedicated to the care and rehabilitation of destitute children, it strives to rehabilitate homeless/destitute children by placing them in adoptive families and provides adequate medical and developmental facilities through the childcare center till adoptive families are located. It also aims to provide shelter, nutrition, formal education and vocational guidance to grown up children from socially and economically backward families. Women in distress and destitute elderly are also given adequate care.	4,84,308
<b>Victory Arts Foundation</b> Endeavours to use the power of the performing arts to bring joy to the less privileged, specially challenged, visually impaired, terminally ill children and young adults, and all those infected/affected with HIV/AIDS, committing to making dance a meaningful experience for everyone.	2,33,000
<b>Vidya Integrated Development For Youth and Adults</b> A registered non-profit organisation, whose mission is to educate and empower the underprivileged through integrated methods to bring about a progressive social change.	4,47,438
<b>Women's Graduate Union</b> Works primarily with underprivileged women and children in the field of education, vocational training and training in life skills. Works with the belief that an integration of various activities in the realm of community development with knowledge and awareness building can accelerate social and economic growth in the community.	2,75,500
<b>Xavier's Resource Center for the Visually Challenged</b> Aims to work towards the holistic development of visually challenged persons, located at St. Xavier's College, Mumbai. Project XSight works towards equipping the visually challenged persons with the required skill sets and the right attitudes to meet the challenges of life.	2,25,000
<b>Funds yet to be allocated</b>	2,00,000
<b>NGO Registration Amount paid to Charity Partner</b>	3,26,000
<b>Expo Collections</b>	1,88,112
<b>TOTAL</b>	<b>8,10,79,155</b>



## CHARITY RAISING MODEL

NGO's working for varied causes effectively use the Standard Chartered Mumbai Marathon as a platform to raise awareness on their respective causes and raise monies to fund their projects. An easy-to-use model provides avenues for people of all walks of life to raise funds for their preferred cause/NGO.

Charity raising is encouraged through 'pledges'. Pledges are donations of any amount made by family, friends, colleagues, companies, associates, acquaintances of the runner, who wish to support his/her cause with their contributions.



## DREAM CHAMPION

Select individuals who commit to raise a minimum of Rs 10 lacs in pledges for a charity of his/her choice. To be a Dream Champion, s/he has to make an upfront payment of Rs 50,000 which is considered in the total minimum amount to be raised by the Dream Champion.

## DREAM WIZARD

Select individuals who commit to raise a minimum of Rs 5 lacs in pledges for a charity of his/her choice. To be a Dream Wizard, s/he has to make an upfront payment of Rs 25,000 which is considered in the total minimum amount to be raised by the Dream Wizard.

## DREAM MAKER

Select individuals who commit to raise a minimum of Rs 1 lac in pledges for a charity of his/her choice. To be a Dream Maker, s/he has to make an upfront payment of Rs 10,000 which is considered in the total minimum amount to be raised by the Dream Maker.

## CORPORATE CHALLENGE

A group of companies that contribute a minimum of Rs 2,25,000 and send a group of upto 30 employees to participate in the event. Each employee is motivated to raise any amount in pledges. A company signs up for the Event by making an upfront, non-refundable contribution of Rs 2,25,000.



## WE CARE

Individuals who run in support of a cause they individually believe in and raise pledges of any amount for the said NGO.



# CHARITY AMOUNTS AT A GLANCE

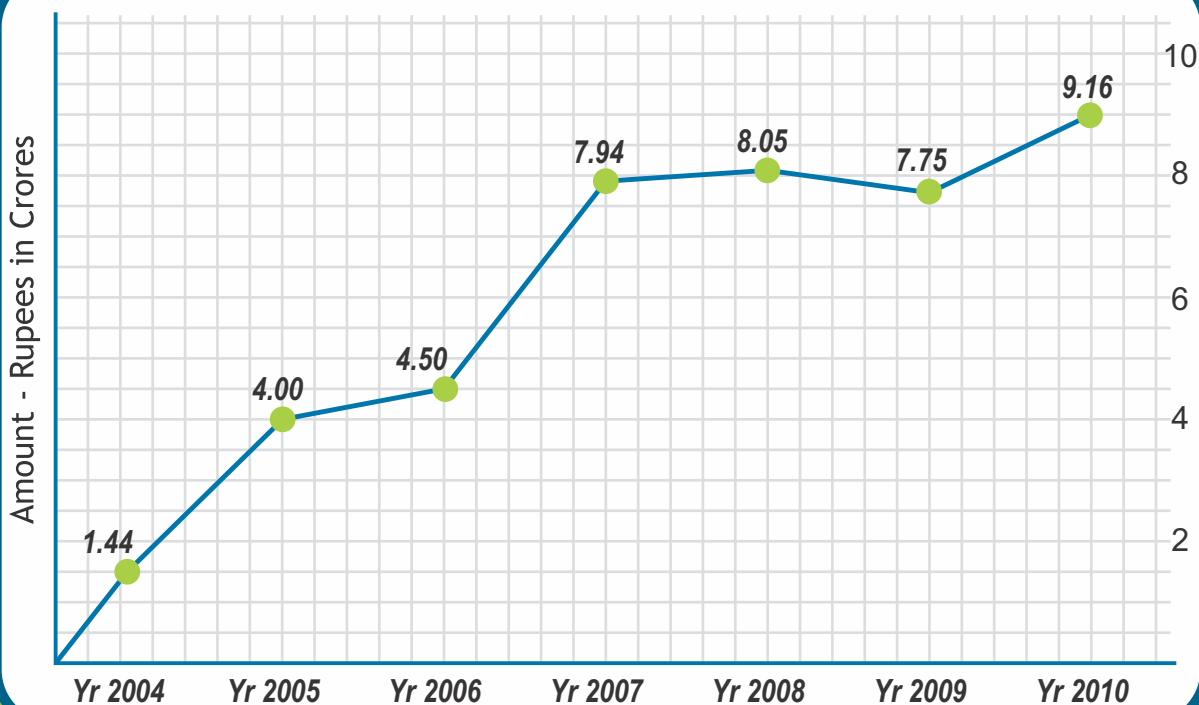
## SUMMARY OF AMOUNTS

(through Standard Chartered Mumbai Marathon 2010)

Amount raised by Dream Champions	Rs 51,12,104
Amount raised by Dream Wizards and Dream Makers	Rs 2,50,47,267
Amount raised by We Care runners	Rs 46,81,502
Amount raised by Corporate Challenge teams	Rs 4,62,38,282
Total amount raised via the Charity Partner, United Way of Mumbai	Rs 8,10,79,155
Amount raised by event sponsors (Standard Chartered)	Rs 30,00,000
Estimated amount raised directly by NGO's	Rs 75,00,000
TOTAL AMOUNT RAISED	Rs 9,15,79,155



## CHARITY RAISING GRAPH



## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>The Research Society</b> The main objective is to provide diagnostic services, therapeutic training, special education, vocational training and Rehabilitation with an aim to increase employability of individuals with mental retardation. Also aims to conduct research, train competent and qualified special educators and a consultancy service.	52,11,292
<b>The Vatsalya Foundation</b> Aims to primarily understand and analyze the social, economic, physical and emotional needs of street children and to create access to basic services such as education, care, vocational training, employment, recreation, counselling, for the growth and development of these children.	11,81,841
<b>Udaan India Foundation</b> Committed to the cause of educating underprivileged children. Udaan's focus is on preparing non-school going children for a formal school education and remedial education in order to bridge the stark gap that exists between the contents of text books and the limited learning in municipal schools to prevent future drop outs.	75,801
<b>Ummeed Child Development Centre</b> Set up with the objective of helping children with developmental disabilities such as Cerebral Palsy, Mental Retardation, Learning Disability, Autism, Attention Deficit Disorder, etc. Professionals at UMMEED work with a child individually and come to joint decisions with the family on care and management of the child.	4,65,000
<b>United Way of Mumbai</b> India's premier corporate giving charity, a local chapter of United Way International, helps create long term solutions for local community needs. The main focus issues are Civic Issues and Disaster Preparedness for the city of Mumbai.	28,73,334
<b>Urban Design Research Institute</b> A forum that supports interaction among architects, urban designers and professionals from such related fields as urban economics, sociology, planning, conservation and history. Aims to enrich the understanding of the urban environment and works towards its improvement.	1,00,000
<b>Vasantha Memorial Trust</b> Aims to associate cancer with hope, health and happiness. The trust organizes patients meet, patient to patient counselling and the like. Cancer survivors' day is conducted where hundreds who have conquered cancer congregate. Through its Survivors Rehabilitation program the trust gives monthly pension to elders, supports education of students and enables self employment. The thrust is also on spreading cancer awareness.	10,66,003



## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<p><b>Swayamsiddh Matimand Mulansathi Matrupalak Sanstha, Aurangabad</b></p> <p>Swayamsiddha is formed by mother parents of children with Mental Retardation, Cerebral Palsy, Autism and Multiple Disabilities. Primary objective of Swayamsiddh is to help children with special needs get adjusted to the society. The mission of the Ngo is to open special school for 50 children; to provide residential facility for beneficiaries; to open vocational training centre/ sheltered workshop for the special children.</p>	6,75,000
<p><b>Thalassemics India</b></p> <p>Aims to work towards a Thalassemia-free world. A non-governmental organization, Thalassemics India is working zealously across the country, operating in close association with doctors, drug/equipment companies throughout the country and abroad, hospitals, Thalassemia associations &amp; centers.</p>	1,00,000
<p><b>The Akanksha Foundation</b></p> <p>The foundation which works in the field of education, addresses formal education by initiating school reform and non formal education through the Akanksha centre and provides scholarships for higher education.</p>	55,26,434
<p><b>The Anchorage</b></p> <p>The Anchorage is a workplace for mentally challenged adults. Through it, a community of parents/caretakers ensure the well being of their adults and support each other through the good as well as difficult times.</p>	2,25,000
<p><b>The Education Audiology and Research Society</b></p> <p>The EAR Society teaches deaf/hearing impaired children to listen and talk. It has pioneered early diagnosis through Newborn hearing screening to detect deafness at birth.</p>	10,00,000
<p><b>The Foundation</b></p> <p>The Foundation's goal will be to step in where it can, to make an effective, lasting change in discriminatory attitudes seen anywhere in our lives. The Andaman and Nicobar Scholarship Initiative aims to provide children from the island access to an education comparable to the very best available to children on the mainland. Project HEAL- Help Eradicate Abuse Through Learning, aims to spread awareness about sexual abuse through workshops and also to rehabilitate victims of child abuse.</p>	2,25,000

## DREAM CHAMPION

(Individuals who raised a minimum of Rs 10 lacs for a chosen charity)

### 4 Dream Champions



**Anand Mahindra** (raised funds for "K.C.Mahindra Education Trust-Project Nanhikali")



**Ravi Trehan** (raised funds for "National Liver Foundation")



**Rahul Kadri** (raised funds for "Save the Children India")



**Shobhaa De** (raised funds for "Childline India Foundation")

As Ms Shobhaa De had raised more than Rs 10 lacs prior to race week, she was confirmed as a Dream Champion. She had originally registered as a Dream Maker.

## DREAM WIZARD

(Individuals who raised a minimum of Rs 5 lacs for a chosen charity)

### 5 Dream Wizards



**Amit Chandra**  
(refer to page \_\_)

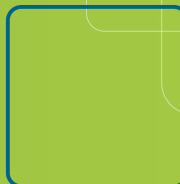


**Archana Chandra**  
(refer to page \_\_)



**Carlton Pereira** (raised funds for "Sanskriti Samvardhan Mandal")

As Mr Pereira had raised more than Rs 5 lacs prior to race week, he was confirmed as a Dream Wizard. He had originally registered as a We Care participant.



**Shantanu Nalavadi**  
(raised funds for "The Research Society for the Care, Treatment & Training of Children in Need of Special Care")

As Mr Nalavadi had raised more than Rs 5 lacs prior to race week, he was confirmed as a Dream Wizard. He had originally registered as a Dream Maker.



**Sunil Mehta** (raised funds for "United Way of Mumbai")

As Mr Mehta had raised more than Rs 5 lacs prior to race week, he was confirmed as a Dream Wizard. He had originally registered as a Dream Maker.

# DREAM MAKER

(Individuals who raised a minimum of Rs 1 lac for a chosen charity)

## 58 Dream Makers



**Aaran R Patel**  
(raised funds for "Light of Life Trust")



**Alok Sekhsaria**  
(raised funds for "Rotary Club Bombay Charities Trust No.3")



**Aneel Murarka**  
(raised funds for "ALERT India")



**Ashish Barwale**  
(raised funds for "Rotary Club Bombay Charities Trust No.3")



**Banu Ismail**  
(raised funds for "Psychoanalytic Therapy and Research Centre")



**Dolly Thakore**  
(raised funds for "Population First")



**Gautam Kumar Roy**  
(raised funds for "Psychoanalytic Therapy and Research Centre")



**Isha Mehra**  
(raised funds for "Save the Children India")



**Kalpana Morparia**  
(raised funds for "SOS Children's Villages of India")



**Mana Shetty**  
(raised funds for "Save the Children India")

**Ahan Shetty**  
(raised funds for "Save the Children India")



**Anahita Pandole**  
(raised funds for "The Research Society for the Care, Treatment & Training of Children in Need of Special Care")



**Annabel Mehta**  
(raised funds for "Apnalaya")



**Anup Maheshwari**  
(raised funds for "Childline India Foundation")



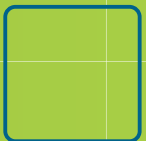
**Athiya Shetty**  
(raised funds for "Save the Children India")



**Darius Pandole**  
(raised funds for "The Research Society for the Care, Treatment & Training of Children in Need of Special Care")



**Dorothy Wagle**  
(raised funds for "Salaam Baalak Trust")



**Harish Iyer**  
(raised funds for "ARPAN")



**Jayanti Shukla**  
(raised funds for "United Way of Mumbai")



**Kunickaa Sadanand Lall**  
(raised funds for "Children In Pain Mumbai")





## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>SARVAM</b> Part of the Aurobindo ashram and the Aurobindo society based in Pondicherry, SARVAM works in the community in that area, and is doing integral village development work.	1,37,503
<b>Save the Children India</b> Has been working towards the empowerment of the underprivileged women and children through its many health, vocational training and education programs. Additionally, has created a special focus for advocacy, prevention and repatriation of trafficked women and children.	38,13,638
<b>Shraddha Charitable Trust</b> The Trust has been rendering pioneering services to the autistic & mentally challenged young adults .They aim to rehabilitate the mentally challenged young adults and to provide vocational training to them.	2,54,601
<b>SNEHA (Society for Nutrition, Education and Health Action)</b> Dedicates its expertise and resources to ensure quality nutrition, education and health care of women and children. Influences urban health policies through innovative solutions to problems in nutrition, education and health in urban communities.	2,60,477
<b>Society Moved to Instil Love with Empathy</b> Reaches out to over 3000 street & slum children from schools of south mumbai.200 children are enrolled under the SMILE sponsorship project. SMILE also provides nutrition for these children.	4,50,000
<b>Society to Heal Aid Restore and Educate</b> Implements Rain Water Harvesting projects in three districts of Maharashtra. The aim of the NGO is to provide effective long term solutions to the problem of water scarcity in some of the severely affected regions of Maharashtra.	2,25,000
<b>SOPAN (Society of Parents of children with Autistic Disorders)</b> An association of parents who have children with autism spectrum disorders (ASD) having a mission to provide need-based services to people with ASD and empowering their family. Samarpan Centre for Autism Spectrum Disorders, run by SOPAN, is a school and training facility that offers a variety of services to children and young adults with ASD.	1,30,101
<b>SOS Children's Villages of India</b> Committed to the care of children in need, the aim of SOS Children's Villages of India is to provide long term family based care to parentless and homeless children and also to strengthen disadvantaged families and communities as a preventive measure against abandonment and social neglect of children.	5,71,000

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>Psychoanalytic Therapy And Research Centre</b> The Centre conducts training and awareness programs, give scholarships to deserving students and provide psychotherapy and analysis services to people.	3,82,500
<b>Roshan Vikas Foundation</b> Promotes community owned and managed financial institutions in urban areas, whose approach to urban poverty reduction are credit plus – Savings + Credit + Livelihood Development + Empowerment of Women. Currently, it is engaged in strengthening Roshan Vikas Thrift Cooperative and Mahila Sanatkar Cooperative in Hyderabad.	20,466
<b>Rotary Club Bombay Charities Trust No.3</b> Devoted to the ideal of Fellowship through service, the Rotary Club of Bombay has diversified its activities through the work of over fifty committees constituted to look after the various avenues of service. Of these, over 20 contribute to community service.	16,31,111
<b>Sahaayika</b> Works towards supporting the cancer patients from the under privileged sections of society. Provides financial as well as emotional support to the patients and their families. Also provides artificial limbs and prosthesis to cancer patients who undergo amputation, and free medicines. Education of children suffering from cancer is also funded by the organization.	1,00,000
<b>SAHAS-K.J.Somaiya Medical Trust</b> Aims to sensitise the communities about the HIV/AIDS patients. The activities of the NGO involve psychosocial and nutritional support to people living with HIV/AIDS and their caregivers; HIV/AIDS awareness programmes and vocational training to women affected and infected with HIV/AIDS.	55,000
<b>Salaam Baalak Trust</b> Provides a holistic safety net of services catering to the individual needs of street children in Mumbai, covering the entire area of child development from physical and medical needs to encompassing the educational, creative, cognitive, social and vocational needs of the children.	11,09,925
<b>Sanskriti Samvardhan Mandal</b> A rural voluntary organization with the mission to attain general Rural Development through Education, Health Care, Empowerment of women and Watershed Development. To meet its mission a school was setup in an area which had then no school in the radius of 50 km. The school has now grown into a two storey well equipped school building with a hostel accommodating 1600 rural boys and girls.	10,31,095



**Micky Bhatia**

(raised funds for "Psychoanalytic Therapy and Research Centre")



**Mohan P Rao**

(raised funds for "ALERT-India")



**Nigama Mascarenhas**

(raised funds for "Family Service Centre")



**Purab Kohli**

(raised funds for "SNEHA")



**Raju Srivastava**

(raised funds for "ALERT-India")



**Ramesh Mangaleswaran**

(raised funds for "MBA Foundation")



**Rishabh Desai**

(raised funds for "Iskcon Food Relief Foundation")



**Sara Tendulkar**

(raised funds for "Apnalaya")



**Sonali Manilal**

(raised funds for "SNEHA")



**Sujal Shroff**

(raised funds for "Light of Life Trust")



**Sunit Mehra**

(raised funds for "United Way of Mumbai")

(raised funds for "Save the Children India" and "Childline India Foundation")

**Mihir Doshi**



(raised funds for "Childline India Foundation")

**Monica Tata**



(raised funds for "Iskcon Food Relief Foundation")

**Noopur Desai**



(raised funds for "Child Rights and You")

**Rahul Madan Bhamburkar**



(raised funds for "Asian Heart Pediatric Trust")

**Dr Ramakanta Panda**



(raised funds for "Can Kids..Kids Can")

**Ravi Kakkad**



(raised funds for "Forum For Autism")

**Sanjeev Kapoor**



(raised funds for "Indian Association for Promotion of Adoption and Child Welfare")

**Shakti R Poddar**



(raised funds for "Alert India")

**Stella Manicheri**



(raised funds for "Childline India Foundation")

**Sunil Rawlani**







**Tara Sharma**

(raised funds for "Cancer Patient Aid Association")

**Veera Mohan Rao**

(raised funds for "ALERT-India")



## ***Team Work at its Best!***

# Bain Capital fielded a group of 15 Dream Makers for the event. The 15 Dream Makers in their individual capacities, along with Dream Wizards Mr Amit Chandra and Mrs Archana Chandra, together raised money aggregating to Rs 1.40 crores in aid of 21 NGO's.



***Amrita Sudheendran***



***Samonnoi Banerjee***



***Candida Mendonca***



***Kaustuv Sen***



***Sheetal Thakkar***



***Mallika Singh***



***Pankaj Patwari***



***Vaibhav Badjatya***



***Pavninder Singh***



***Ravi Singhvi***



***Sharmin N Sanjana***



***Rishit Desai***



***Roshitha Girish***



***Vijay Nallan Chakravarthi***



***Sri Batchu***

The NGOs they supported:

The Research Society, The Akanksha Foundation, Rotary Club of Bombay Charities Trust No: 3, The Ear Foundation, Child N You, The Iskcon Food Relief Foundation, Navjyoti Foundation, Cancer Patients Aid Association, Teach for India (via Akanksha Foundation), IAPA-Indian Association for Adoption, Thalasseemics India, Urban Design Research Institute, Nature Conservation Foundation, Can Kids...Kids Can, Sahaayika, Asha Sadan, Prajwala, Olympic Gold Quest, Mann Deshi Udyogini, Ashoka Innovators for the Public, Manav Foundation.

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<p><b>Olympic Gold Quest</b></p> <p>Committed to supporting deserving and talented Indian sportspersons with an aim to help them win Olympic Gold Medals. Has brought together eminent sportspersons, business leaders and talent scouts to identify emerging athletes, understand their training needs and raise funds.</p>	1,10,252
<p><b>Paragon Charitable Trust</b></p> <p>The Nalanda Insitute run by the Nalanda Foundation is established to assist children with learning disabilities by providing an effective educational infrastructure. Also provides alternative assessment, training and consultancy programs to support children with learning disabilities in mainstream schools.</p>	26,37,490
<p><b>Parkinsons Disease and Movement Disorder Society</b></p> <p>Works towards improving the quality of life of people with Parkinson's and their care givers. The Society provides support services, aid and information to persons with Parkinson's.</p>	36,000
<p><b>Population First</b></p> <p>Works on population and health issues within the framework of women's rights and social development. Reducing gender imbalances, investing for the current and future population and reaching the goal of family size of two children per couple are the key communication objectives of the NGO.</p>	2,07,700
<p><b>Prajwala</b></p> <p>Its philosophy has evolved based on the need of women and children who are victims of trafficking. Prajwala emerged as an anti-trafficking organization, which believes in preventing women and children from entering prostitution, which is the worst form of sexual slavery.</p>	1,44,050
<p><b>Pratham Mumbai Education Initiative</b></p> <p>Works towards universalizing primary education in India; it supplements the Governmental investment recognizing that primary education is principally the responsibility of the Government. The programs are designed to ensure that enrolment in schools increases, learning in schools and communities increases, the education net reaches children who are unable to attend school and the models are replicated and scaled up to serve large numbers of children to achieve a large scale impact.</p>	4,70,000
<p><b>Project Crayons</b></p> <p>The vision of Project Crayons is HELPING HER' - 'Health, Education and Rights' for children. The NGO aims to empower children and rehabilitate them into society, teaching them to build their own space.</p>	12,94,431

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>Mumbai Mobile Creches</b> Aims to provide comprehensive childcare and educational services for migrant workers' children, between the ages of 0-12 ,to ensure their healthy development and growth and to provide a sustainable model of Early Child Care .	24,41,033
<b>Nalanda Foundation</b> The Nalanda Insitute run by the Nalanda Foundation is established to assist children with learning disabilities by providing an effective educational infrastructure. Also provides alternative assessment, training and consultancy programs to support children with learning disabilities in mainstream schools.	2,25,000
<b>Narmada Kidney Foundation</b> Aims to create awareness about kidney diseases and help prevent kidney diseases amongst the general public. It promotes organ donation; helps patients and their families to understand kidney diseases and options for treatment and provides support group for kidney patients in order to help them with the diseases.	18,201
<b>National Liver Foundation</b> Supports children suffering from Wilson's disease with free/subsidised investigations/medicines.	10,97,602
<b>Nature Conservation Foundation</b> Highly qualified & motivated conservation scientists work in a range of wildlife habitats, from coral reefs and tropical rainforests to the high mountains of the Himalaya. Over four-fifths of funds are directly used for science & conservation.	1,00,000
<b>Navjyoti Foundation</b> The areas of service are education for children, women empowerment, health care, vocational training, protection, shelter, Panchayati Raj training, environment programs, de-addiction treatment and counselling.	3,00,000
<b>Network in Thane By People Living With HIV (NTP+)</b> Works for the benefit of the people infected and affected with HIV. The 'Positive Step' program of the NGO is focussed on the education of the children infected and affected with HIV. Nutritional support is also provided.	4,50,000
<b>Oasis India</b> Works in areas of education, training, healthcare, residential rehabilitation, micro finance and community empowerment to underprivileged women and children enabling them to realize their potential and contribute productively towards society.	3,99,257



## Young Philanthropists

- 👍 **Sara Tendulkar** (age: 12 years)
- 👍 **Ahan Shetty** (age: 14 years)
- 👍 **Aaran R Patel** (age: 16 years)
- 👍 **Rishabh Desai** (age: 17 years)
- 👍 **Athiya Shetty** (age: 17 years)



## All in the Family!!

At the Standard Chartered Mumbai Marathon 2010, there were 9 combinations of pairs within families who were Dream Teamers in their own right ...

Couple	Archana & Amit Chandra
Couple	Anahita & Darius Pandole
Mother & Son	Noopur & Rishabh Desai
Grandmother & grand-daughter	Annabel Mehta & Sara Tendulkar
Couple	Samonnoi Banerjee & Amrita Sudheendran
Couple	Pavninder Singh & Mallika Singh
Couple	Veera Rao & Mohan Rao
Mother & Children	Mana Shetty & Ahan, Athiya Shetty
Siblings	Mana Shetty & Isha Mehra & Rahul Kadri



# CORPORATE CHALLENGE

102 Companies: 164 Teams

● <b>ABN Amro Bank</b>	Supported “Women's Graduate Union”
● <b>Accenture Services Private Limited</b>	Supported “ISKCON Food Relief Foundation”
● <b>Aditya Birla Group (5 teams)</b>	Supported “Muktangan - Paragon charitable trust”
● <b>Air Mauritius Ltd</b>	Supported “Atma Education Trust”
● <b>Arshiya International Ltd.</b>	Supported “Apne Aap Women’s Collective”
● <b>Aventis Pharma Ltd.</b>	Supported “Childline India Foundation”
● <b>Axis Bank Foundation (4 teams)</b>	Supported “Goonj”, “Ashoka Innovators For The Public”, “Cancer Patients Aid Association” and “Childline India Foundation”
● <b>AZB &amp; Partners</b>	Supported “Child Rights & You”
● <b>Bank of America</b>	Supported “Ummeed Child Development Centre”
● <b>BASF India Limited</b>	Supported “Muktangan - Paragon charitable trust”
● <b>Bharat Serums and Vaccines</b>	Supported “Apne Aap Women’s Collective”
● <b>Bharti Airtel Ltd- M&amp;G Mobility</b>	Supported “Bharti Foundation”
● <b>Biorad Medisys Pvt. Ltd.</b>	Supported “Children in Pain”
● <b>BNP Paribas</b>	Supported “Concern India Foundation”
● <b>Bombay Stock Exchange</b>	Supported “Deeds Public Charitable Trust”
● <b>Cadbury India Ltd (4 teams)</b>	Supported “Muktangan - Paragon charitable trust”, “Concern India Foundation” and “The Vatsalya Foundation”
● <b>Caliber Point Business Solutions Ltd.</b>	Supported “Helen Keller Institute For Deaf & Deaf Blind”
● <b>Canara Robeco</b>	Supported “Atma Education Trust”
● <b>Castrol India Limited (4 teams)</b>	Supported “Project Crayons” and “KC Mahindra Education Trust- Nanhikali”
● <b>Central Bank Of India</b>	Supported “Concern India Foundation”
● <b>CGG Veritas Services India Private Limited</b>	Supported “Atma Education Trust”
● <b>Citibank N.A (5 teams)</b>	Supported “Mumbai Mobile Creches”, “Habitat for Humanity”, “KC Mahindra Education Trust- Nanhikali”, “Concern India Foundation” and “Cancer Patients Aid Association”
● <b>Colgate-Palmolive (India) Limited (2 teams)</b>	Supported “Network in Thane By People Living With HIV (NTP+)”
● <b>Coral Hub Online Services Private Limited</b>	Supported “Cancer Patients Aid Association”
● <b>Core Projects and Technologies Limited</b>	Supported “Helen Keller Institute For Deaf & Deaf Blind”
● <b>Cox &amp; Kings India Ltd.</b>	Supported “Ummeed Child Development Centre”

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>Maharashtra Dyslexia Association</b> Currently working on designing a model project for identification and appropriate remedial assistance for Learning Disability among children in non-aided, government and BMC schools outside Mumbai.	4,37,050
<b>Maharashtra State Women's Council</b> A social welfare organisation working for the upliftment of underprivileged and destitute women and children in Mumbai. Runs residential institutions for the orphans and rescued children and girls in distress. Carries out various foster care programmes, balwadis, adult literacy classes, etc.	2,25,000
<b>Make A Wish Foundation Of India</b> The NGO is dedicated to grant a cherished wish for a child with a life threatening illness, a wish experience that can give back what the illness takes away, Hope, Strength and Joy.	4,52,500
<b>Manav Foundation</b> Aims to provide every disabled Indian to have parental counselling, early intervention, therapy, education/vocational training/relaxation, job/entrepreneurship opportunity and life-care after the parents/guardians.	50,000
<b>Mann Deshi Udyogini</b> With a mission to provide women in impoverished areas with an innovative combination of financial and non-financial services that will help improve their standard of living, the organization aims to increase their quality of life by providing capital and financial training services which will lead to rural economic empowerment and financial inclusion.	50,000
<b>MBA Foundation</b> Aims to provide every disabled Indian to have parental counselling, early intervention, therapy, education/vocational training/relaxation, job/entrepreneurship opportunity and life-care after the parents/guardians.	1,10,000
<b>Merck India Charitable Trust</b> To adopt talented students and prevent them from dropping out of academics due to lack of resources. To encourage talented students to pursue higher education.	2,25,000
<b>MILT Charitable Trust</b> The Trust takes care of about 200 destitute/orphan children providing them with food, shelter and education, all free of cost. These children are housed at 'Snehalaya' in Mumbai where they receive primary education after which they are sent to MILT residential school in Simultala, Bihar, for completing secondary and higher secondary education.	3,42,143

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>ISHA Vidya</b> Founded as a means for transforming the lives of rural children by providing affordable, high-quality education where it is otherwise unavailable. Over the coming years, Isha Vidhya will set up 206 schools in villages across the south Indian state of Tamil Nadu.	2,500
<b>ISKCON Food Relief Foundation</b> ISKCON implements the Midday Meal Program of Government of Maharashtra which addresses two of the most pressing problems of India – hunger and education. The program has scaled to provide hygienic and nutritious meals every day through an extremely cost effective program.	18,69,400
<b>Ispat Foundation</b> Aims at providing vocational training to Self Help Groups in fields like papad making, tailoring and so on. The NGO also provides vermi composting training to farmers, and entrepreneurship development programmes for the youth and women.	2,25,000
<b>K.C. Mahindra Education Trust – Project Nanhi Kali</b> Project Nanhi Kali, an educational sponsorship program, was started by K.C. Mahindra Education Trust with an objective to provide 10 years of quality education to the disadvantaged girl child. Special sponsorship is created for underprivileged girls who are at the risk of dropping out of government schools.	32,15,245
<b>Kherwadi Social Welfare Association</b> The NGO runs outreach centres for providing vocational training courses for school drop outs and underprivileged youth.	6,79,900
<b>Kripa Foundation</b> Actively helps people suffering from chemical dependency and HIV infection. The NGO offers a non-discriminating and supportive community living environment for those with alcohol and chemical dependency that allows for behaviour and life style changes through behaviour modelling techniques and personal introspection.	2,25,000
<b>Light of Life Trust</b> Aims to empower people's lives through sustainable social models. It encompasses 3 critical areas of living: (i) aims to realise the untapped potential of India's rural children, (ii) aims to create a unique social environment that will enrich lives through mutual benefits, (iii) provides alternate healing therapies, care and comfort to the terminally ill in a residential quarters and engage in R & D.	2,29,001
<b>Lodha Charitable Trust</b> The NGO works towards the development of the underprivileged children.	2,25,000



• <b>Credit Suisse Securities (India) Pvt Ltd</b>	Supported “United Way of Mumbai”
• <b>Crompton Greaves Ltd.</b>	Supported “Xavier's Resource Center for the Visually Challenged”
• <b>DBS Bank (2 teams)</b>	Supported “Mumbai Mobile Creches” and “Aseema Charitable Trust”
• <b>Dewan Housing Finance Corporation Ltd (DHFL)</b>	Supported “Mumbai Mobile Creches”
• <b>Dhanalakshmi Bank Limited</b>	Supported “Swayamsiddh”
• <b>Diageo India Pvt. Ltd</b>	Supported “Concern India Foundation”
• <b>Dow Chemical International Pvt. Ltd.</b>	Supported “Bhagwan Mahavir Viklang Sahayata Samiti”
• <b>DSP Merrill Lynch Ltd. (2 teams)</b>	Supported “Able Disabled All People Together (formerly The Spastics Society of India)” and “Helpage India”
• <b>Dun &amp; Bradstreet Information Services India Pvt.Ltd.</b>	Supported “KC Mahindra Education Trust-Nanhikali”
• <b>Earnest John &amp; Company Limited</b>	Supported “Kripa Foundation”
• <b>eClerx Services Ltd. (2 teams)</b>	Supported “Child Rights & You”
• <b>Ernst &amp; Young Pvt. Ltd. (2 teams)</b>	Supported “Doorstep School” and “Muktangan - Paragon Charitable Trust”
• <b>FIL Fund Management Pvt. Ltd. (2 teams)</b>	Supported “Aseema Charitable Trust”
• <b>Financial Technologies (India) Ltd.</b>	Supported “Helen Keller Institute For Deaf & Deaf Blind”
• <b>Firstsource Solutions Ltd.</b>	Supported “Kherwadi Social Welfare Association”
• <b>Geodesic Limited</b>	Supported “Project Crayons”
• <b>GlaxoSmithKline Pharmaceuticals Limited (3 teams)</b>	Supported “Make-A-Wish Foundation of India” and “Americares India Foundation”
• <b>Godrej&amp; Boyce Mfg. Co. Ltd. (2 teams)</b>	Supported “Association for Leprosy Education, Rehabilitation And Treatment – India” and “Vatsalya Trust, Mumbai”
• <b>Gold's Gym</b>	Supported “ChildReach”
• <b>GTL Limited (2 teams)</b>	Supported “GTL Foundation”
• <b>Gujarat Reclaim &amp; Rubber Products Ltd.</b>	Supported “KC Mahindra Education Trust-Nanhikali”
• <b>HDFC Asset Management Company Limited</b>	Supported “Muktangan - Paragon charitable trust”
• <b>HDFC Bank Ltd. (2 teams)</b>	Supported “Kherwadi Social Welfare Association”
• <b>HDFC ERGO General Insurance Co.Ltd.</b>	Supported “Child Rights & You”
• <b>Hexaware Technologies</b>	Supported “Helen Keller Institute For Deaf & Deaf Blind”
• <b>Hindustan Petroleum Corporation Limited</b>	Supported “Childline India Foundation”

<ul style="list-style-type: none"> <li>● <b>HSBC (5 teams)</b></li> </ul>	Supported “Apne Aap Women's Collective”, “Mumbai Mobile Creches”, “Aseema Charitable Trust” and “The Vatsalya Foundation”
<ul style="list-style-type: none"> <li>● <b>Human Capital For Third Sector</b></li> </ul>	Supported “Human Capital For Third Sector”
<ul style="list-style-type: none"> <li>● <b>ICICI Lombard General Insurance Company Ltd (3 teams)</b></li> </ul>	Supported “ISKCON Food Relief Foundation”, “Maharashtra State Women's Council” and “United Way of Mumbai”
<ul style="list-style-type: none"> <li>● <b>ICICI Prudential Life Insurance Co. Ltd. (3 teams)</b></li> </ul>	Supported “Dignity Foundation”
<ul style="list-style-type: none"> <li>● <b>IDFC Private Equity</b></li> </ul>	Supported “KC Mahindra Education Trust-Nanhikali”
<ul style="list-style-type: none"> <li>● <b>Indian Oil Corporation Limited</b></li> </ul>	Supported “ISKCON Food Relief Foundation”
<ul style="list-style-type: none"> <li>● <b>IndusInd Bank</b></li> </ul>	Supported “Concern India Foundation”
<ul style="list-style-type: none"> <li>● <b>Infrastructure Leasing &amp; Financial Services Ltd. (3 teams)</b></li> </ul>	Supported “Nalanda Foundation”, “Family Service Centre” and “Dignity Foundation”
<ul style="list-style-type: none"> <li>● <b>Ingram Micro India Limited</b></li> </ul>	Supported “Concern India Foundation”
<ul style="list-style-type: none"> <li>● <b>Ispat Industries Limited</b></li> </ul>	Supported “Ispat Foundation”
<ul style="list-style-type: none"> <li>● <b>J P Morgan Mutual Fund</b></li> </ul>	Supported “Swayamsiddh”
<ul style="list-style-type: none"> <li>● <b>J.M.Baxi &amp; Co.</b></li> </ul>	Supported “Dignity Foundation”
<ul style="list-style-type: none"> <li>● <b>Johnson &amp; Johnson (3 teams)</b></li> </ul>	Supported “Helen Keller Institute For Deaf & Deaf Blind” and “KC Mahindra Education Trust-Nanhikali”
<ul style="list-style-type: none"> <li>● <b>JSW Steel Limited (3 teams)</b></li> </ul>	Supported “Maharashtra Dyslexia Association”, “Victory Arts Foundation” and “Save the Children-India”
<ul style="list-style-type: none"> <li>● <b>Kotak Mahindra Bank (2 teams)</b></li> </ul>	Supported “Cancer Patients Aid Association”
<ul style="list-style-type: none"> <li>● <b>KPMG (5 teams)</b></li> </ul>	Supported “SOS Children's Villages of India”, “Society Moved to Instill Love with Empathy” and “Save the Children-India”
<ul style="list-style-type: none"> <li>● <b>Larsen &amp; Toubro Ltd.</b></li> </ul>	Supported “Vasantha Memorial Trust”
<ul style="list-style-type: none"> <li>● <b>LearningMate Solutions Pvt. Ltd.</b></li> </ul>	Supported “Child Rights & You”
<ul style="list-style-type: none"> <li>● <b>Life Insurance Corporation Of India (2 teams)</b></li> </ul>	Supported “Concern India Foundation”
<ul style="list-style-type: none"> <li>● <b>M/s. B.E.Billimoria &amp; Co. Limited</b></li> </ul>	Supported “Salaam Baalak Trust”
<ul style="list-style-type: none"> <li>● <b>Macquarie Capital Securities (India) Pvt. Ltd. (2 teams)</b></li> </ul>	Supported “Mumbai Mobile Creches”
<ul style="list-style-type: none"> <li>● <b>Macrotech Construction Pvt. Ltd.</b></li> </ul>	Supported “Lodha Charitable Trust”
<ul style="list-style-type: none"> <li>● <b>Mastek Foundation</b></li> </ul>	Supported “Child Link India Foundation-Magic Bus”
<ul style="list-style-type: none"> <li>● <b>McKinsey &amp; Company (2 teams)</b></li> </ul>	Supported ““Nanhikali” and “Goonj”
<ul style="list-style-type: none"> <li>● <b>Merck Limited</b></li> </ul>	Supported “Merck India Charitable Trust”
<ul style="list-style-type: none"> <li>● <b>Merck Specialities Pvt. Ltd.</b></li> </ul>	Supported “Americares India Foundation”

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>Goonj</b> Runs a unique resource mobilization initiative providing clothes and other basic amenities to millions in the far-flung villages by turning one's wastage into a resource for another. A force of over 300 volunteers, GOONJ is implementing its various initiatives through over 150 grassroot organisations, panchayats, Ashoka fellows & social activists in parts of 20 states of the country.	4,73,567
<b>GTL Foundation</b> Committed to increasing the socio-economical welfare of community, GTL Foundation is currently working on two projects viz. Project Netra (to empower visually impaired people through IT education and Training) and Project Know (to provide IT education in rural areas through mobile van).	4,50,000
<b>Habitat for Humanity India Trust</b> Dedicated to eliminate poverty housing. There are Habitat resource centres in Bangalore, Chennai, New Delhi and Mumbai and satellite centres in the south and east, with the centre in Khamman in Andhra Pradesh being one of Habitat's largest country programs.	2,35,800
<b>Helen Keller Institute For Deaf &amp; Deaf Blind</b> The Institute is dedicated to educate and train Deaf and Deafblind children by offering services like free/subsidized education, transport, nutrition, hearing aids, and medical facilities, uniform, counselling services, pre-vocational training and free/subsidized residential facilities for Deafblind children residing outside Mumbai.	11,83,019
<b>HelpAge India</b> Mission – to work for the cause and care of disadvantaged older persons and to make them aware of their own rights so that they get their due and are able to play an active role in society. Advocates with national & local government to bring about policy that is beneficial to the elderly. Also spreads awareness in the society about the concerns of the aged and promote better understanding of ageing issues.	4,96,054
<b>Human Capital For Third Sector</b> Through its 'Katalyst Program' aims to create economic emancipation in women from underprivileged backgrounds. Empowers talented girls from low socio-economic groups and transform them into women who will be assimilated into the management cadre of high end companies.	2,43,800
<b>Indian Association for Promotion of Adoption and Child Welfare</b> Its direct service programmes focus on securing permanent family through adoption, preserving those families that are in crisis and strengthening the disadvantaged to brighten the child's future	5,10,816

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>Deeds Public Charitable Trust</b> Provides free education to the hearing impaired children from pre-primary level to 12th standard. Aims to make them qualified and eligible for jobs in all areas. Provides vocational training in disciplines like computer applications, cutting-tailoring and beauty.	2,31,001
<b>Dignity Foundation</b> Aims to make aging a positive experience and to provide the elderly a platform to assert themselves and to regain their identity and strength. Some of the services provided: Dignity Second Careers, Dignity on Wheels, Dignity Dementia Care, Dignity Lifestyle elderly.	11,27,500
<b>Door Step School</b> Working in the field of education of the urban poor to eradicate illiteracy and to improve the quality of learning at primary level.	7,56,851
<b>Dream A Dream</b> Works towards empowerment of children from vulnerable backgrounds by developing life skills through sustained programmes such as sports, creative arts, IT skills, mentoring & adventure based programmes.	42,850
<b>Family Service Centre</b> The intervention strategies of the organisation are non-institutional, community-based, family-oriented in nature. Programmes adopted by the NGO are: adoption, foster care, sponsorship and community development. All programmes revolve around empowerment and development of the family as a unit with the main focus being the child in the family.	3,61,458
<b>Forum For Autism</b> Aims to improve facilities for diagnosis, education, training and rehabilitation of persons with AARDD (Autism And Related Developmental Disorders).	1,18,600
<b>Friends of Tribal Society</b> A non-government, voluntary organization committed to the upliftment of tribes and other deprived in rural India, by providing basic education to their children and giving the villagers health care education, development education and empowerment education.	2,25,000
<b>Go Sports Foundation</b> A non-profit venture primarily focused on securing funding and professional expertise for India's best and most promising sportspersons. The NGO has directed its efforts toward providing crucial financial and professional support for high-potential sportspeople in India, especially those who come from weak socio-economic backgrounds.	1,000



● <b>Micro Housing Finance Corporation</b>	Supported “Mumbai Mobile Creches”
● <b>MIRC Electronics Ltd., ONIDA</b>	Supported “Shraddha Charitable Trust”
● <b>Money Matters Financial Services Ltd.</b>	Supported “Atma Education Trust”
● <b>Mumbai International Airport (P) Ltd (2 teams)</b>	Supported “United Way of Mumbai”
● <b>Nomura Financial Advisory &amp; Securities (India) Pvt. Ltd. (2 teams)</b>	Supported “Mumbai Mobile Creches” and “Cancer Patients Aid Association”
● <b>Nomura Services India Private Limited (3 teams)</b>	Supported “Helpage India”, “Vidya” and “Mumbai Mobile Creches”
● <b>Novartis India Limited</b>	Supported “The Akanksha Foundation”
● <b>Pepsico India Holdings Ltd.</b>	Supported “Concern India Foundation”
● <b>Piramal Healthcare Limited (2 teams)</b>	Supported “Pratham Mumbai Education Initiative”
● <b>Qualcomm India Pvt. Ltd.</b>	Supported “Able Disabled All People Together (formerly The Spastics Society of India)”
● <b>Raheja Universal Pvt. Ltd</b>	Supported “The Foundation”
● <b>Sharyans Resources Ltd</b>	Supported “Bhagwan Mahaveer Viklang Sahayta Samiti”
● <b>Solvay Pharma India Limited (2 teams)</b>	Supported “Aseema Charitable Trust”
● <b>Star India Pvt. Ltd.</b>	Supported “Childline India Foundation”
● <b>State Bank of India</b>	Supported “Swayamsiddh”
● <b>TATA AIG Life Insurance Co. Ltd. (2 teams)</b>	Supported “Child Rights & You” and “Childline India Foundation”
● <b>Tata Capital Limited (2 teams)</b>	Supported “United Way of Mumbai”
● <b>Tata Motors Limited</b>	Supported “Aseema Charitable Trust”
● <b>Thermax Limited</b>	Supported “The Akanksha Foundation”
● <b>Transocean Offshore International Ventures Limited (2 teams)</b>	Supported “Door Step School” and “Niramaya Health Foundation”
● <b>Unichem Laboratories Ltd. (2 teams)</b>	Supported “The Akanksha Foundation”
● <b>UTV Software Communications Ltd.</b>	Supported “Society to Heal Aid Restore and Educate”
● <b>Varun Industries Limited (3 teams)</b>	Supported “Cancer Patients Aid Association”, “Catalysts for Social Action” and “Committed Communities Development Trust”
● <b>Varun Shipping Company Limited</b>	Supported “The Anchorage”
● <b>ZEE Entertainment Enterprises Limited (ZEEL)</b>	Supported “Friends of Tribal Society”

## AND THE WINNERS ARE DREAM CHAMPIONS

- Highest pledge raising Dream Champion:  
**RAHUL KADRI raised Rs 17,07,002**

## DREAM WIZARDS

- Highest pledge raising Dream Wizard:  
**CARLTON PEREIRA raised Rs 9,88,495**

## DREAM MAKERS

- Highest individual pledge raiser (men):  
**MIHIR DOSHI raised Rs 18,53,764**
- Highest individual pledge raiser (female):  
**SARA TENDULKAR raised Rs 5,88,604**
- Highest pledge raising duo (mother-son):  
**NOOPUR & RISHABH DESAI together raised Rs 5,44,400**
- Youngest Dream Maker:  
**SARA TENDULKAR**

## CORPORATE CHALLENGE

- Highest pledge raising company:  
**HSBC raised Rs 24,00,726**
- 2nd highest pledge raising company:  
**Sharyans Resources Ltd. raised Rs 17,86,001**
- Highest individual pledge raiser (men) amongst all participating teams:  
**VIJAY CHORARIA of Sharyans Resources Ltd. raised Rs 15,61,001 in support of Bhagwan Mahavir Viklang Sahayata Samiti**
- 2nd highest individual pledge raiser (men) amongst all participating teams:  
**V VAIDYANATHAN of ICICI Prudential Life Insurance Co. Ltd. raised Rs 10,04,283 in support of Bal Asha Trust and Apnalaya**
- Highest individual pledge raiser (women) amongst all participating teams:  
**RASHMI JALAN of HSBC raised Rs 3,06,500 in support of Apne Aap Women's Collective**
- 2nd highest individual pledge raiser (women) amongst all participating teams:  
**MALINI THADANI of HSBC raised Rs 1,71,202 in support of Mumbai Mobile Creches**



## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>CHILD Reach</b> Runs schools for slow learners and children with learning disabilities who have dropped out of main schools as they are unable to cope up with the normal curriculum.	3,57,900
<b>Child Rights and You</b> Acts as an enabler between development organisations and people working at grassroots- with marginalised children, their families and communities, and individuals who believe in the rights of children. Harnesses the support, money, and time, skills of millions of Indians worldwide who could provide resources and thousands of dedicated fieldworkers across India struggling to function for lack of them.	15,35,244
<b>Childline India Foundation</b> Childline1098 functions as a medium for children to connect to services and programs of state or society for their care and protection. Foundation Plans to expand to over 597 districts.	40,49,200
<b>Children in Pain Mumbai</b> Works with children in BMC schools in the northern Mumbai suburbs. Since its inception in 2004, CHIP Mumbai has been working with a belief in “Total Child Care” – a commitment to work with children to improve education and health, the building blocks to a successful life.	4,55,000
<b>College of Social Work, Nirmala Niketan School</b> The College has always been keenly aware of the need to provide relevant and effective services to people, especially in those areas where services are inadequate or non-existent. Over the years, initiated many innovative projects to address needs of vulnerable groups, such as street children, construction workers, children of commercial sex workers, tribals in remote areas and other similar groups.	2,500
<b>Committed Communities Development Trust</b> Focuses on comprehensive prevention and intervention programs to address the needs of children and families affected by HIV/AIDS, children in especially difficult situations, and community health and development. Looks at empowering people to take over its programs in a phased manner through innovative strategies including socio-economic interventions using a rights approach.	2,25,000
<b>Concern India Foundation</b> Supports development-oriented organisations working for the disadvantaged. The organisation believes that the disadvantaged need opportunities, not just charity, and provides financial and non-financial support to development-oriented organizations working at the grassroots level to bring about positive change.	24,60,600

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<p><b>Bharti Foundation</b></p> <p>Aims to help underprivileged children and young people of India realize their potential predominantly in the field of education. The NGO adopts government schools, in order to create a positive impact on the quality of education being delivered to underprivileged children. It is also in the process of setting up pre-primary, primary and senior secondary level schools under their Satya Bharti School Program.</p>	2,25,000
<p><b>Can Kids..Kids Can</b></p> <p>A unit of the Indian Cancer Society, Delhi branch, it is a family support group for children with cancer and their families. The mission is to enable and ensure the best possible Treatment and Care for children with cancer, helping to build bridges between medical professionals and the families, providing a happy and cheerful environment at treatment centres and share information, experience and access to advances in treatment from all over the world.</p>	3,51,130
<p><b>Cancer Patients Aid Association</b></p> <p>Works towards the Total Management of Cancer as a disease. Initiates steps for the early detection of cancer and provides complete assistance to cancer patients beyond that given by the medical profession, i.e. taking a holistic approach, not attacking the malignancy in isolation.</p>	24,48,432
<p><b>Catalysts for Social Action</b></p> <p>A social welfare organization dedicated to the cause of child welfare. Focuses on Adoption and Institutionalized-child care and aims to influence change in adoption practice. Aims to increase child adoption awareness and help the adoption agencies with capacity building measures.</p>	4,31,393
<p><b>Child Link India Foundation</b></p> <p>Magic Bus works with children living in some of the most marginalised circumstances in the world. Using sport as a medium the NGO enables children to realise their true potential and offer them experiences that helps them find a purpose in life.</p>	2,79,500
<p><b>Child N You</b></p> <p>Working for children with special needs, it helps create awareness &amp; ensures that all children are entitled to an equal opportunity for the maximum development of their potential increasing their acceptance and guiding them towards inclusion in mainstream society.</p>	5,00,000



## WE CARE

- Highest individual pledge raiser (men):

**DR ASHOK V KHANVTE** raised Rs 3,42,143 in support of MILT Charitable Trust

- 2nd highest individual pledge raiser (men):

**CHANDRAKANT DESHPANDE** raised Rs 2,72,000 in support of Americares India Foundation

- Highest individual pledge raiser (women):

**LINDSAY CLINTON** raised Rs 35,580 in support of Apnalaya

## PARTICIPATING NGO's

- Highest pledge raising NGO:

**THE AKANKSHA FOUNDATION** raised Rs 55,26,434

- 2nd highest pledge raising NGO:

**THE RESEARCH SOCIETY** raised Rs 52,11,292

- Highest amounts raised by a new participating NGO:

**BHAGWAN MAHAVEER VIKLANG SAHAYATA SAMITI** raised Rs 20,13,501



## OUTSTANDING CORPORATE INITIATIVE

- **BAIN CAPITAL** together raising Rs 140,00,000 for 21 NGO's

## MOST INNOVATIVE HR INITIATIVE

- **NOMURA FINANCIAL ADVISORY & SECURITIES (INDIA) PVT. LTD.**



SCMM 2009 VS. SCMM 2010: A COMPARISON		
	Year 2009	Year 2010
Description	Figures	Figures
No. of NGOs who benefitted monetarily through the event	119	109
No. of runners who raised money	1,254	620
No. of people who pledged money	7,490	8,010
Largest number of pledges raised by a runner	629	278
Largest single pledge amount	Rs 48,00,000	Rs 67,50,000
Smallest single pledge amount	Rs 10	Rs 5
No. of pledges of Rs. 50 or lower	60	74
No. of pledges of Rs. 5,000 or higher	795	569
No. of pledges of Rs. 10,000 or higher	376	679
Highest Individual Pledge Raisers/Company	Amount	Amount
The Dream Team	Rs 4,83,009	Rs 18,53,764
Corporate Challenge	Rs. 4,58,101	Rs 15,61,001
We Care	Rs. 6,25,000	Rs 3,42,143
Corporate Challenge/Description	Number/Rs.	Number/Rs.
Largest No. of participants from a company	78 (HSBC)	92 (HSBC)
Highest pledges raised by a company	Rs 21,58,773 (HSBC)	Rs 25,00,726 (HSBC)
Highest Fund Raising NGOs	Name/Amount	Name/Amount
Highest	Akanksha Foundation (Rs 42.41 lacs)	The Akanksha Foundation (Rs 55.26 lacs)
2nd Highest	The Research Society (Rs 30.25 lacs)	The Research Society (Rs 52.11 lacs)
3rd Highest	Childline India Foundation (Rs 27.53 lacs)	Childline India Foundation (Rs 40.49 lacs)

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<b>ARPAN</b> Based in Mumbai with a mission to prevent the occurrence of Child Sexual Abuse and heal those who have been affected by it.	1,30,700
<b>Aseema Charitable Trust</b> Focuses on providing quality and relevant education and inculcating in underprivileged children a desire to learn and to continue and complete their studies in an educational institution.	23,17,538
<b>Asha Sadan</b> A Govt. recognized Children's Home working under the purview of J.J. (care & protection) Act 2000 and Amendments Act 2006, having a vision of creating empowered lives. Its mission is ensuring care & protection of the children, providing opportunities for development & rehabilitation through education vocational training & thus facilitates reintegration into societies.	1,00,000
<b>Ashoka Innovators for the Public</b> Elects leading social entrepreneurs as Ashoka Fellows, encourages and incubates them to allow to thrive.	3,23,835
<b>Asian Heart Paediatric Trust</b>	1,28,001
<b>Atma Education Trust</b> Partners with NGO's who are working in the field of education and children; helps them in areas of consultancy for fundraising, marketing, monitoring, reporting, finances, governance and programme documentation to ensure that they become sustainable and professional organizations.	10,46,500
<b>Aural Education for Children with Hearing Impairment</b> AURED aims to assist children with hearing impairment and integrate them into mainstream schools with the help of the auditory approach.	23,150
<b>Bal Asha</b> An NGO founded in 1972 to help children living in slums towards a better life, strives to achieve this through urban community development projects in Mumbai. It's role is one of empowerment: of encouraging ordinary men and women to believe in themselves and in their abilities to change their lives for the better.	5,02,142
<b>Bhagwan Mahaveer Viklang Sahayata Samiti</b> The artificial limbs provided by Bhagwan Mahaveer Viklang Sahayata Samiti are manufactured by using Jaipur Limb Technology. It also provides associated aids like wheelchairs, tricycles, crutches, walker, hearing aid, calipers for polio affected people & sticks.	20,13,501

## AMOUNTS RECEIVED BY NGO's

Name & Description	Amount (INR)
<p><b>Able Disabled All People Together (formerly The Spastics Society of India)</b></p> <p>Endeavours to provide equal opportunities to disabled people especially in the field of education and employment. Conducts awareness programs about rights of the disabled, provides therapy services to them and empowers mothers of disabled children by providing education and training for income generation.</p>	4,50,000
<p><b>ALERT (Association for Leprosy Education, Rehabilitation And Treatment), India</b></p> <p>Works for the welfare of leprosy affected. Attends to their medico-social needs and offers specialised care and services to them. Also educates the people on the basic scientific facts about leprosy and trains medical and paramedic students and personnel of all disciplines.</p>	10,32,309
<p><b>Amcha Ghar</b></p> <p>A home for girls is dedicated to helpless female children irrespective of their religion or caste- who are susceptible to the vulnerable conditions of living on the street. Aims at educating the girls in an English medium school, to train and transform them into skilled adult women who are able to live an independent life in the main stream of society.</p>	30,401
<p><b>Americares India Foundation</b></p> <p>An independent registered trust in India that provides immediate response to emergency medical needs and supports long-term humanitarian assistance programs in India and in neighbouring countries, irrespective of race, creed or political persuasion.</p>	7,27,500
<p><b>Apnalaya</b></p> <p>An NGO founded in 1972 to help children living in slums towards a better life, Apnalaya strives to achieve this through urban community development projects in Mumbai. It's role is one of empowerment: of encouraging ordinary men and women to believe in themselves and in their abilities to change their lives for the better.</p>	14,27,328
<p><b>Apne Aap Women's Collective</b></p> <p>Through its SPARROWS program the NGO works to prevent second generation prostitution by assisting daughters of prostitutes, in the age group from 6 to 18 years. The young girls are placed in educational institutes and in institutes with boarding facilities. Also provides these girls with after school tuitions, vocational training, counselling, nutrition, job placement assistance and other resources.</p>	10,77,801



# OUR EXPERIENCE

**RISHABH DESAI (age 17yrs)**

A class 12 IB Diploma student of B D Somani International School, Mumbai

I have always wanted to integrate my natural talent of long-distance running with something useful to society. I found the perfect opportunity at the Mumbai Marathons 2009 and 2010. As part of the Marathon “Dream Team”, I ran to collect money and spread awareness for the charity I have been very closely associated with—“The Midday Meal Program”. This program provides a wholesome midday meal to underprivileged children attending government-aided schools, giving them an incentive to attend school and simultaneously eradicating malnutrition, which a lot of these children suffer from. By approaching a large number of donors, I was able to spread awareness about this program and collect enough funds to feed almost 700 children for a full year.



Running for the Mumbai Marathon was a fantastic experience! The energy and spirit of Mumbai was so inspirational. I would strongly encourage other kids to also participate. “Keep super-fit and do your bit!”

Distributing the meal to these children from the economically backward strata of society was an eye-opener. Seeing the joy on the faces of the underprivileged children made me experience immense gratitude and abundance for my own life while feeling empathy and compassion for them.

## **BAIN CAPITAL (2 Dream Wizards and 15 Dream Makers)**

- ⇒ **Our Motivation:** Our team strongly believes that giving back to society is not just a “good thing to do” but our responsibility. We approach our philanthropic initiatives with the same zest and results orientation that we pursue business. Therefore, every year we raise the bar in terms of the amount that we will raise and the impact that we seek to make on a few select causes. While we hope our enthusiasm will prove infectious, we immensely enjoy the whole process of planning our fund raising, working with the NGOs on their needs, and then beating our goals to help achieve the same.
- ⇒ **Our Experience:** Nearly every member of our team, from the senior most person in the office to our secretaries, participated in the Dream Team segment. All team members reached out to their friends and business acquaintances, and some of our senior team members matched every rupee collected in order to encourage people to donate generously. In some cases, we also had NGOs run their own fund raising in parallel and offered to match amounts that they raised, thereby creating a significant multiplier effect. Our team was finally able to raise more than Rs. 1.25 crores through our efforts, yet we don't feel satisfied since we feel both we and the larger event can achieve a lot more.
- ⇒ **Tips/advice for future fund raisers:** Be creative and pursue your efforts with the same determination and results orientation that you would your business or personal objectives.

*“Giving back to society and helping make the world a better place should be the core objective of business and individual enterprise.”*

## OASIS INDIA (raised Rs 3,99,257)

- ⇒ **Our Motivation:** Oasis India wants to see local communities that are characterized by trust, safety, cohesion, mutual support, vibrancy, health and opportunity and have an increasing capacity to address their own issues. We want to see people who are excluded from community brought back into community and finding wholeness and fullness of life. We also want to see the replication of models that effectively contribute to community transformation or bring the excluded into community. Towards these ends, we strived hard to fund-raise for our work.
- ⇒ **Our Experience:** We had over 150 people who registered to run for us and we had hoped they would all make serious efforts at fund-raising. Although all didn't fund-raise, we were happy with our first time attempt.
- ⇒ **Tips:** Start early, contact everyone you know, follow up with thank you notes and keep them engaged and updated.

*"Drops make an ocean"*

## DINESH KAMBLI (a We Care participant)

***The cause supported:*** I ran for the cause of avoidable blindness and supported 'Seeing is Believing' – Standard Chartered Bank's community initiative focused on avoidable blindness.

***Motivation:*** Some Visually challenge children performed during a recently conducted staff townhall. At that staff townhall, our Group Chief Executive Officer, Peter Sands acknowledged their talent and gave an inspiring speech about the Seeing is Believing initiative and Standard Chartered's contribution for the same. I wanted to be part of that contribution ever since.



***Have you participated and raised pledges during the Standard Chartered Mumbai Marathon in the previous years? If yes, how was the experience different this year?:*** I have participated in all editions of the Standard Chartered Mumbai Marathons since its inception. But I never raised pledges for fundraising earlier.

***Experience:*** It took me 2 weeks to raise the pledges. Two weeks prior to the Race Day, my colleagues and me at office brainstormed about doing something 'different' to raise funds and I decided I am going to try. I was to run the half marathon and I requested all my colleagues here and abroad, seniors, family members and friends to support my endeavour. This year, I targeted to complete the half marathon within 2 hrs 30 minutes. My previous timings had been close to 2 hrs 50 minutes, so this was quite a stretch for me. My challenge in this was that If I was successful I would pledge Rs 5000 for the cause. If I did not complete it in the targeted time, I would contribute Rs.1000 for every minute that I added up to my targeted timing. I'm happy that I could complete it in 2 Hrs 34 minutes and could donate Rs 9000/- right away. While my colleagues and friends, through 26 pledges helped me raise the balance of Rs. 102,385/-. I also have pledged to donate my eyesight posthumously through our NGO partner – Lotus Eye Hospital and was joined by some other colleagues in my team.

**Tips:** I strongly believe in the 'can-do' attitude. I not for once wavered from this belief and it was important for me to get as much funds as I could to support eye screening camps for the underprivileged people in the city of Mumbai and in the country, through the Seeing is Believing project being run by Sightsavers International. My pledges came through seeking support first and foremost from my colleagues at the workplace – both in the country and internationally, who have been associated for long. Keep your commitment simple but make it something that will make people sit and say I would not be able to do this and prove that you can do it.

It is never too late to fund raise in the Standard Chartered Mumbai Marathon; it is about how you do it.

**VIVEKANAND SHARMA** (a *We Care* participant)

**Motivation:** Raising fund made me enjoy my run even better. It motivated me and helped me complete my run, especially when I felt tired and started getting thoughts of giving up.

I chose “Nanhi Kali” which works for educating the girl child. I can just visualize a smiling face of a girl child as she gets an opportunity to attend a school.

**Experience:** This cause got an excellent response from my friends, colleagues – I sent them e-mails and SMS's. Creating a page on website also helped me get donations from people spread across various locations.

**Tips:** Contact your close family members, friends first. Give them a RIGHT to say NO while you keep on exercising your RIGHT to ask. Bless all the amount of money you receive whatever small it may be from an individual.

...and just enjoy the process of running and getting an opportunity to raise money for a noble cause. Just love yourself and others.

**My motto for life:** Live a life of gratitude and love what you have. Share your blessings.

**RASHMI JALAN** (a *Corporate Challenge* team member of *Team HSBC*)

**Motivation:** Fundraising for an NGO is a way of giving back to society. I think all of us would ideally like to spend time on a cause we strongly believe in, be it children's education/health, women related issues, old age, etc. But most of us are so caught up with our own lives that while we may not be able to give time to social causes, this is one way of contributing. It was a very satisfying experience as almost all the people I approached were very forthcoming with their contribution.

**Motto for life:** I don't really have a motto for life, but believe that 'You may not be able to solve the world's problems, but when you help even one person, you become a part of the solution'.

**Tips:** One should not hesitate while raising funds, as most people are looking for causes they believe in, it's just that they don't do it actively, but when opportunity arises to contribute, they are more than willing. The important thing to tell people is that it's not the amount that matters but the thought that counts.

A



Initiative