

Title Sponsor



Standard Chartered
MUMBAI 2012
MARATHON

Jan 15, 2012

Associate Sponsor

TATA CONSULTANCY SERVICES

Experience certainty.



Charity Partner



United Way Mumbai

CHARITY
DOCKET





A MARATHON IS MORE THAN JUST A RACE.

It is a great celebration of spirit and fitness that underlines and showcases the passion and zeal of the citizens of a city, and nowhere is it more visible than in the spirit of giving that accompanies all great city marathons. Today every major city in India has a city marathon but Mumbai stands head, shoulder and waist above other cities in the largeness of its heart and the caring power of its society, corporate entities and citizens in giving to its crusaders for the under privileged.

The association between a long distance runner and raising funds for a cause is a long and glorious one. Both activities require similar passion, conviction, determination and hard work. Both are very personal and self-driven. Both are extremely rewarding to the soul. In this docket we are proud to recognize and applaud the achievers who share this belief.

The Standard Chartered Mumbai Marathon in its 9th edition this year, has cemented its place as not just India's biggest sporting event, but also as the biggest charity event in India and the Asian subcontinent. Through United Way of Mumbai the official charity partners of the event, SCMM 2012 has generated an estimated ₹ 16.07 Crores for 197 participating non-profit organizations, addressing important causes for the underprivileged in our society. The amounts raised are a humbling acknowledgement of the tremendous caring and giving power of our communities and also a testimonial to the credible charity platform that the Standard Chartered Mumbai Marathon provides the necessary comfort.

The most wonderful aspect of the marathon is also the emotional connect of our city authorities with the event. The Government of Maharashtra, the custodians and caretakers of Mumbai's wellbeing have whole heartedly supported this grand sporting spectacle that unites people from all categories and walks of life - running together in a celebration of life, fitness and causes. This steady support has enabled this event to showcase the spirit of Mumbai to the world.

This docket attempts to capture the achievements and contributions of individuals and corporate bodies and record the excellent charity work carried out by the participating non-profits. We sincerely thank all the event partners and participants for making the Standard Chartered Mumbai Marathon 2012, truly memorable.



Vivek B. Singh
Procum International



Jayanti Shukla
United Way of Mumbai



“The 9th edition of the Mumbai Marathon was a memorable event and it was heartening to see the entire city coming out in huge numbers to either participate in the event or cheer the participants from Mumbai, India and other countries. It was particularly touching to see the resolve and determination of the physically handicapped and the zest for life of the senior citizens as they took part in the marathon. Through this effort, Mumbai has shown the world once again that it stands united and strong in promoting the ideals of healthy living and celebrating the spirit of life.”



Additional
Chief Secretary Home,
UMESH SARANGI

“I was truly delighted to watch 'Charged Up' 14000 young and old participants from all walks of life at the Flag Off of the 'Half Marathon Event'. It was indeed a proud privilege to encourage the participants; who spread the message of Brotherhood and Health consciousness among Mumbaikars. The event spreads The Mantra of Physical Fitness. I wish all the best to Mumbai Marathon for their successful organisation in the years to come.”



Commissioner M.C.G.M,
SUBODH KUMAR

“Extra care and precaution needs to be taken towards security and safety when there is a congregation of thousands of people. It is indeed a matter of pride for the Mumbai Police that in excess of 38,000 people participated in the Mumbai Marathon in a safe and secure atmosphere on a traffic free route for six hours. I commend each member of my police force for their hard work and due diligence in carrying out this task.”



Commissioner of Police,
ARUP PATNAIK

“It was a privilege for Central Railway to have the Mumbai Marathon starting & finishing outside the Chatrapati Shivaji Terminus. This World Heritage monument provided a fitting backdrop to the city's largest sporting and social event. Nothing can be better than being a part of the Marathon to salute the indomitable spirit of Mumbai.”



Additional General Manager,
Central Railway,
SATYA PRAKASH

“BEST has been a supporter of the Mumbai Marathon since its inception, running extra services from different parts of the city to enable participants reach the start in time. BEST also diverts the routes of their services to ensure that the marathoners have a traffic free run. The event has grown to showcase the city in its best manner and we are proud to be a part of it.”



Managing Director BEST
O P GUPTA

“The overwhelming enthusiasm and increased participation in the 9th edition of the Mumbai Marathon is in itself a tribute to the city of Mumbai and the enduring spirit of Mumbaikars. As an organization, the Western Naval Command, whose past as well as future is intimately linked with the beautiful city of Mumbai, has supported this vibrant and memorable event as also many other Society outreach initiatives. On behalf of the Western Naval Command, I convey our deep appreciation to the people of Mumbai and the organisers for yet another grand Mumbai Marathon.”



Flag Officer Commanding,
Maharashtra & Gujrat Naval Area
Rear Admiral
BIMAL KUMAR VERMA

“It was indeed an incredible experience to watch thousands of people in a display of unbridled passion and excitement as they ran as one on a cool and pleasant Sunday morning - the reasons behind their enthusiasm and commitment as varied as the strands of fabric that come together to make up this incredible city. Whether it was running for personal goals, or sporting glory, every single participant who crossed the finish line on that day was a winner.”



Event Ambassador
VIJAY AMRITRAJ

“It was great to see Mumbai come alive, breaking all barriers in the truest sense of the phrase. The Standard Chartered Mumbai Marathon 2012 bears testimony to the can do-will do spirit of the athletes, authorities and the people at large. The event is a great example of a successful working partnership between government agencies and private enterprise.”



MD, Procam International
ANIL SINGH





CHARITY STRUCTURE

The Charity structure prepared every year by United Way of Mumbai and Procam International is the template which outlines the various categories by which a non profit organizations and its supporters can raise funds. The structure ensures a level playing field to all participating non profit organizations and supports them to maximize their fund raising abilities. The broad categories are:

DREAM TEAM

This category is meant for those highly motivated individuals who feel passionately about a cause and commit to raise a substantial sum of funds towards their charity during the SCMM. Dream Champions commit to raise a minimum of ₹ 10 lakhs, Dream Wizards a minimum of ₹ 5 Lakh and Dream Makers a minimum of ₹ 1 Lakh.

CORPORATE CHALLENGE

This category is meant for companies who wish to sponsor employee teams of 15 members or 25 members per team to participate in the SCMM and raise funds for charity. Companies participating in this category make an upfront non-refundable contribution towards a non profit of their choice while registering.

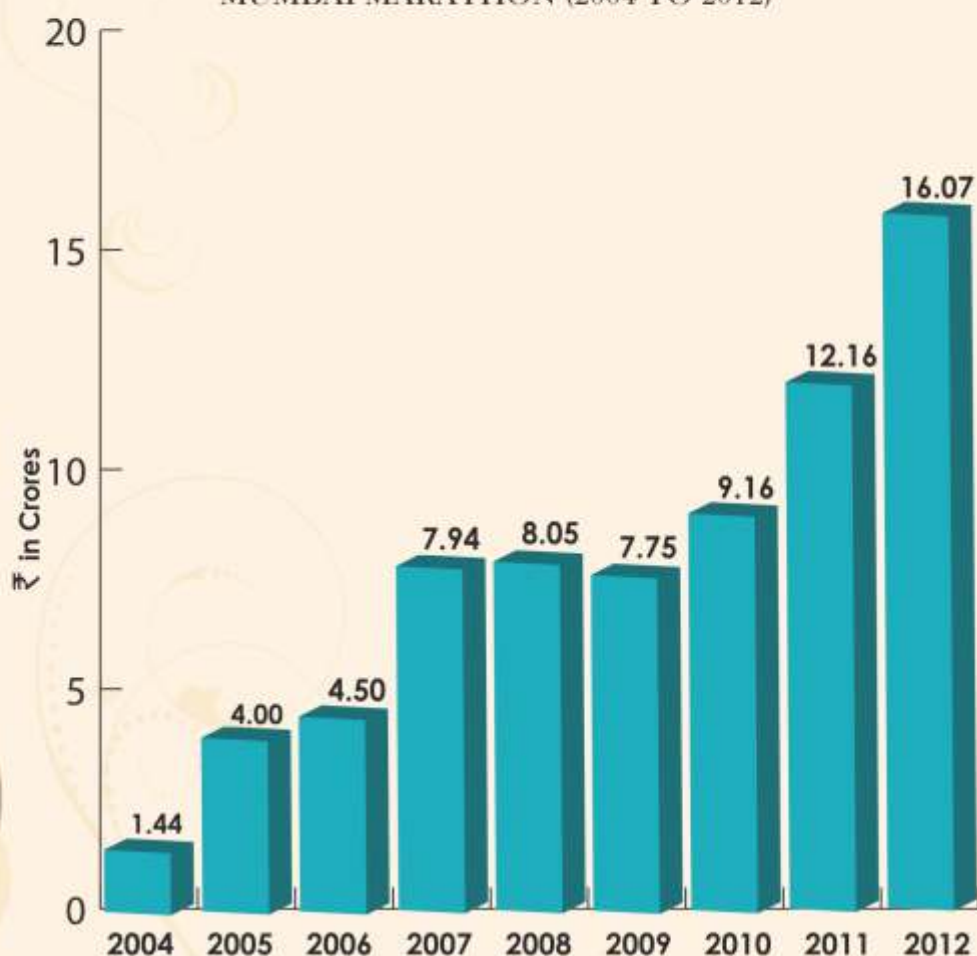
WE CARE

This category is for individuals who wish to run or raise funds in support of a cause. This could be through buying a charity running spot, by contributing to a cause or by raising funds and pledges for the cause they support, irrespective of whether they are running or not.



CHARITY AMOUNTS AT A GLANCE

FUNDS RAISED THROUGH THE STANDARD CHARTERED
MUMBAI MARATHON (2004 TO 2012)



SUMMARY OF AMOUNTS RAISED THROUGH STANDARD CHARTERED MUMBAI MARATHON 2012 -

i. Amount raised by Dream Champions	₹ 1,56,38,685
ii. Amount raised by Dream Wizards and Dream Makers	₹ 1,52,72,583
iii. Amount raised by We Care	₹ 4,83,76,080
iv. Amount raised by Corporate Challenge	₹ 7,20,75,000
v. Total amount raised via Charity Partner	₹ 15,13,62,348
vi. Amount raised by Standard Chartered Bank	₹ 15,73,487
vii. Amount raised by Tata Consultancy Services	₹ 3,10,130
viii. Estimated amount raised directly by NGO's	₹ 75,00,000
ix. Total amount raised	₹ 16,07,45,965

SCMM 2012 VS. SCMM 2011: A Comparison

Description	2012	2011
No of NGO's who benefitted monetarily through the event	197	131
No of people who pledged money	11,628	8,083
Largest number of pledges raised by a runner	2,840	2,022
Largest Single Pledge amount (₹)	21,00,000	33,75,000
Smallest Single Pledge Amount (₹)	10	10
Total Amount raised by Dream Teamers	₹ 3,09,11,268	₹ 2,59,05,110
Highest Individual Fund Raisers	Amount (₹)	Amount(₹)
From Dream Teamers	29,64,649	37,34,000
From a corporate challenge team	21,47,000	7,08,002
Among We care runners	10,10,000	10,01,000
Corporate Challenge	Amount (₹)	Amount(₹)
Largest Number of fund raisers from a company	42 (Aditya Birla Group)	38 (Kotak Mahindra Bank)
Highest funds raised by a company	23,74,000 (Antwerp Diamond Bank N.V)	18,00,000 (HDFC Ltd)
Total funds raised by Corporate challenge teams	₹ 83,44,939	₹ 53,12,000
Highest Fund Raising NGO's	Name/Amount (₹)	Name/Amount (₹)
Highest	Shrimad Rajchandra Love and Care (96.92 lacs)	Shrimad Rajchandra Love and Care (77.26 lacs)
2nd Highest	Paragon Charitable Trust (Muktangan) (95.55 lacs)	Childline India Foundation (76.78 lacs)
3rd Highest	Concern India Foundation (67.35 lacs)	Paragon Charitable Trust (Muktangan) (62.42 lacs)



DREAM CHAMPIONS

Individuals who raised a minimum of ₹ 10 lacs for a chosen charity
11 Dream Champions



ABHAY JASANI

raised funds for "Shrimad Rajchandra Love & Care"

Total money raised - ₹ 21,00,000



ANAND G MAHINDRA

raised funds for "K.C. Mahindra Education Trust"

Total money raised - ₹ 10,00,000



DR. BIJAL MEHTA

raised funds for "Shrimad Rajchandra Love & Care"

Total money raised - ₹ 18,00,000



MIHIR JAGDISH DOSHI

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

Total money raised - ₹ 29,64,641



NEERAJ GOENKA

raised funds for "Teach for India"

Total money raised - ₹ 10,23,401



NISHKA CHORARIA

raised fund for "Eve Foundation"

Total money raised - ₹ 11,27,000



RAHUL KADRI

raised funds for "Save The Children India"

Total money raised - ₹ 10,55,000



SADASHIV S. RAO

raised funds for "Isha Education"

Total money raised - ₹ 12,49,040



SANKARA RAMAN S

raised funds for "Amar Seva Sangam"

Total money raised - ₹ 13,07,500



SHANTANU MUKHERJI (SHAAM)

raised funds for "Salaam Bombay Foundation"

Total money raised - ₹ 10,01,200



SHOBHAA DE

raised funds for "Childline India Foundation"

Total money raised - ₹ 10,11,000

DREAM WIZARDS

Individuals who raised a minimum of ₹ 5 lacs for a chosen charity.
7 Dream Wizards



ANAND MEHTA

raised funds for "Shrimad Rajchandra Love & Care"

Total money raised - ₹ 6,90,000



DHAVAL MEHTA

raised funds for "Shrimad Rajchandra Love & Care"

Total money raised - ₹ 8,00,000



KUNAL DOSHI

raised funds for "Shrimad Rajchandra Love & Care"

Total money raised - ₹ 7,50,000



SIDDHARTHA DEV

raised funds for "Centre for Hearing Impaired Children"

Total money raised - ₹ 6,87,950

ANISHA JOHRI

raised funds for "Family Service Centre"

Total money raised - ₹ 5,70,205



KALPANA MANIAR

raised funds for "Isha Education"

Total money raised - ₹ 5,13,000



RAJESWARI KESAVAN

raised funds for "Isha Education"

Total money raised - ₹ 5,24,552



DREAM MAKERS

Individuals who raised a minimum of ₹ 1 lac for a chosen charity.
66 Dream Makers



AJAY S MITTAL

raised funds for "Apnalaya"

Total money raised - ₹ 1,00,000



ANANYA A. MITTAL

raised funds for "Apnalaya"

Total money raised - ₹ 1,00,000

AMIT B. SHETH

raised funds for "Tata Memorial Centre (RuHI)"

Total money raised - ₹ 1,09,770





ARUN LUHARUKA
raised funds for "Umang Foundation"
Total money raised - ₹ 2,38,400



ASHIT DANI
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,50,001



AVANTI BIRLA
raised funds for "Habitat for Humanity India"
Total money raised - ₹ 1,00,000



DARIUS DINSHAW PANDOLE
raised funds for "Khel Shala"
Total money raised - ₹ 4,17,269



DEVANG T GADA
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,76,001



DR GERALD MASCARENHAS
raised funds for "Save The Children India"
Total money raised - ₹ 1,00,000



DR MOUSHAMI VARTAK
raised funds for "Save The Children India"
Total money raised - ₹ 1,00,000



DR SUJATA DALVI
raised funds for "Save The Children India"
Total money raised - ₹ 1,00,000



ASHISH GOYAL
raised funds for "Umang Foundation"
Total money raised - ₹ 1,15,999



ASHMIT PATEL
raised funds for "Salaam Bombay"
Total money raised - ₹ 1,00,000



CHAITANYA DESAI
raised funds for "Iskcon Food Relief Foundation"
Total money raised - ₹ 1,10,000



DAVID ANTHONY WILLIAMS
raised funds for "Make-A-Wish Foundation Of India"
Total money raised - ₹ 1,00,000



DR AJINATH KHARAT
raised funds for "Save The Children India"
Total money raised - ₹ 1,00,000



DR HITESH PARIKH
raised funds for "Save The Children India"
Total money raised - ₹ 1,00,000



DR RAJSHEKHAR SABBARPU
raised funds for "Save The Children India"
Total money raised - ₹ 1,00,000



DR THOMAS ABRAHAM
raised funds for "Save The Children India"
Total money raised - ₹ 1,00,000



DR. NIRMAL SURYA
raised funds for "Epilepsy Foundation"
Total money raised - ₹ 1,92,970



GAURANGI DESAI
raised funds for "Iskcon Food Relief Foundation"
Total money raised - ₹ 2,60,100



GOPIKA LALL
raised funds for "The Save Children Save Society Academy (SACSAS Academy)"
Total money raised - ₹ 100000



JOSEPH PEREIRA
raised funds for "Kripa foundation"
Total money raised - ₹ 1,26,000



KETAN GAIKWAD
raised funds for "Isha Education"
Total money raised - ₹ 1,26,000



LEENA R MEHTA
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,29,000



MADHURIE D PANDIT
raised funds for "Kripa Foundation"
Total money raised - ₹ 2,55,601



DR ASHOK VAMAN KHANVTE
raised funds for "Milt Charitable Trust, Bombay"
Total money raised - ₹ 1,01,000



DR. SUNITA BANERJI
raised funds for "CHIP (Ballygunj Society for Children in Pain)"
Total money raised - ₹ 1,00,000



GAURAV D. GARG
raised funds for "Childline India Foundation"
Total money raised - ₹ 1,00,000



HUSAIN QUETTAWALLA
raised funds for "Arpan"
Total money raised - ₹ 1,50,046



KAILASH AGARWAL
raised funds for "Epilepsy Foundation"
Total money raised - ₹ 1,00,000



KUNICKAA LALL
raised funds for "CHIP (Ballygunj Society for Children in Pain)"
Total money raised - ₹ 1,00,000



LINDA ROSE MACHADO
raised funds for "AWMH Maharashtra"
Total money raised - ₹ 1,01,372



MADHUSUDAN AGRAWAL
raised funds for "Epilepsy Foundation"
Total money raised - ₹ 1,10,000



MEERA MEHTA
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,53,001



N. SHRIDHAR
raised funds for "Concern India Foundation"
Total money raised - ₹ 1,00,100



NANDINI GANDHI
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,50,000



NAOMI NIGAM
raised funds for "Kripa foundation"
Total money raised - ₹ 1,34,500



NOOPUR DESAI
raised funds for "Iskcon Food Relief Foundation"
Total money raised - ₹ 1,10,000



RAKESH G. MEHTA
raised funds for "Epilepsy Foundation"
Total money raised - ₹ 1,00,000



RAMANI SANKARA RAMAN
raised funds for "Amar Seva Sangam"
Total money raised - ₹ 14,18,000



MANJU PARVATIKAR
raised funds for "Isha Education"
Total money raised - ₹ 1,12,000



MRIDULA JASANI
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,74,000



NAMITA ROY GHOSE
raised funds for "Paragon Charitable Trust (Muktangan)"
Total money raised - ₹ 1,34,100



NAOMI HENDRICKS
raised funds for "New Life Movement International"
Total money raised - ₹ 1,22,295



NEHAL JHAVERI
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,69,000



PRABH SIMRAN SINGH
raised funds for "Concern India Foundation"
Total money raised - ₹ 1,52,722



RAKESH KAUL
raised funds for "Concern India Foundation"
Total money raised - ₹ 1,10,000



RAVI KRISHNAMURTHY
raised funds for "Isha Education"
Total money raised - ₹ 1,54,151



SANJAY DANGI
raised funds for "Epilepsy Foundation"
Total money raised - ₹ 1,00,000



SMITESH SHAH
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,42,000



SOPHIA PREMJEE
raised funds for "Concern India Foundation"
Total money raised - ₹ 1,37,400



SUMER PARIKH
raised funds for "Shraddha Charitable Trust"
Total money raised - ₹ 1,46,500



TARA SHARMA
raised funds for "Cancer Patients Aid Association" and
"Paragon Charitable Trust (Muktangan)"
Total money raised - ₹ 1,10,000



VARADARAJAN RAMASWAMY
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,30,000



VIPUL AMBANI
raised funds for "Somaiya Vidhya Vihar Trust"
Total money raised - ₹ 4,73,752



SANDEEP PRESSWALA
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,20,003



SANJEEV KAPOOR
raised funds for "Forum For Autism"
Total money raised - ₹ 1,43,100



SMRITI SEKHSARIA
raised funds for "Isha Education"
Total money raised - ₹ 2,44,600



SUJAL SHROFF
raised funds for "Light of Life Trust"
Total money raised - ₹ 1,10,000



SUNIL SHAH
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 2,12,000



TORAL SHAH
raised funds for "Shrimad Rajchandra Love & Care"
Total money raised - ₹ 1,60,000



VINAY SHETTY
raised funds for "Think Foundation"
Total money raised - ₹ 1,61,201



VIVEK GANESH PAI

raised funds for "Cheshire Homes India Bangalore Unit"

Total money raised - ₹ 1,10,390



VIVEKANANDAN S

raised funds for "Shishu Welfare Trust of India"

Total money raised - ₹ 2,00,736

VIVEK KUDVA

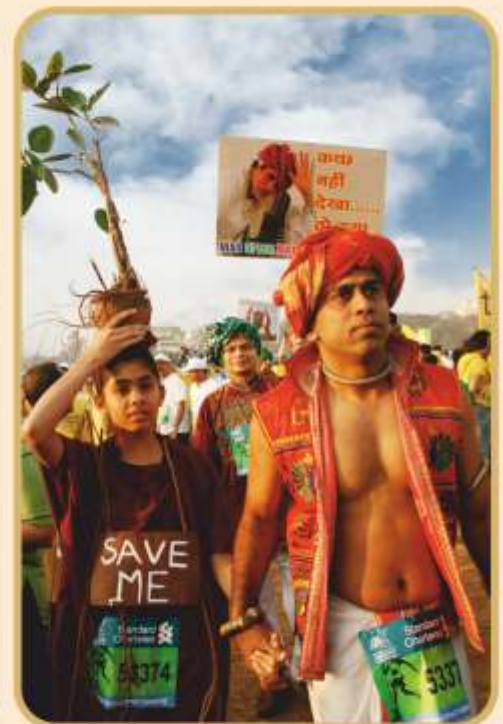
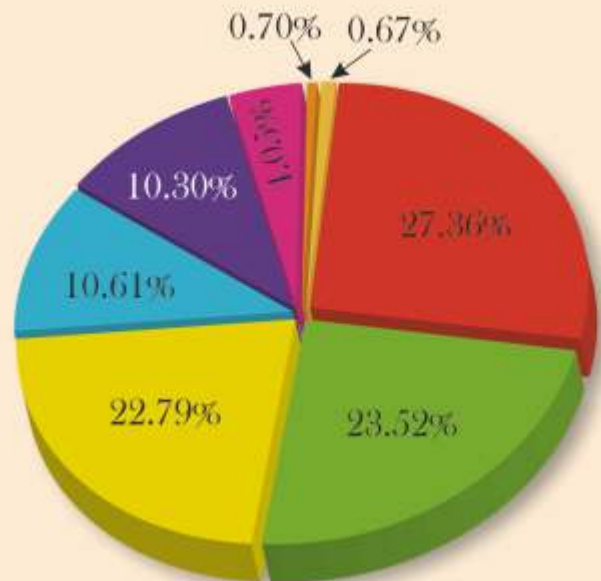
raised funds for "Cheshire Homes India Bangalore Unit"

Total money raised - ₹ 1,00,000



Causes benefitted through funds raised by Dream Teamers:

	Children
	Disability
	Education
	Elderly
	Health
	Others
	Rural Development
	Women Empowerment



OUR EXPERIENCE

MEERA MEHTA

Student

Raising funds is one of the things that really makes me happy. This was the first time I did it by myself using the Standard Chartered Mumbai Marathon as a platform. It was such a great and elevating experience.

Ever since I was 6, I was into helping the less fortunate in different ways. My Guruji, PUJYA GURUDEVSHRI RAKESHBHAI (BAPAJI) once took us to a village where he gave us goodies to give to the children there. Every time we gave one, he would tell us to say 'thank you'. He explained that we should thank them because they are the ones who have given us an opportunity to serve them. That's when I realized how important it is to help people not only because it benefits them, but also because it brings sheer joy to me.

At the age of 8, we started doing chocolate seva where we would sell chocolates and the money would then go to Shrimad Rajchandra Love and Care. We started with 15 kids and now we are over 35. Nothing can really stop us. May it be the hot sunny days of summer or the monsoons, because it is too much fun and excitement to miss this - we all are working towards one goal.

Last year, I was one of the 1500 supporters who ran the Dream Run for SRLC. It was very exciting. First I thought it will be difficult to achieve the target, but once people started responding, it gave me more confidence. I asked my friends to give me money for charity rather than birthday gifts. We had a function in the family. I made a presentation about SRLC and its activities to all my relatives who came from abroad, to my parents, friends and family friends. I could easily achieve more than what I had expected. I would like to thank everyone who encouraged me by either donating funds or giving me time to hear me out about activities so near to my heart.

MIHIR DOSHI

MD & Country Head - Credit Suisse, India

I feel very strongly about the work done for underprivileged children by CHILDLINE and SAVE THE children. The Standard Chartered Mumbai Marathon helps create a platform to conduct fund raising for those NGOs that needs our help. The work done by the two organizations I support is transparent and I know the funds are well utilized for the end beneficiaries.

This record-breaking collection would not have been possible without the support from my friends in Credit Suisse all over the world. A special thanks to all of them. It is heartwarming to know that so many people want to donate. Be it small or big amounts, every contribution counts and I know it gives the donors a feeling of satisfaction too. Most of them were expecting my email because I have made it an annual ritual to undertake fund raising close to the Standard Chartered Mumbai Marathon.

When you actually start fund raising, you realize that it takes a little effort to make a huge difference. It's absolutely worth it. You are actually changing the lives of someone less privileged than yourself. The satisfaction you achieve through doing that cannot be achieved by anything else.

AMIT CHANDRA

Managing Director, Bain Capital

"Archana and I are happy to have special prizes that encourage those who make special efforts to generate both awareness and funds for NGOs that we support, via the Mumbai Marathon. We would be delighted if the charity component of the marathon becomes the largest in the world, thereby helping drive serious impact via the good work of hundreds of NGOs"

Amit Chandra and Archana Chandra - Contributed Rs 10 Lakh to Teach for India and Cancer Patients Aid Association by pledging a contributory amount for every donation raised by the 5 NGO's they support and announcing monetary prizes for best achievers. This incentivized the NGO's to intensify their efforts in raising funds for themselves directly and through their fund raisers

CORPORATE CHALLENGE

154 COMPANIES : 223 TEAMS



Aamby Valley Limited (2 teams) **supports** United Way of Mumbai

Abbott Healthcare Pvt Ltd (2 teams) **supports** CRY Child Rights and You

Abbott India Ltd **supports** Americares India Foundation

Abu Dhabi Commercial Bank **supports** Paragon Charitable Trust (Muktangan)

Accenture Services Pvt Ltd **supports** Charities Aid Foundation, India

Accurex Bio-Medical Pvt Ltd **supports** Atma Education

Acme Housing India Private Ltd **supports** The Bombay Community Public Trust

Aditya Birla Group (5 teams) **supports** Paragon Charitable Trust (Muktangan)

Advent India P.E. Advisors Pvt Ltd **supports** The Akanksha Foundation

AIG Global Asset Management Company (India) Pvt Ltd **supports** United Way of Mumbai

Air Mauritius **supports** Atma Education

Ajanta Pharma Ltd **supports** Epilepsy Foundation

Alok Industries Limited **supports** Isha Education

Ambuja Cements Limited **supports** Salaam Bombay Foundation

Antwerp Diamond Bank NV **supports** Tata Memorial Centre (RuHI)

ANZ Banking Group Ltd **supports** MASOOM

Arshiya International Ltd **supports** Apnalaya

Asian Paints Ltd **supports** Deeds Public Charitable Trust

Ask Group **supports** Sunbeam

Aventis Pharma Limited **supports** Childline India Foundation

B.E. Billimoria & Company Limited **supports** Concern India Foundation

BA Continuum Solutions Pvt Ltd **supports** Vidya Integrated Development For Youth and Adults

Bajaj Electricals Limited (4 teams) **supports** Paryavaran Mitra



Bank of America N.A **supports** ADAPT (Formerly the Spastics Society of India)

Bank of Baroda **supports** Paragon Charitable Trust (Muktangan)

Barclays Bank PLC **supports** The Akanksha Foundation

Barclays Capital **supports** The Akanksha Foundation

BASF India Limited (2 teams) **supports** Paragon Charitable Trust (Muktangan)

Cadbury India Limited (4 teams) **supports** The Akshaya Patra Foundation

Caliber Point Business Solutions Ltd **supports** Helen Keller Institute For Deaf & Deaf Blind

Castrol India Limited (2 teams) **supports** K.C. Mahindra Education Trust

Central Bank of India (2 teams) **supports** Concern India Foundation

CGGVeritas Services India Pvt Ltd **supports** Paragon Charitable Trust (Muktangan)

Cleartrip Travel Services Private Limited **supports** Magic Bus India Foundation

Cochlear Medical Device Company India Pvt Ltd **supports** The AURED Charitable Trust

Colgate Palmolive (India) Limited (2 teams) **supports** Network in Thane By People Living With HIV

Core Education & Technologies Ltd **supports** Smile Foundation

Cox & Kings Ltd **supports** Om Creations Trust

Credit Information Bureau (India) Limited **supports** Bal Raksha Bharat

Credit Suisse Securities (India) Private Ltd (3 teams) **supports** Save The Children India

DCB Bank **supports** Concern India Foundation

Deutsche CIB Centre Private Limited **supports** SOS Children's Village of India

DHFL (2 teams) **supports** Mumbai Mobile Creches

Dow Chemical International Pvt Ltd (2 teams) **supports** Bhagwan Mahaveer Viklang Sahayata Samiti

DSP Merrill Lynch Ltd (2 teams) **supports** Childline India Foundation & ADAPT (Formerly the Spastics Society of India)

Eclerx Services Ltd (3 teams) **supports** CRY Child Rights and You





Elca Cosmetics Pvt Ltd **supports** Committed Communities Development Trust

Ernst & Young Private Limited (3 teams) **supports** Paragon Charitable Trust (Muktangan), The Society for Door Step School and Childline India Foundation

F2 Fun N Fitness India Private Limited **supports** ChildReach

Federal Express Corporation (FedEx) **supports** Concern India Foundation

FIL Fund Management Private Limited **supports** Aseema Charitable Trust

Financial Technologies India Ltd (2 teams) **supports** Aditya Jyot Foundation For Twinkiling Eyes

Geltec Pvt Ltd **supports** ADAPT (Formerly the Spastics Society of India)

Geodesic Limited **supports** Project Crayons

Global Innovsource Pvt Ltd (2 teams) **supports** GTL Foundation

Godavari Biorefineries Ltd **supports** Girivanvasi Educational Trust

Godrej & Boyce Mfg Co. Ltd (2 teams) **supports** ALERT- INDIA, Vatsalya Trust Mumbai & Republican Sports Club

Godrej Industries Ltd (2 teams) **supports** Teach to Lead

Goldman Sachs (India) Securities Private Limited **supports** ADAPT (Formerly the Spastics Society of India)

Gujarat Paguthan Energy Corporation Pvt Ltd **supports** Helpage India

Gujarat Pipavav Port Limited **supports** Shri Amreli Muk Badhir Seva Trust

Gujarat Reclaim & Rubber Products Ltd (2 teams) **supports** K.C. Mahindra Education Trust

GVK (4 teams) **supports** United Way of Mumbai

HBS Realtors Pvt Ltd **supports** Maharashtra State Women's Council

HDFC Asset Management Company Ltd **supports** Paragon Charitable Trust (Muktangan)

HDFC Bank Ltd **supports** Childline India Foundation

HDFC Ergo General Insurance Company Limited (2 teams) **supports** The Akanksha Foundation

DSP Merrill Lynch Ltd (2 teams) **supports** Childline India Foundation & ADAPT (Formerly the Spastics Society of India)

HDFC Standard Life Insurance Company Limited **supports** Educo





Hexaware Technologies Limited (2 teams) **supports** Helen Keller Institute For Deaf & Deaf Blind & Life Trust

HP India Sales Pvt Ltd **supports** Isha Education

HSBC (3 teams) **supports** Aseema Charitable Trust, Umang Charitable Trust & Children Toy Foundation

HSBC Asset Management (India) Private Limited **supports** Mumbai Mobile Creches

Human Capital For Third Sector **supports** Human Capital For Third Sector

IBM India Private Limited **supports** Isha Education

ICICI Lombard General Insurance Company Limited (3 teams) **supports** Indian Cancer Society a/c Cankids & SNEHA (Society for Nutrition, Education and Health Action)

ICICI Prudential Asset Management Company Limited (2 teams) **supports** Vidya Integrated Development For Youth and Adults

ICICI Prudential Life Insurance Company Limited (3 teams) **supports** Catalysts for Social Action

ICICI Securities Limited **supports** Sunbeam

IL & FS Education & Technology Services Ltd **supports** Family Service Centre

IL & FS Financial Services Limited **supports** Dignity Foundation

IL & FS Investment Managers Limited **supports** Family Service Centre

IL & FS Securities Service Limited **supports** The Nalanda Foundation

IL & FS Transportation Networks Limited **supports** Family Service Centre

India Infoline Limited **supports** Swadhaar FinAccess

Indian Hotels Company Ltd **supports** Deeds Public Charitable Trust

Indian Overseas Bank **supports** Life Trust

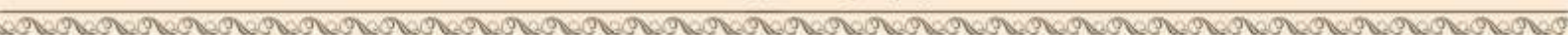
Infrastructure Leasing & Financial Services Ltd (2 teams) **supports** The Nalanda Foundation

Ion Foundation **supports** Paragon Charitable Trust (Muktangan)

IRB Infrastructure Developers Ltd. (2 teams) **supports** Life Trust

Iris Business Services Limited **supports** Isha Education

Itz Cash Card Ltd **supports** Epilepsy Foundation





J. M. Baxi & Company **supports** Dignity Foundation

Johnson & Johnson Ltd (3 teams) **supports** Helen Keller Institute For Deaf & Deaf Blind, Population Services International & K.C. Mahindra Education Trust

Johnson Controls (I) Pvt Ltd **supports** Mumbai Mobile Creches

JSW Steel Limited **supports** Maharashtra Dyslexia Association

Juniper Hotels Private Limited **supports** Centre For The Study of Social Change

Kadri Consultants Pvt Ltd (2 teams) **supports** Save The Children India

Kotak Mahindra Bank Ltd (3 teams) **supports** Cancer Patients Aid Association, Indian Council for Mental Health, Society of Parents of children with Autistic Disorders (SOPAN) & Kotak Education Foundation

KPMG (6 teams) **supports** Epilepsy Foundation, Mumbai Mobile Creches, SOS Children's Village of India & Salaam Bombay Foundation

Larsen & Toubro Limited (2 teams) **supports** Paragon Charitable Trust (Muktangan)

Life Insurance Corporation of India (3 teams) **supports** Concern India Foundation

Lighthouse Advisors India Private Limited **supports** Paragon Charitable Trust (Muktangan)

Lodha Group **supports** Lodha Charitable Trust

Macquarie Capital Securities (India) Pvt Ltd **supports** Mumbai Mobile Creches

Madhura Fashion & Lifestyle **supports** Swayamsiddh Matimand Mulansathi Matrupalak Sanstha

Maersk Line India **supports** Concern India Foundation

Mahendra Brothers Export Pvt Ltd **supports** Isha Education

Mahindra & Mahindra Limited (2 teams) **supports** K.C. Mahindra Education Trust

Marsh India Insurance Brokers Pvt Ltd **supports** Concern India Foundation

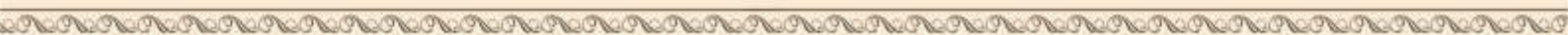
MF Global Sify Securities India Private Limited **supports** Arpan

Moet Hennessy India Pvt Ltd **supports** Aseema Charitable Trust

MSD Pharmaceuticals Pvt Ltd **supports** Atma Education

Nestle India Ltd (2 teams) **supports** VConnect Foundation

Nivea India Private Limited (2 teams) **supports** Aseema Charitable Trust





Nomura Capital (India) Private Limited **supports** Life Trust

Nomura Services India Pvt. Ltd. **supports** Deeds Public Charitable Trust

Novartis India Limited **supports** The Akanksha Foundation

Oil and Natural Gas Corporation Ltd **supports** Deeds Public Charitable Trust

Orix Auto Infrastructure Services Ltd **supports** Dignity Foundation

Paragon Property Enterprises Pvt Ltd (2 teams) **supports** Paragon Charitable Trust (Muktangan)

Piramal HealthCare Limited (2 teams) **supports** Kripa Foundation and Paragon Charitable Trust (Muktangan)

Punjab & Maharashtra Co-op Bank Ltd **supports** CRY Child Rights and You

Punjab National Bank **supports** Sangopita - A Shelter for Care

Qualcomm India Private Limited **supports** Mumbai Mobile Creches

Rabo India Finance Limited **supports** Concern India Foundation & The Society for Door Step School

Royal Bank of Scotland **supports** Paragon Charitable Trust (Muktangan)

Sequoia Capital India Advisors Pvt Ltd **supports** Habitat For Humanity India

Sharyans Resources Ltd **supports** Bhagwan Mahaveer Viklang Sahayata Samiti

SKF India Limited **supports** ALERT- INDIA

SRL Diagnostics Private Limited **supports** K.C. Mahindra Education Trust

Tata AIG Life Insurance Co Ltd (2 teams) **supports** CRY Child Rights and You & Childline India Foundation

Tata Capital Limited (2 teams) **supports** United Way of Mumbai

Tata Motors Finance Ltd **supports** United Way of Mumbai

Tata Motors Limited (4 teams) **supports** Aseema Charitable Trust & Concern India Foundation

Tetra Pak India Pvt Ltd **supports** The Akanksha Foundation

The Leela Palaces, Hotels and Resorts **supports** Paragon Charitable Trust (Muktangan)

The Ratnakar Bank Ltd **supports** Concern India Foundation





The Walt Disney Company (India) Pvt Ltd **supports** Make-A-Wish Foundation Of India

Thermax Limited (2 teams) **supports** The Akanksha Foundation

Torm Shipping India Pvt Ltd **supports** Concern India Foundation

Transocean Offshore International Ventures Ltd. (2 teams) **supports** Cancer Aid & Research Foundation & Concern India Foundation

Turner International India Pvt Ltd **supports** K.C. Mahindra Education Trust

Uni-Design Jewellery Pvt Ltd **supports** Isha Education

United Technologies Corporation (UTC) India **supports** CRY Child Rights and You

Universal Medicare Pvt Ltd **supports** Paragon Charitable Trust (Muktangan)

UTV Software Communications Ltd **supports** SHARE. (Society to Heal, Aid, Restore & Educate)

Valuable Group **supports** Khushi Pediatric Therapy Centre

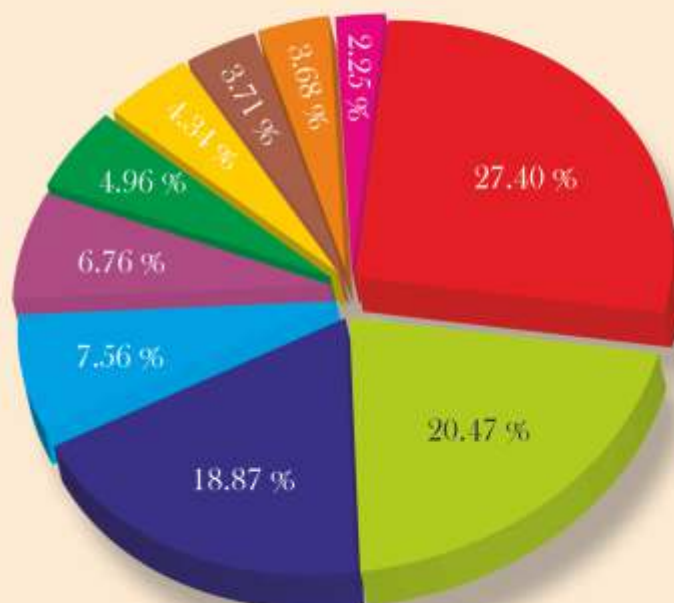
Varun Industries Limited (2 teams) **supports** Epilepsy Foundation

Viacom 18 Media Pvt Ltd **supports** Population Services International

Wockhardt Ltd **supports** Wockhardt Foundation

Zee Entertainment Enterprises Limited **supports** Friends For Tribal Society

SECTOR WISE CONTRIBUTION



OUR EXPERIENCE

GODREJ & BOYCE MFG. CO. LTD

Godrej & Boyce Mfg. Co. Ltd., tirelessly focused towards fulfilling its commitment for doing good to society, participated in Mumbai's most vibrant event- Standard Chartered Mumbai Marathon 2012 for the 5th consecutive time.

Godrej & Boyce donated ₹ 7,00,000/- as participation fee for 50 employees running the Half Marathon (21 Kms) from Bandra to CST. This was divided equally towards donations for ALERT India (taking care of Leprosy patients), Vatsalya Trust (taking care of orphan/destitute kids) and Republican Sports Club (Merzban Patel, coaching underprivileged children play Hockey).

In an overwhelming response to the Pledge Raising appeal made by Mr. Anil G Verma, Executive Director & Head-Personnel & Administration, 2840 donors contributed ₹ 10,08,400/- (compared to ₹ 6,10,565/- in 2011). This amount, the largest so far, was also divided equally and added to the donations for the 3 causes, supported by Godrej.

This exciting and learning journey made us believe that if we have the right Focus, Attitude and Purpose, we can make a big difference.

Cheers to Team Godrej for duty well done and making all feel proud. Be nameless & ageless to be caring and compassionate in cash and/or kind to the needy. Whatever is offered from the Heart goes around and comes back in ample measure, in cash or kind.



Anil G Verma
Executive Director & Head-
Personnel & Administration
(On behalf of Godrej & Boyce Mfg. Co. Ltd.)

KPMG

Corporate Citizenship is the core part of our values, and we support various causes throughout the year. The Standard Chartered Mumbai Marathon is an integral part of our programme. Each year we are seeing an increased interest and more wholesome participation from our teams, and this is very gratifying.

On a personal note, the Standard Chartered Mumbai Marathon is a wonderful event that brings the city together. The build-up, both in terms of training plans that we start off with (however don't live up to), training that we actually land up doing and the sheer fun and sense of achievement of completing the race is something that I look forward to each year.

Whilst having all this fun, it is great that we are able to raise reasonably meaningful amounts and awareness for the causes we support. We look forward to continuing and building on this in future years. A truly win-win situation for all of us.



V.Venkataramanan
Partner, KPMG



AND THE WINNERS ARE!

NGO AWARDS -

HIGHEST FUND RAISING NGO:

SHRIMAD RAJCHANDRA LOVE & CARE raised ₹ 96,92,506

2ND HIGHEST FUND RAISING NGO

PARAGON CHARITABLE TRUST (MUKTANGAN) raised ₹ 95,55,815

3RD HIGHEST FUND RAISING NGO

CONCERN INDIA FOUNDATION raised ₹ 67,34,845

NGO WITH MAXIMUM CORPORATE DONATIONS

PARAGON CHARITABLE TRUST (MUKTANGAN) fielding 25 teams and 16 corporates

NGO WITH HIGHEST NUMBER OF DREAM TEAMERS

SHRIMAD RAJCHANDRA LOVE & CARE fielding 17 Dream Teamers

🌀 DREAM CHAMPIONS 🌀

HIGHEST FUND RAISING DREAM CHAMPION (MEN)

MIHIR DOSHI raised ₹ 29,64,641 supporting SAVE THE CHILDREN and CHILDLINE INDIA FOUNDATION

HIGHEST FUND RAISING DREAM CHAMPION (WOMEN)

DR. BIJAL MEHTA raised ₹ 18,00,000 supporting SHRIMAD RAJCHANDRA LOVE & CARE

🌀 DREAM WIZARDS 🌀

HIGHEST FUND RAISER (MEN)

DHAVAL MEHTA raised ₹ 8,00,000 supporting SHRIMAD RAJCHANDRA LOVE & CARE

HIGHEST FUND RAISER (WOMEN)

ANISHA JOHRI raised ₹ 5,70,205 supporting FAMILY SERVICE CENTRE

🌀 DREAM MAKERS 🌀

HIGHEST FUND RAISER (MEN)

VIPUL AMBANI raised ₹ 4,73,752 supporting SOMAIYA VIDYAVIHAR TRUST

HIGHEST FUND RAISER (WOMEN)

RAMANI SANKARA RAMAN raised ₹ 14,18,000 supporting AMAR SEVA SANGAM

YOUNGEST DREAM MAKER

MEERA MEHTA raised ₹ 1,53,001 supporting SHRIMAD RAJCHANDRA LOVE & CARE

🌀 HIGHEST PLEDGE RAISING DUO 🌀

SANKARA RAMAN & RAMANI SANKARA RAMAN raised ₹ 27,25,500 supporting AMAR SEVA SANGAM

🌀 CORPORATE CHALLENGE 🌀

COMPANY WITH HIGHEST EMPLOYEE CONTRIBUTION

ANTWERP DIAMOND BANK NV employees raising ₹ 21,47,000 in support of TATA MEMORIAL CENTRE (RuHI)



COMPANY WITH 2ND HIGHEST EMPLOYEE CONTRIBUTION

GODREJ & BOYCE MFG. CO. LTD. employees raising ₹ 10,08,400 in support of ALERT- INDIA, VATSALYA TRUST MUMBAI and REPUBLICAN SPORTS CLUB

HIGHEST COMPANY CONTRIBUTION

KPMG contributed ₹ 21,00,000 supporting EPILEPSY FOUNDATION, MUMBAI MOBILE CRECHES, SOS CHILDREN'S VILLAGE OF INDIA and SALAAM BOMBAY FOUNDATION

2ND HIGHEST COMPANY CONTRIBUTION

ADITYA BIRLA GROUP contributed ₹ 17,50,000 supporting PARAGON CHARITABLE TRUST

COMPANY WITH HIGHEST NO. OF DONORS

GODREJ & BOYCE MFG. CO. LTD. with 2840 employees pledging money

HIGHEST INDIVIDUAL PLEDGE RAISER (MEN)

KARL DE BORGER raised ₹ 21,47,000 supporting TATA MEMORIAL HOSPITAL: (RuHI)

2ND HIGHEST INDIVIDUAL PLEDGE RAISER (MEN)

GIRISH BORKAR raised ₹ 3,70,223 supporting PROJECT CRAYONS

HIGHEST INDIVIDUAL PLEDGE RAISER (WOMEN)

ANU AGA & MEHER PADUMJEE raised ₹ 9,45,000 supporting THE AKANKSHA FOUNDATION

2ND HIGHEST INDIVIDUAL PLEDGE RAISER (WOMEN)

MALINI THADANI raised ₹ 1,67,002 supporting ASEEMA CHARITABLE TRUST

WE CARE

HIGHEST INDIVIDUAL PLEDGE RAISER (MEN)

RAMESH MANGALESHWARAM raised ₹ 3,58,001 supporting MBA FOUNDATION

2ND HIGHEST INDIVIDUAL PLEDGE RAISER (MEN)

COLMAN DEEGAN raised ₹ 2,06,945 supporting APNE AAP WOMEN'S COLLECTIVE

HIGHEST INDIVIDUAL PLEDGE RAISER (WOMEN)

VISHAKA SINGH raised ₹ 2,26,000 supporting CATALYSTS FOR SOCIAL ACTION

2ND HIGHEST INDIVIDUAL PLEDGE RAISER (WOMEN)

RIA TALATI raised ₹ 1,22,411 supporting TATA MEMORIAL HOSPITAL (RuHI)



UTILIZATION *of* FUNDS

SHRIMAD RAJCHANDRA LOVE AND CARE (SRLC)

Shrimad Rajchandra Love and Care entered the Standard Chartered Mumbai Marathon 2011 with 1500 supporters, a first ever occurrence of so many people supporting a single cause. This initiative also saw Pujya Gurudevshri Rakeshbhai, the source of inspiration for Shrimad Rajchandra Love and Care (SRLC), walk for the cause. The purpose of SRLC's participation in the Marathon was to generate awareness about the various issues that plague the society and to bring about a betterment of the less privileged.

SRLC raised over ₹ 77 lacs and was the top fund raising NGO of SCMM '11. The funds received contributed towards the following social activities as part of the SRLC 10 cares programme:

1. Inauguration of Shrimad Rajchandra Viklang Centre
2. Launch of Outreach Viklang Camps - a Rehabilitation Centre for the physically challenged in Valsad
3. Over 1, 00, 000 patients were treated by Shrimad Rajchandra Hospital
4. Shrimad Rajchandra Gurukul - a Secondary and Higher Secondary School (Science) started for tribal students
5. First Aid kits distributed to 45 rural schools for promoting child health and safety.
6. Moral value sessions conducted for approx 8000 rural and municipal school children
7. Mumbai Darshan organized for rural children
8. Over 70,000 rural students benefit from the stationery distribution project
9. 575 widows from rural areas provided with utilities to support their families.
10. Food distributed to over 50,000 underprivileged
11. Reached out to 20 homes which include orphanages, homes for the physically challenged, old age homes, homes for the terminally ill
12. Over 1700 animals rescued from slaughterhouses
13. Launch of Medical Outreach for Animals, approx 850 treated
14. Approx 400 cattle rehabilitated to farmers



UTILIZATION *of* FUNDS

PARAGON CHARITABLE TRUST (MUKTANGAN)

The funds raised from SCMM 2011 were utilized towards the corpus fund of the organization and running expenses of our schools.

Out of the total funds raised through this event nearly 49% were given towards the corpus of the Paragon Charitable Trust. The corpus fund being the capital of the organization, these funds are generated and kept for the sustenance of the organization. As corpus fund investments are long term investments yielding high rate of interest, it helps our organization in the sustainability and stability so that the program does not get adversely affected because of lack of funds.

The other revenue funds were utilized towards the operating expenses of our seven Muktangan schools. The direct beneficiaries are the children and the teachers of Muktangan and this is helping us grow every year.



TOP 10 NGOs OF STANDARD CHARTERED MUMBAI MARATHON 2012

SHRIMAD RAJCHANDRA LOVE & CARE (SRLC)

ABOUT SHRIMAD RAJCHANDRA LOVE & CARE

Shrimad Rajchandra Mission Dharampur is a global movement that endeavors to enhance the spiritual growth of seekers and benefit the society. Its Mission Statement reads 'Realize one's True Self and serve others selflessly.'

Pujya Gurudevshri Rakeshbhai, the founder of Shrimad Rajchandra Mission Dharampur, is an embodiment of spirituality and an ardent devotee of Shrimad Rajchandraji. At present the Mission has 65 centres worldwide which play a key role in moulding and transforming thousands of lives.

An inseparable aspect of spirituality is seva-selfless service. Spirituality fills one up with Love, which inevitably spills out as Care for all beings. Thus, Pujyashri Gurudev's divine benevolence touches scores of underprivileged lives through Shrimad Rajchandra Love and Care (SRLC). SRLC is an initiative to bring joy and offer service to all living beings. Included in this programme are 10 Cares related to mankind, animals and the environment.

- | | | | | |
|-------------------|----------------------|--------------------------|----------------|------------------------|
| 1. Health Care | 2. Educational Care | 3. Child Care | 4. Woman Care | 5. Tribal Care |
| 6. Community Care | 7. Humanitarian Care | 8. Emergency Relief Care | 9. Animal Care | 10. Environmental Care |

Each care has 5 key projects under it, thereby widening the reach of the service initiatives.

It provides a holistic solution to the social needs rather than focusing on any one isolated aspect.

UTILIZATION OF FUNDS RAISED IN SCMM 2012 –

Shrimad Rajchandra Love and Care's "Together We Can Make a Difference" inspired Mumbai in the SCMM 2012. This year, SRLC raised 97 lakhs for the various issues that plague society and to bring about a betterment of the less privileged. Funds would be utilized in the following manner:

- the underprivileged with love and compassion, with quality medical care, at highly subsidized rates or totally free.
- provide the needy children and youth an innovative and integrated educational approach to maximise their potential, helping them escape the vicious cycle of ignorance and poverty.
- providing physical, emotional and vocational support to sections of society which need special attention such as the poor as well as orphans, abandoned elders, physically challenged and terminally ill patients.
- Every year, millions of animals are slaughtered mercilessly. To rescue these innocent and helpless animals, to house them, and look after their well-being.

PARAGON CHARITABLE TRUST (MUKTANGAN)

"Believe in what you do and work towards your goal on the same thoughts and the effort put in will always be fruitful in the end".

Usha Laxman

Director Resources – Paragon Charitable Trust Muktangan

ABOUT PARAGON CHARITABLE TRUST (MUKTANGAN)

Founded in 2003, Muktangan is now the sole initiative of the Paragon Charitable Trust, working in close partnership with the Municipal Corporation of Greater Mumbai and a number of NGOs across the country. Muktangan has pioneered the Whole School-Based Approach by developing a model that incorporates all the various aspects of quality education: the classroom environment, the curriculum and content, the teacher as a facilitator and the student as an active learner. Currently, Muktangan runs 7 Mumbai Municipal English medium schools in Worli and Lower Parel areas, providing high-quality, and child-centered education to more than 2100 children from economically disadvantaged communities with 250 community women as teachers trained through its Teacher Education Programme.

Our Mission: To evolve sustainable, replicable inclusive models of quality child-centered teacher education and school programmes in partnership with marginalized communities and to advocate them to the larger system.

EXPERIENCE OF RAISING FUNDS THROUGH STANDARD CHARTERED MUMBAI MARATHON

The Standard Chartered Mumbai Marathon has given Muktangan the opportunity to promote awareness of our work, and to raise much-needed funds through our collaboration with the United Way of Mumbai for the last six years.

The marathon provides a unique opportunity for Muktangan teachers, trainees, parents and children to connect with our corporate and celebrity sponsors and for their hard work to be publicly recognised. The marathon bonds and re-invigorates everyone within Muktangan as we prepare for this mega-event, which enables us to share our passion and achievements with a wide audience. Every year, all of Muktangan's staff and students come together to create innovative ideas to reach out to new donors and supporters.

Standard Chartered Mumbai Marathon is undoubtedly the biggest platform provided for NGOs to connect with a cross section of individuals and corporates who help in strengthening our organization through their support. It does not just stop there. A relationship is established and maintained which helps us in our endeavors and takes our initiatives forward.



UTILIZATION OF FUNDS RAISED IN SCMM 2012 -

The Mumbai Marathon helps us raise essential funding for the running of our seven schools. This continued support from all the corporate and individuals has been helping in directly fulfilling the dreams of our children. We at Muktangan believe that Good Education will only eventually help in better living condition for the Family and a good career for the Child.

CONCERN INDIA FOUNDATION

"The Marathon is a sport of perseverance. A fine-tuned balance between physical stamina and mind resolve. A rare sport where one does not compete with another but strives to do justice to one's goal. It is also perhaps the only sport in the world that comes with a strong sense of social responsibility."

Kavita Shah

CEO - Concern India Foundation

ABOUT CONCERN INDIA FOUNDATION

Concern India Foundation is a registered, non-profit charitable trust working with the objective of Helping People Help Themselves - by making the disadvantaged self-reliant, thereby enabling them to lead a life of dignity.

It was set up in 1991 to extend financial and non-financial support to grass root programmes working in the areas of Education, Health and Community Development. Our support through these issues helps us reach out to a wider section of beneficiaries such as children, youth, the specially challenged, women and the elderly.

We strongly believe that the disadvantaged need opportunities, not charity and our focus is to bring about a positive change in the lives of the most vulnerable people of our society.

With about 20 years of experience in the field, Concern India Foundation has a strong identifying, monitoring and evaluating process of the programmes to ensure a judicious disbursement of the funds and resources. We reach out in various ways to over 200 programmes across the country, through our offices in Mumbai, Bangalore, Chennai, Delhi, Hyderabad, Kolkata and Pune.

Concern India Foundation recognizes that the most valuable asset for any grass root initiative is its commitment. It often lacks time, funds and professional expertise to raise the same and thus suffers from carrying out core activity. Concern India Foundation's primary activity is to provide these organisations with the essential support.

EXPERIENCE OF RAISING FUNDS THROUGH STANDARD CHARTERED MUMBAI MARATHON

Across the world, marathon has established itself as not just a sporting event but one that believes in "Giving". The Mumbai Marathon provides a platform for NGOs, corporates, individuals and celebrities to come together and work towards a better society.

Concern India Foundation avails this opportunity to raise the necessary resources for the multiple programmes it supports. Corporate Houses are persuaded to forward a Corporate Challenge team which also helps employee bonding, promoting a healthy lifestyle and boosts the morale and spirit. The employees too learn about the cause they are supporting and are encouraged to do their own pledge raising. Finally it's about coming together for their city's biggest event!

The fun of participation and setting one's personal goal and achieving it both in terms of run time and pledge raising can be a heady combination.

SAVE THE CHILDREN INDIA

"There is no other tool greater than education for empowerment. Educate a child and an invaluable national asset has been created"

Dr. Subhadra Anand
CEO, Save The Children, India

ABOUT SAVE THE CHILDREN INDIA

Save The Children India is a non-profit organization established to support and empower underprivileged women and children. Till date, Save The Children India has reached out to over 2,00,000 beneficiaries in the areas of education, health, anti-human trafficking, and vocational training.

PROJECTS BY SAVE THE CHILDREN INDIA

- **SPECIAL CARE CENTRE** - A special school situated at Bandra-Kurla complex which imparts educational, vocational and nutrition facilities to more than 255 students with disabilities. The school runs two sections which deal with the hearing impaired and the mentally challenged.
- **BALWADIS** - Running 150 community based education centres (Balwadis) spread across Mumbai city, and educating 4200 pre-schoolers who are then placed into the municipal schools of their choice.
- **STUDY CENTER** - 116 Comprehensive Study Centers running across 60 sites for remedial teaching programs facilitating education of children with special needs or learning disabilities.
- **DHVANI** - Early Intervention Center for children with speech and hearing impairments through Cochlear Implant Surgery.
- **SPARSH** - A community hospital in the Osmanabad district of Maharashtra.
- **W.I.S.E** - Vocational training programs to adolescent girls of various communities through our 34 centers in Mumbai with the aim of making them self-sufficient and economically independent.
- **S.O.S** - A movement called Save Our Sisters, the anti-trafficking campaign initiated to combat sexual exploitation of women and children.
- **P.R.I.D.E** - A rural initiative under P.R.I.D.E India working in more than 150 villages in Mahad, Raigad district of Maharashtra. The work touches every facet of life including education, health care, environment, agriculture, animal husbandry, tribal development, women's co-operatives, community businesses etc.
- Water Harvesting and prevention of malnutrition in the Melghat region in the district of Amravati.
- Save The Children India, Delhi is working for the development of underprivileged women and children in the area of Sarai Kale Khan.

EXPERIENCE OF RAISING FUNDS THROUGH STANDARD CHARTERED MUMBAI MARATHON

As an NGO working in diverse areas, every year we look at the Mumbai Marathon to raise funds for one of our various projects. This edition, our theme was "Teaching creates all other professions."

Save The Children India's Education Project has been exceptionally recognized for their achievements:

1. Balwadi (Preschools) - 3,868 beneficiaries
 - 150 - (87 BMC + 63 Community centers)
 - 103 - Marathi, 18 - Hindi, 18 - Urdu, 7- English, 4 - Tamil
2. Study Centers - 5,518 beneficiaries
 - 116 - 90 BMC 26 Community centers
 - 82 - Marathi, 21-Hindi, 13- Urdu
3. School Excellence Program with 40,000 children in 42 MCGM Marathi Medium Schools

UTILIZATION OF FUNDS RAISED IN SCMM 2012 -

Money raised through SCMM 2012 will be utilized for the Balwadis and the Study Centers. We are grateful to all our runners who believed and championed our cause and ran for Education.



CHILDLINE INDIA FOUNDATION

ABOUT CHILDLINE

CHILDLINE 1098 is India's only national, free, phone outreach service for children in need of care and protection. As soon as the call is received on 1098, a child protection service involving the local level district/state administration, NGOs, Police, Health, Education, Labour departments, the Juvenile Justice system, is set in motion, and does not stop till the child is rehabilitated with family or safe within institutional care.

Supported by the Ministry of Women and Child Development, Government of India, CHILDLINE is present in 200 cities/districts, across 26 states and UTs and has responded to over 21 million calls since its inception in 1996.

The CHILDLINE mandate is to reach a child within 60 minutes of receiving a call on 1098. CHILDLINE has grown from 110 cities/districts in February 2011 to 200 cities/districts as of February 2012. With the expansion of the service to all cities/districts of India, the aim is to be accessible to every child in the country.

However, due to lack of funds, providing quality interventions and rescue operations becomes a challenge.

EXPERIENCE OF RAISING FUNDS THROUGH STANDARD CHARTERED MUMBAI MARATHON

CHILDLINE has been participating at SCMM for 8 consecutive years. Besides creating avenues to raise substantial sums of money, the Marathon has become a platform that helps harness relationships with corporate friends, well wishers and the general public and also acts as a tool to build new relationships.

UTILIZATION OF FUNDS RAISED IN SCMM 2012 –

1) **Improving the 1098 service** - Expansion to rural spaces to reach more children, quality intervention and rescue operations, training for the social workers who rescue children, sensitization workshops for allied systems who deal directly with vulnerable children eg: police, health officials, child welfare committees etc.

2) **Awareness** – Acquainting children, parents, teachers and the general public on child rights and protection, child issues such as child sexual abuse etc and ways to deal with them. Creating communication and awareness material in different languages for maximum reach in all parts of the country.

3) **Advocacy** - Investments in research, documentation and analysis of calls received by CHILDLINE 1098 in order to identify emerging trends in relation to children in need of care and protection and advocate for policy reforms.

4) **Special projects** - Support to shelter for marginalized children etc



ISHA VIDHYA

"It is important that the children realize there is somebody out there in the world who have never seen them, probably will never see them, but have enough concern in their heart that they are contributing towards their well-being. It is most important that a child grows up with this trust in humanity."

Sadhguru Jaggi Vasudev
Founder

ABOUT ISHA VIDHYA

Isha Vidhya, an Isha Education Initiative, is committed to raise the level of education and literacy in rural India and help disadvantaged children realize their full potential. The project seeks to ensure quality education for children in rural areas in order to create equal opportunities for all to participate in and benefit from India's economic growth.

The first Isha Vidhya School opened in June 2006 near Coimbatore. Today, seven Isha Vidhya Schools are running in villages in the districts of Coimbatore, Erode, Nagercoil, Tuticorin, Villupuram, Salem and Cuddalore, Tamilnadu. The schools are currently serving 3500 students, 60% of whom are supported on full scholarships. Most of these students are first generation learners from economically backward families. Each of these schools is presently operating up to the 7th Standard. Classes would be added every year as the children progress to the 12th Standard. The schools also serve nutritious meals at subsidized rate to the children.

EXPERIENCE OF RAISING FUNDS THROUGH STANDARD CHARTERED MUMBAI MARATHON

ISHA MUMBAI RUNS THE MARATHON FOR ISHA VIDHYA

On a cold winter morning with temperatures dipping to about 13 degrees centigrade, over 200 Isha volunteers got up early to begin their long run for Isha Vidhya at the Standard Chartered Mumbai Marathon 2012. These volunteers had been working for over 6 months to raise funds for the children of Isha Vidhya schools – running 6 km / 21 km and 42 km.

Every year, over 100 volunteers work on fund raising, reaching out to sponsors, organize coaching for the team and finally run the marathon. This year, the Isha team also received some wonderful support from 6 corporate teams for the cause – Alok Industries, HP (Hewlett Packard), IBM, Mahendra Brothers, MyIris and Uni-Design. Several Isha volunteers signed up in the Dream category- with a commitment to raise minimum of INR 1, 5 or 10 lacs. The Isha Vidhya NGO participation in the Marathon is very unique because most of the runners who are raising funds for the charity belong to the NGO itself

The added attraction for all the 40,000 + runners in Mumbai that Sunday morning was the presence of “Sounds of Isha” band at Marine Drive that was brought in from Isha Foundation, Coimbatore. All the runners danced to joy in front of the band amidst the triumph of their breaking limitations of the body and mind to run for a cause. The Sounds of Isha performance was Isha's contribution to create motivation for all the runners at the Mumbai Marathon. This is the 2nd year the band has performed for the runners.

UTILIZATION OF FUNDS RAISED IN SCMM 2012 –

The funds raised will be utilized for expansion of infrastructure in the 7 Isha Vidhya schools and towards the children's scholarships (over 100 children are yet to find scholarships for this year). For the current year, the need is to add 7 more classrooms along with a toilet block in each of the schools. These classes will cater to the additional sections needed and new labs required, as children will be moving into 8th Standard next year.



K.C. MAHINDRA EDUCATION TRUST – PROJECT NANHI KALI

"The Standard Chartered Mumbai Marathon is an event that all Mumbaikars look forward to every year but it also provides a platform for charitable organisations to espouse their causes. Through SCMM, Project Nanhi Kali has gained both in terms of awareness and garnering funds, which help us support the education of more underprivileged girls across India."

Ms. Sheetal Mehta
Trustee and Executive Director
K.C. Mahindra Education Trust

ABOUT K.C. MAHINDRA EDUCATION TRUST

Project Nanhi Kali is a sponsorship programme which aims to provide 10 years of quality education with guaranteed learning outcomes for underprivileged girl children in tribal, conflict afflicted, rural and urban slums in India. The project helps in curtailing the high drop-out rate of girl children, ensuring a high level of attendance and improving the enrolment in schools.

The project is jointly managed by K.C Mahindra Education Trust and the Naandi Foundation and currently empowers over 75,000 girl children across 9 states by providing them with academic, material and social support.

EXPERIENCE OF RAISING FUNDS THROUGH STANDARD CHARTERED MUMBAI MARATHON

The Standard Chartered Mumbai Marathon has enabled Project Nanhi Kali to reach out to a whole new audience, allowing us to not only raise funds through a unique platform but also increase awareness about our cause and project. Moreover it gives us an opportunity to further build and strengthen our association with existing donors by running for the cause together. We look forward to continuing our participation and being a part of this philanthropic event in the years to come!

UTILIZATION OF FUNDS RAISED IN SCMM 2012 –

The funds raised will be utilized to create a comprehensive sponsorship for the educational support of underprivileged girl children across India. This will consist of academic support in the form of 1-2 hour classes conducted before or after schools hours at the "Academic Support Centre" so that the girls attain grade specific learning competency levels. Material support will also be given which include uniforms, school bag, shoes, socks etc. that enables the girl child to attend school with dignity. The Nanhi Kali team works closely with the parents and community to emphasize the importance of girl child education and sensitize them on gender equity.

THE AKANKSHA FOUNDATION

"I am so happy to be associated with the Marathon one more time. It has truly been both an excellent fund and awareness raising platform, as well as an amazing event that attracts a world audience!"

Vandana Goyal
CEO, THE AKANKSHA FOUNDATION

ABOUT THE AKANKSHA FOUNDATION

The Akanksha Foundation is a not-for-profit organization providing a high-quality education to children from low-income communities in urban India, enabling them to maximize their potential and transform their lives. The organization works towards the vision that one day, all children will be equipped with the education, skills, and character they need to lead empowered lives. Akanksha works primarily in the field of education, addressing non formal education through the Akanksha center and formal education through Akanksha schools. Akanksha serves over 4,000 children between Mumbai and Pune.

Twenty years ago, Akanksha centers were formed with the vision to supplement serious gaps in the formal school system and the intent to make learning fun. Having seen significant success with its center model, The Akanksha Foundation and its partners now run nine full-time schools in Mumbai and Pune, and plan to have fifteen operational by 2015 by ensuring these schools are providing high quality education in a manner that is both scalable and replicable. The School Project will have the potential to serve as a catalyst for education reform across the country. Akanksha hopes to use evidence from its schools, its extensive training process, and the public-private partnership model to advocate for policy change.

EXPERIENCE OF RAISING FUNDS THROUGH STANDARD CHARTERED MUMBAI MARATHON

The marathon serves as an excellent fundraising platform, and a way for Akanksha to raise awareness about its cause in addition to raising funds. Runners from all over the globe came and visited an Akanksha school and interacted with the children, teachers, and school team. By keeping our runners up to date on Akanksha facts, statistics, and goals, we were able to create sustained interest in and commitment to our work.

UTILIZATION OF FUNDS RAISED IN SCMM 2012 –

The funds raised through the marathon will go towards The School Project.



CHILD RIGHTS AND YOU (CRY)

"If we all do something, then together there is no problem we cannot solve"

Rippan Kapur,
CRY Founder

About CRY

CRY - Child Rights and You is an Indian NGO that believes in every child's right to a childhood - to live, learn, grow and play. For over 30 years, CRY and its partners have worked with parents and communities to ensure Lasting Change in the lives of more than 20 lakh underprivileged children.

Our work is based on the approach of understanding the root cause of any problem. Illiteracy, malnutrition, female foeticide and Child Labour are symbols of deeper problems like lack of livelihood, caste, gender bias and other similar issues. By addressing these root causes, we work to eliminate the visible symptoms.

30 years of working with children and their families have taught us that in order to change the situation of children permanently we need the involvement of their parents, their communities, government bodies and the will of concerned individuals and organizations.

Mission:

To enable people to take responsibility for the situation of the deprived Indian child and motivate them to seek resolution through individual and collective action. Thereby enabling children to realise their full potential for action and change.

To enable people's collectives and movements encompassing diverse segments to pledge their particular strengths working in partnership to secure, protect and honour the rights of India's children.

Fund Utilisation:

- CRY will highlight three main issues to be addressed in the Right to Education Act (RTE).
- Include children below 6 years as well as 15 to 18 years in the RTE Act Make sure there is a school with qualified teachers and proper facilities within 1 kilometer of any habitation Spend 10% of India's GDP for education.
- The funds raised from the SCMM will go to a common pool and play an integral role in tackling the root causes and getting children closer to their rights. The awareness on the 'Right to education' issue will help people seek for the change required in the RTE Act.



MUMBAI MOBILE CRECHES

"The Mumbai Marathon is an excellent platform for us to create awareness about an invisible community hidden behind the tall tin walls of the construction site. It is also our largest fund raiser during the year, and the funds raised because of generous contributions from corporates help us run a comprehensive programme on construction sites."

ABOUT MUMBAI MOBILE CRECHES

Mumbai Mobile Creches (MMC) was founded in 1972 in Mumbai on the belief that every child has the fundamental right to security, education, health care and protection. We run demonstration centres of comprehensive child development with a crèche for children under three, a pre-school and a non-formal primary school. At present, MMC runs 27 centres in Mumbai, Navi Mumbai and Thane. Additionally, we work to train community women in early child education and care and link with resource providing organisations to influence the policy environment. Over the last four decades, MMC has developed and pioneered a model that supports the development of the very young child, frees young children from the burden of looking after younger siblings, helps children applying to school and ensures they stay in school. We have reached over 1 lakh children and opened over 250 centres in Mumbai over the past 40 years.

EXPERIENCE OF RAISING FUNDS THROUGH STANDARD CHARTERED MUMBAI MARATHON

The marathon attracts many corporate organizations and individuals and as such serves as one of the most important platforms for MMC to raise funds. In fact, it is our biggest fund raising event.

The marathon is not only instrumental in fund raising, but it also opens up avenues for us to raise awareness about our program, form new linkages with potential partners, and renew long-standing linkages within the corporate community. The fund raising activities associated with the marathon give us an opportunity to discuss volunteering and other activities in which corporate volunteers can participate.

UTILIZATION OF FUNDS RAISED IN SCMM 2012 –

Funds raised from the Mumbai Marathon will help us run comprehensive day care centre on construction sites and provide health, nutrition, education to children from birth to 14 years.

Health & Nutrition: Our health programme focuses on bringing children into a healthy and positive environment where preventive health care is a key feature. We coordinate weekly doctor's visits and our nutrition programme involves provision of balanced meals to the children.

Education: MMC has different programmes for children of different age groups. Children from birth to three years of age are part of the crèche programme, where emphasis is placed on creating a stimulating environment. Children from three to five years of age are part of the pre-primary programme that focuses on school readiness skills. For children above six, our programme provides students with the necessary skills and knowledge to successfully integrate into municipal schools.

Community Outreach: We interact on a regular basis with the construction workers to better understand the issues that they face and develop a sense of mutual trust and partnership. We conduct street plays, or 'lokdoots,' which serve as an effective way of disseminating information as well as encouraging dialogue in the community.

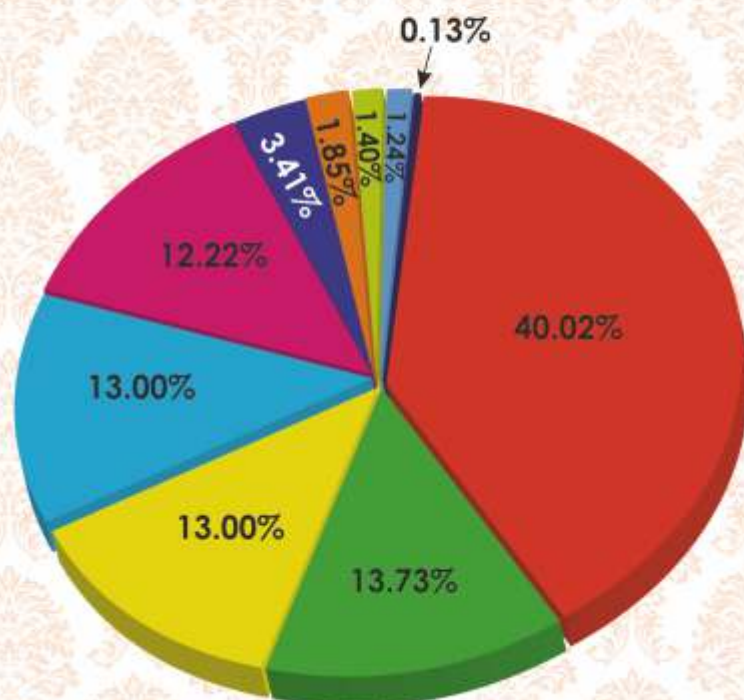
Corpus Fund: To ensure the sustainability of our programme, some of the donors have directed the funds to our corpus fund. A robust corpus fund is essential to ascertain the long-term viability and success of our work on behalf of children living on construction sites.



TOTAL AMOUNTS RAISED BY NGO's

Causes benefitted

	Children
	Disability
	Education
	Elderly
	Environment
	Health
	Health
	Others
	Rural Development
	Women Empowerment



Name & Description

Amounts (₹)



ADAPT (Formerly the Spastics Society of India)

12,67,500

ADAPT has an innovative model for the education of children with neurological & physical disabilities, combining education & treatment. The aim of the ADAPT is to alert the nation to their needs and demonstrate how the govt. and the community can help these children to fulfill their potential.



Aditya Jyot Foundation For Twinkling Little Eyes

7,70,000

The Aditya Jyot Foundation for Twinkling Little Eyes aims to redress the suffering of low income groups in our state through free eye camps and free eye treatment. The foundation is committed to eradicating avoidable blindness in society through better access to eye care and quality eye care treatment.



Akshaya Patra Foundation

14,03,000

We are helping underprivileged children by providing them with a healthy, balanced meal that they would otherwise have to work for. The meal is an incentive for them to continue their education. It helps reduce the dropout rate to an enormous extent and increases classroom attendance.



Alert India

9,62,800

Alert India is a charitable organization carrying out leprosy control activities for the last 34 years. Apart from detection and treatment of leprosy, educational campaigns are conducted in schools, slums and villages, creating awareness about the early signs of leprosy and its treatment.

Name & Description

Amounts (₹)



Amar Seva Sangam

The vision of Amar Seva Sangam is to establish a 'Valley for the disabled', whereby physically/mentally challenged persons live in a pro-active society where equality prevails irrespective of physical, mental or other challenged with the rest of the society.

31,88,001



Americares India Foundation

AmeriCares India Foundation is an independent charitable organization registered in India that provides immediate response to emergency medical needs and supports long-term humanitarian assistance programs in India and in neighboring countries, irrespective of race, creed or political persuasion.

8,57,500



Apnalaya

Apnalaya is a secular 38 years old ngo, working mainly in govandi in m/c ward of mumbai. The core focus of apnalaya is community organisation & development with intervention in health, education, including disability, with view to empower community groups to evolve and seek solutions for their own problem.

13,96,843



AAWC

Apne Aap Women's Collective

AAWC provides various services to women, adolescent girls and children under different projects called "umeed" for women in prostitution, "udaan" for marginalized girls between the age group of 6-21 years and "umang" for children between the age group of 2-5 years.

4,04,605



Arpan

Arpan works on the issue of child sexual abuse wherein their efforts are directed towards breaking the silence around this social issue in the society and making people more aware about the impact of this phenomenon on their lives as well as support them into the process of healing.

4,52,546



Aseema Charitable Trust

Since 1997, Aseema has been providing holistic and relevant education to Mumbai's most neglected children - children living on the streets, or in slums and in inhuman conditions. At Aseema, we believe that children will only be able to explore their full potential if there is a bond between the teacher and child and if they are exposed to activities like art, music, theatre and cinema, computers, library, judo, yoga and sport.

30,34,168



Atma Education

Atma works towards the vision of "Quality Education for Every Child." Atma's Model is a holistic approach that offers Consultancy, Training & Workshops, Volunteer Management and Advocacy services to each Atma Partner.

14,41,675



AWMH
Maharashtra

AWMH Maharashtra

AWMH Strives for Welfare & Rehabilitation of Persons with Autism, Cerebral Palsy, Mental Retardation & Multiple Disabilities since the last 37 years.

1,78,872

Name & Description

Amounts (₹)



Bal Raksha Bharat

3,52,500

Save the Children is the world's leading independent organization for children that works to inspire breakthroughs in the way the world treats children to achieve immediate and lasting change in their lives.



Ballygunj Society for Children in Pain

10,41,600

CHIP Mumbai was launched in 2004 with a mission is to improve the quality of education in schools near the slum areas in Mumbai through several social impact interventions, including Pre-Primary Balwadis and Primary After-school Programs, study classes, computer classes.



Beyond Sight Foundation

17,500

Beyond Sight Foundation is a non-profit organization advocating the importance of art in the lives of people with visually impairment, building capacity to promote the "Non-Retinal" Art culture in India and enriching public through renewed art and sensitization workshops.



Bhagwan Mahaveer Viklang Sahayata Samiti

12,27,600

BMVSS is a voluntary organisation for helping the handicapped. It is a registered society set up in 1975 which provides artificial limbs, calipers, crutches, wheel chairs, hearing aids, etc. free of cost. BMVSS is the world's largest organization for the handicapped.



Bhasha Research and Publication Centre

92,500

Bhasha Research and Publication Centre based in Vadodara, Gujarat is a voluntary, non-profit organisation established in 1996 for documentation of the literary & artistic heritage of tribal & nomadic communities, research on adivasi culture, literature & society and to stimulate interest in Adivasi languages, art practices, and the imaginative life of these communities.



Blind Persons' Association

39,500

The Blind Persons' Association, erstwhile known as The Blind Men's Association is a registered voluntary charitable organization, has been working since October, 1947 for the betterment of blind individuals residing in Mumbai and its suburbs & adjoining districts of Thane & Raigad. BPA caters to the needs of non institutionalized blind persons hailing from weaker economic strata.



Cancer Aid & Research Foundation

6,92,853

Cancer Aid & Research Foundation is a registered medical NGO established in the year 2001 with the pledge to help poor & needy cancer patients in India. Our zealous endeavor is to improve the quality of life of the cancer patients by addressing all key aspects of cancer care.



Cancer Patients Aid Association

12,37,927

Cancer Patient Aid Association was started in 1969 mainly to provide financial assistance to needy cancer patients.

Name & Description

Amounts (₹)



Catalysts For Social Action

17,52,902

CSA is a Pune-based NGO. We aim at optimizing rehabilitation outcomes for rural institutionalized children. We focus on adoption (complete/permanent rehabilitation) for 0-6 year-olds. For un-adopted children, we aim at quality care.



Centre for Hearing Impaired Children

7,25,398

The Centre for Hearing Impaired Children, a charitable organization providing free services to all income group infants, was established in 1990 with the objective of creating a combined diagnostic, educational and parent guidance facility for children with impaired hearing.



Centre For The Study Of Social Change

3,52,500

CSSC, a non government organization started in 1972, works in twenty slum areas around Bandra (East) to Santacruz (East), in Mumbai. "Healthy, Free and Full" life for women is the goal of CSSC and WIN project, the main programme of CSSC, uses health clinic in the slum areas as entry point.



Charities Aid Foundation, India

4,44,826

CAF India's mission has been to increase the flow of resources from corporations and high net worth individuals to the non-profit sector. CAF India is cause neutral and has a wide range of validated charities that work across diverse areas of development.



Cheshire Homes India Bangalore Unit

2,62,890

Our mission is to provide care, treatment, nursing and general well being of the women and girl children who have permanent and severe disabilities and elderly women who cannot look after themselves, from all classes and communities and who are without, or, have limited means and resources.



Childline India Foundation

53,37,235

CHILDLINE is a national, emergency, free phone and outreach service for children in need of care and protection, reaching out to street and underprivileged children. It is a helpline for children who are missing, sexually and physically abused, exploited disabled and many others whose distress calls for our help.



ChildRaise Trust

99,500

ChildRaise Trust is committed to the empowerment of Special Needs Children and Disability Issues. RAISE stands for Rehabilitation, Awareness, Information, Support and education.



ChildReach

2,97,500

CHILDReach, a society for the advancement of appropriate education was established in 1987 with the object of creating awareness and providing services to slow learners, children with learning difficulties and school drop outs.

Name & Description

Amounts (₹)



Children Toy Foundation

4,59,196

CTF educates children through play beyond reading and writing so as to help them acquire real skill & develop positive attitudes in their life. We instill a sense of pride in the young ones & further boost their confidence.



CMCA

1,39,307

CMCA India is a 11 year old non-profit organization head-quartered in Bangalore focusing on children and youth, seeking to strengthen democracy through active citizenship



Committed Communities Development Trust

5,23,400

CCDT works with rights-based approach in the field of Health and Education and therefore, aligns with efforts that seek to enable and empower the most vulnerable and deprived for a sustainable change in society.



Concern India Foundation

67,34,845

Concern India foundation is a non profit, charitable trust working towards its objective of 'helping people help themselves'. It was set up in 1991 to extend financial and non financial support to grass root programmes working in the areas of education, health and community development. Our support through these issues helps us reach out to a wider section of beneficiaries such as children, youth, the specially challenged, women and the elderly.



CRY Child Rights and You

37,50,749

CRY- Child Rights and You catalyses change in the lives of underprivileged children in India by restoring their rights of Survival, Protection, Development and Participation. We harness the support, money, time, skills of millions of Indians worldwide who could provide resources and thousands of dedicated field workers across India struggling to function for lack of them.



Deeds Public Charitable Trust

21,24,500

Deafness is an invisible disability - to which we often turn a deaf ear. Our Mission: Is to make the Deaf financially self reliant and contributors in society through education, vocational training and development in skill sets that enable and empower.



Dignity Foundation

9,27,500

We are a non-profit organization that is committed to changing the way people look at ageing in India. We enable our members to lead active lives through easy access to trusted information, opportunities for productive ageing and social support.

Name & Description

Amounts (₹)

Divyashakti Charitable Trust

17,500

The trust supports various causes such as providing wheelchairs and clutches to handicapped people, organizes Mumbai Darshan by bus for slum area and street school children, provides free legal guidance to women in need and runs an institute for women for self development; personality development and leadership development

Dream A Dream

5,24,984

Dream A Dream's Life Skills Development Program provides quality education to vulnerable children with the outcome of developing life skills required to make life choices. In the year 2010-11, the Program will impact lives of 3000 children. Dream Life Skills Development Program supplement regular schooling.

Each One Teach One

94,500

EOTO supports underprivileged children in municipal and government aided schools for their overall growth. They have been working for 27 years in this field and have been expanding their work.

Educo

3,26,679

EDUCO raises funds for school support programme of a Municipal school in Lalbaug, Mumbai. They support the English medium school currently up to second grade with 180 students by providing trained teachers, nutritional supplement, computer laboratories.

Enable India

12,500

Enable india cater to the needs of all kinds of disabilities like visually impaired, hearing impaired, physically disabled, mental retardation, mental illness and more across india.

Epilepsy Foundation

26,81,277

Epilepsy Foundation is a non- profitable charitable organisation working for the cause of people suffering from epilepsy. Epilepsy Foundation dedicated solely to the welfare of the millions of people with epilepsy in the India and their families.

Eve Foundation

12,19,501

EVE has started working closely with villages all over India and today has its operations spread over 11 states in India. They have already provided 12,000 such lamps at a subsidized cost. By subsidizing the cost, we make it available to all and allow them to have sense of responsibility and ownership. We hope to raise enough funds to achieve what we have set out to do - A Brighter Tomorrow.

Family India Foundation

1,43,500

FIF is a not-for-profit, registered as public charitable trust with a vision to fight poverty and improve the quality of life of citizens in the Indian subcontinent.

Name & Description

Amounts (₹)



Family Service Centre

14,97,705

Family Service Centre is a voluntary organization committed to preserve, promote and strengthen the family as a unit.



Forum for Autism

1,55,600

Forum For Autism [FFA] is a public trust formed in 2001, registered as a Public Trust and society as a parent body to empathize with each other, understand their concerns and anxiety, fight the common cause of Autism.



Forum For Organised Resource Conservation and Enhancement

17,500

FORCE is a Delhi based NGO that works for the cause of 'creating water secure communities'. Our Vision is to help create productive, responsible partnerships that use traditional wisdom, modern technology and participative governance to Save Water, Share Water.



Friends of Tribal Society

3,52,500

Friends of tribals society is an all India organisation educating tribals, providing them with basic health care in 34000 non formal schools with 15 lac children



Girivanvasi Educational Trust

12,31,132

Girivanvasi Educational Trust (GVET)'s Nareshwadi Learning Centre, founded by Padmabhushan Karamshibhai Somaiya, empowers underprivileged children reach their dreams by providing access to quality education in an environment conducive to learning.



Goonj

97,500

We are a voluntary organization working to channelize the urban discard to the rural areas where they become an important economic resource, as well as a means for social empowerment. We believe in maintaining the dignity of the individual and began the Vastra-Samman movement that aims to provide clothing to the rural poor, but not as charity and not in exchange for their self-respect.



GTL Foundation

7,02,500

GTL Foundation is a Global group initiative, registered under the Bombay Trust Act of 1950. The trustees spearhead the efforts of the trust to achieve the objectives listed in the trust deed. Disability, Education, Health, Support to unprivileged children



Habitat for Humanity India

1,43,500

Habitat has an active disaster response program. Habitat's tsunami response involves assisting thousands of families directly and indirectly. Over 13,000 houses have been constructed since the Tsunami in 2004.

Name & Description

Amounts (₹)



Helen Keller Institute for Deaf & Deaf Blind

13,14,700

HKIDB has a focused commitment towards the 'Deaf, Deafblind & Multiple Handicapped Children'. Over the years, it has expanded its activities, from Byculla / Chembur premises adding the Navi Mumbai complex, in 2002 and Mira Road Center in 2011.



Helpage India

6,77,500

Helpage India is a leading humanitarian, development and campaign organization working with and for older people in India for more than 32 yrs.



Human Capital For Third Sector

4,21,500

Third Sector Partners launched Katalyst, a community programme, specifically designed to achieve holistic and realistic empowerment of the girl child. The primary goal of Katalyst is enhancing employability of deserving girls from marginalized sections by supporting their higher education.



ICON Trust

92,500

ICON is an independent not for profit organization, dedicated to the cause of cancer patient care in India. It has been working in this field since 1999. Its membership base boasts of 353 oncologists spread over 53 cities of India and countries like USA, UK, and Singapore.



India Sponsorship Committee

1,15,000

ISC promotes education of children from vulnerable sections through residential and community based non-residential programmes with the ultimate objective of rehabilitation through a purposeful education.



Indian Association For Promotion of Adoption & Child Welfare (IAPA)

1,51,753

Our mission is to ensure that children in need of care and protection have the option of being taken care of in a family environment through family - based services of adoption, foster family care and family assistance and to reach out to other deprived children who lack of opportunities to pursue education and preparation for life.



Indian Cancer Society a/c Cankids

5,59,146

CanKids...KidsCan, a unit of Indian Cancer Society (ICS) Delhi, was set up in January 2004 to provide a range of support services to children with cancer and their families, from moment of diagnosis, through treatment and after - into survivorship, or relapse, palliation and bereavement support.



Indian Council For Mental Health

6,43,929

The Indian Council for Mental Health's focus for the past twenty year is towards providing education to children with developmental disabilities such as Cerebral Palsy, Down's Syndrome, Autism, Mental Challenges and Hearing Impairment.

Name & Description

Amounts (₹)



Indian Merchants Chamber

1,06,500

IMC Relief Fund is a charitable trust providing relief for people in distress. The Trust makes efforts to make a difference, however small or large, in the lives of those in need.



Isha Education

50,54,617

Isha Vidhya, an initiative of Isha Education is committed to raise the level of education and literacy in rural India and help disadvantaged children realize their full potential. The project seeks to ensure quality education for children in rural areas in order to create equal opportunities for all to participate in and benefit from India's economic growth.



Isha Outreach

96,500

Isha Outreach's mission is to mobilise rural populations and marginalised social groups to transform their communities by providing holistic health care, building sustainable livelihoods, empowering children with quality education and promoting life in harmony with the environment.



Iskcon Food Relief Foundation

6,30,600

ISKCON Food Relief Foundation was formed with the twin objective of eradicating hunger and promoting education amongst the underprivileged sections of the society and thereby ensuring their socio-economic development. IFRF is a non-profit, non-religious, non-sectarian public charitable trust.



Jivan Jyot Drug Bank

87,500

JJDB is serving patients of Kidney Failure, Transplant, cancer and liver patient by providing Medicine at discounted rates or free of cost to needy patients. We have 4000 kidney patient registered with us and also we put various dialysis center and help them keep cost of dialysis very low.



K.C. Mahindra Education Trust

45,72,861

Project Nanhi Kali is an educational sponsorship program started by K.C.Mahindra Education Trust with an objective to provide ten years of quality education to the disadvantaged girl child.



K.J. Somaiya Medical Trust

1,77,500

The K J Somaiya Medical Trust founded SAHAS in 2003 to support Somaiya Hospital with HIV-friendly services. The Hospital, set up by Padmabhushan Karamshibhai Somaiya to alleviate pain and suffering of the poor, is one of the few private hospitals admitting and treating HIV positive people with no isolation practices.



KARM

92,500

KARM was founded in the year 1986 by with the intention to strive to serve the poor, the needy and the marginalized people in our society through Health, Education and Rural community development activities and programmes.

Name & Description	Amounts (₹)
 <p>Karmayogi Pratisthan Started with an idea to serve society in fields of health, education and civic works. For health, specifically help patients at Sion hospital with their financial needs and also skin grafts that could be used to save lives of burn victims.</p>	47,500
 <p>Karunya Trust Karunya Trust aim is to provide a safety net to thousands of vulnerable children. They are deprived of basic necessities as well as education, health care and developmental opportunities.</p>	80,500
 <p>Khel Shala Khel Shala, established in 2009, has a vision to change the lives of undereprivileged children in India through excellence in sport, academics and music, one village at a time. By providing opportunity for these children, Khel Shala encourages them to pursue their dreams and realize that it is possible to achieve and be successful.</p>	4,19,769
 <p>Kherwadi Social Welfare Association KSWA started the 'yuva parivartan' (yp) movement in 1998 to cater the unmotivated school dropouts & make them economically independent through vocational training. The movement was formally launched by the then president Dr. A.P.J. Abdul Kalam.</p>	2,77,500
 <p>Khushi Pediatric therapy centre At Khushi, we mainly deal with kids with autism or autism with any other developmental disability like Cerebral palsy, Fragile X, Mental retardation or Learning disability, work with kids on a 1:1 basis to work on developing the skills and also in group where we deal with working on social skills and interaction skills.</p>	3,97,500
 <p>Kotak Education Foundation KEF has worked in two streams - Education and Livelihood. We assist in training (school-teachers), working with the children on enhancing their English speaking skills, Life-skills, Health, hygiene and nutrition and working with parents to assist their children.</p>	5,57,226
 <p>Kripa foundation Kripa Foundation is the largest NGO, affiliated with the Ministry of Social Justice and Empowerment, helping people afflicted and affected from Chemical Dependency and HIV-AIDS offering a non-discriminating, supportive community living, to bring about a life-style change.</p>	11,03,803
 <p>Lend A Hand, India Lend-A-Hand India is a non-profit venture launched in 2003 by young professionals. It is based in New York City and focuses on issues related to youth. Its programs provide vocational training, career development, employment, and entrepreneurial opportunities to young boys and girls in rural and urban communities.</p>	85,986

	Name & Description	Amounts (₹)
	<p>Libra India</p> <p>The word "libra", in greek mythology means 'balance in the hands of goddess of justice'. "libra india", thus is an organization which aims at bringing justice in all walks of life by bringing the socio-enviro-judicious equilibrium in the country.</p>	62,500
	<p>Life Line Educational And Charitable Trust</p> <p>Life line educational and charitable trust (lifeline) focuses on educational needs of tribal and rural children. It helps 2000 children and 150 staff members of 15 other schools by providing guide books, educational material, coaching and career guidance.</p>	95,200
	<p>Life Trust</p> <p>LIFE Trust, a not for profit service delivery organisation, works in partnership with the Government and Municipal Corporations. We have pioneered a holistic developmental approach to provide quality education and empowerment skills to less privileged children and women. Our belief is that every child should have the right to explore his/her talents and chase his/her dreams.</p>	19,71,102
	<p>Light of Life Trust</p> <p>Light of Life Trust aims to transform lives of rural underprivileged communities through integrated, holistic and sustainable social models.</p>	2,07,500
	<p>Lodha Charitable Trust</p> <p>The core focus of the Foundation is to make families self-reliant by making atleast one member of the family employable by means of education (school and vocational). Besides education, the Foundation also carries out extensive work in the areas of healthcare, women's empowerment and the 'Joy of Living Program for Senior Citizens'.</p>	3,52,500
	<p>M.B.Barvalia Foundation</p> <p>M. B. Barvalia foundation is a registered public charitable trust established in February 1997 with the objective of promoting holistic health and value based education.</p>	17,500
	<p>Magic Bus India Foundation</p> <p>Magic Bus's vision is to bring about a paradigm shift in the way communities develop. Since its genesis in 1999, the organization has worked with approximately 150,000 children from marginalized backgrounds, providing them with a need-based and age specific programme, which addresses vital social and personal developmental needs.</p>	13,01,535
	<p>Maharashtra Dyslexia Association</p> <p>The MDA is unique in its focus on providing end-to-end solutions to ensure that students with dyslexia can remain in the mainstream education system and realize their potential. This includes working within schools to promote early identification and research-based reading instruction for all students, specialized programmes for adolescents and young adults, and internationally recognized training programmes to equip teachers, special educators, psychologists and therapists with tried and tested tools and techniques for working with this population.</p>	5,31,500

Name & Description

Amounts (₹)



Maharashtra State Women's Council

4,07,500

All our Projects of MSWC that include Asha Sadan, Children's Home, Balwadi at Matunga Labour Camp, Workshop for Mentally Challenged, Health Clinic for the poor, Foster Care for the underprivileged.



Make-A-Wish Foundation Of India

8,76,501

Make-a-wish is one of 35 affiliates of make-a-wish foundation® international. Each affiliate works within the framework of stringent international policies & guidelines but is responsible for its own funding.



Manav Foundation

74,500

Under the umbrella of the MANAV Foundation, is the Manav Rehabilitation Centre, a day care therapeutic set up for the psychosocial rehabilitation of adults suffering from mental illnesses and emotional disorders. The centre focuses on holistic care which comprises of the various aspects pertinent to the individual's sustained recovery.



Masoom

7,25,150

Masoom's mission is to enable night school students achieve their full potential through education and policy support. Education is the key to economic and social upliftment. Masoom specifically deals with the youth belong to weak economic background and almost all masoom beneficiaries work during day time and earn.



MBA Foundation

4,25,501

MBA (Mutually Beneficial Activities) Foundation Is A Charitable Organisation, Working For The Integrated Rehabilitation Of Persons With Disabilities, With:- A Mission : 'A Life With Self-Esteem & Dignity For The Disabled'.



Meljol

1,82,500

Meljol firmly believes that every child is important irrespective of class, age, ability, gender or culture. Meljol works with school children (between 6-15 years) and endeavours to create an understanding of their rights and responsibilities. The aim is to create an empowered new generation which is prepared to face life's challenges and become instrumental in nation's development.



Milt Charitable Trust, Bombay

2,69,500


MILT, is an organization of growth oriented people with a goal of making this world a better place to live in. This is achieved by giving loving & caring shelters to destitute boys, in 'SNEHALAYAS'.



Mumbai Mobile Creches

33,26,077

Mumbai Mobile Creches (MMC) was founded in 1972 in Mumbai with the belief that every child has the fundamental right to security, education, health care and protection. Our focus is on holistic development of children from birth up to 14 years.

	Name & Description	Amounts (₹)
	Nana Nani Foundation The Nana Nani foundation is a decade old NGO and is a firm believer in caring for the elderly by providing constant and innovative programmes for the senior citizens of our society through the institution of the Nana Nani parks. Our efforts are aimed at enriching the lives of senior citizens and creating a sense of overall self respect and dignity.	2,87,600
	NASEOH NASEOH is a voluntary, not a profit organisation working since past 40 years in the area of comprehensive rehabilitation of physical, sensory and mentally challenged.	2,69,682
	National Liver Foundation National Liver Foundation (NLF) was set up in 1999 and is registered with the Charity Commissioner as a non-profit organization with aims of helping the patient with liver diseases, increase awareness about liver disease amongst the public, patients and medical fraternity and promote concept of organ donation and cadaveric liver transplant.	2,52,500
	Network in Thane By People Living With HIV The organization aims to improve the quality of life of people living with HIV in thane and to improve sense of belongingness & togetherness to people living with HIV.	7,09,000
	New Life Movement International We have a passion for God and compassion for people with a unique ministry ethos of One Church many Congregations, and a common shared vision to serve people through innovative and sustainable ministries and projects in our cities towns, villages and tribal areas and across India; also reaching out to the SAARC nations of South Asia.	2,15,595
	New Resolution India New Resolution India founded in Mumbai in 2009 is a voluntary, secular trust registered under the Bombay Public Trust Act 1950. The organization mainly works with youth on educational guidance. NRI is committed to spread education awareness especially among Std 8 and 9 students so as to make them realize their interests and choose an appropriate path after Std 10.	17,500
	Niramaya Health Foundation Niramaya focuses on healthcare of children, adolescents and women in reproductive age group.	92,500
	Oasis India Recognising the enormous needs prevalent in urban society, in 1994, Oasis set up a base in India. Since then, considerable expertise has been gained and through projects that have been based on education, training, micro-finance, health & psycho-social care and residential rehabilitation, Oasis India strives to break the shackles of poverty.	32,500

Name & Description

Amounts (₹)



Ogaan Cancer Foundation

82,500

The Ogaan Cancer Foundation through the ELLE Breast Cancer Campaign has been promoting and augmenting efforts for the cause of breast cancer awareness, over the years active fund raising elements and outreach programmes have been added on. OCF is a venture of Ogaan Publications (Publisher of ELLE India and ELLE decor)



Om Creations Trust

4,75,021

It is a pioneering non-profit training project for holistic and educational rehabilitation of mentally challenged women (Differently-abled) in the age group 20 years to 53, founded by a visionary special educator and set of parents of young/ adult mentally challenged down syndrome.



Oxfam India

2,25,269

Oxfam india's vision is to create a more equal, just, and sustainable world by empowering the poor to demand their rights, engaging the non-poor to become active and supportive citizens, advocating for an effective and accountable state, and making markets work for poor people. The overarching vision of Oxfam India is 'right to life with dignity'.



Paragon Charitable Trust (Muktangan)

95,55,815

Founded in 2003, Muktangan is now the sole initiative of the Paragon Charitable Trust. Muktangan has pioneered a model that simultaneously incorporates all aspects of quality education, i.e. 'Whole School Approach'.



Parkinson's Disease And Movement Disorder Society

1,82,500

The main objectives of the society are to improve the care and treatment of people living with Parkinson's and its spectrum disorders and to disseminate knowledge amongst the medical community, public, patients and caregivers.



Paryavaran Mitra

14,02,500

Paryavaran Mitra's main objective is to work in the direction to prevent air, water, land and sound pollution, so as to make this world a better place to live for our future generations. To attain this noble objective, Paryavaran Mitra has been undertaking various activities such as Tree plantation, development of small forests, green belts, Nursery Development, Organic Farming -Organic Manure, Organic fruits & medicinal plants, Water conservation through- rain water harvesting and revival of ponds and water bodies, Anti Tobacco Drives.



Population First

92,500

Population First is a NGO working on population and health issues within the framework of women's rights and social development. Population First is a communications and advocacy initiative for a balanced, planned and stable population.



Population Services International

9,72,500

Headquartered in Washington DC, with programs in 65 countries around the globe, Population Services International (PSI) is a non-profit, International non-government organization working in the domain of public health with programs in areas of public health such as HIV, TB, malaria, reproductive health, waterborne illnesses and child survival.

Name & Description

Amounts (₹)



Pratham Mumbai Education Initiative

33,500

Pratham is the largest non governmental organisation working to provide quality education to the underprivileged children of India. Pratham was established in 1994 to provide education to the children in the slums of Mumbai city. Since then, the organization has grown both in scope and geographical coverage.



Project Crayons

10,40,223

PROJECT CRAYONS works towards reinforcing social structures and people that are marginalized through process of education, health, with a strong belief supporting the right to education for children and youth.



Psychoanalytic therapy and research centre

3,63,501

Training and awareness Programmes; Public talks; scholarships for deserving students; psychotherapy and analysis for Children, Parents, Young people and Adults; Therapy services and consultations in schools, colleges and NGOs.



Pushp Hari Foundation

92,500

Pushp Hari Foundation was set up in 2006 with one main goal. To improve the lift of the underprivileged people of India. This includes children, elderly and the poor alike. Pushp Hari has grown into an organisation which operates in 4 cities of India.



RADHEE Disaster and Education Foundation

24,300

RADHEE Disaster and Education Foundation is a registered charitable organization for social cause. Incidence of Disaster, Accidents and Health problems are increasing day by day. Our vision is "All Citizens working Together to Save Life and Strengthen the Community by Training, Planning and Preparedness."



RangDe. Org

82,500

Rang De is a pioneering web based social initiative that supports rural entrepreneurs with access to cost effective capital. Through an online portal, www.rangede.org, Rang De enables individuals to become social investors by lending small sums of money to entrepreneurs from low income households.



Republican Sports Club

5,71,799

Republican Sports Club was founded in 2010 .Republican Sports Club would churn out competent sportsmen who might one day represent our country at the Olympics and bring laurels to our nation."



Rotary Club Bombay Charities Trust No.3

62,500

The main projects of the club are eye hospital, medical centre and junior college at talwada (dahann), vocational training and night study centres, bhavishya yaan at 4-municipal schools, scholarships to students, interact and rotaract clubs in schools and colleges to inculcate the service mind at the tender age.

Name & Description	Amounts (₹)
 <p>Rotary Club Of Bombay Peninsula</p> <p>Rotary Club of Bombay Peninsula follows principle of "Service through Fellowship". Our projects include Check Dam, rain water harvesting at Raigad, Cataract camps, ISKON mid-day meal, support for under privileged street children at VATSALYA foundation & hearing challenged persons at AURED.</p>	2,72,500
 <p>Rotary Club of Mumbai Lakers Charitable Trust</p> <p>Rotary Club Of Mumbai Lakers was conceived after 26/11. A group of educated individuals residing in and around Powai decided to get together to make a difference to society.</p>	3,62,500
 <p>Rotary Club of Mumbai Queen Necklace Charitable Trust</p> <p>Established in 1986, the motive force of Rotary Club of Bombay Queen's Necklace Charitable Trust is Community Service. Year after year, we have been targeting specific areas of service for the upliftment of our society.</p>	82,500
 <p>Royal Commonwealth Society for The Blind</p> <p>Sightsavers was founded in the 1950s by Sir John Wilson, with the express aim of restoring sight - wherever possible - in former Commonwealth countries. Sightsavers, popularly known as Royal Commonwealth Society for the Blind currently works in over 30 countries.</p>	75,550
 <p>Salaam Baalak Trust</p> <p>Salaam Baalak Trust has helped more than 10,000 street children of Mumbai get off the streets and on their feet through a holistic "safety net" of services within an environment that is conducive to optimum development and to integrate them into mainstream society. SBT is an organization that respects the rights of street children and believes in offering choices.</p>	4,67,631
 <p>Salaam Bombay Foundation</p> <p>Salaam Bombay Foundation, an NGO, was established in 2002 with the vision to build skills to personally and economically empower children so that they may lead tobacco free lives. SBF adopts a holistic approach in designing its projects.</p>	21,64,569
 <p>Sanchayan Society</p> <p>Sanchayan has developed financial literacy modules to respond to the needs of the urban and rural poor to enable them to better appreciate financial products and services available and leverage these in their financial planning, thus seeking to achieve financial security in the long run.</p>	37,500
 <p>Sangopita - A Shelter for Care</p> <p>SANGOPITA was established by Mr. & Mrs. Sugwekar who personally experienced the plight, trauma, frustrations and practical problems in raising a mentally disabled child-their son Akshay. The experience led them to provide a facility where such children could be taken care of and brought up with love and affection and relieve their parents of anxiety.</p>	4,87,500

	Name & Description	Amounts (₹)
	<p>Sanskriti Samvardhan Mandal</p> <p>S.S.M., a rural voluntary organization was founded in 1959 by Mr. K. N. Deshmukh, who donated 100 Acres of his own land as he was craving to remove the darkness of ignorance, poverty and superstitions.</p>	42,500
	<p>Save The Children India</p> <p>Save The Children India is active on-ground with various programs like education, health facilities and vocational training, catering to the children and women in India. The programs benefit more than 200,000 children and women through its reach.</p>	57,02,559
	<p>Secure Giving</p> <p>Secure giving is an independent non-profit registered trust that offers consultancy services in analysing and assessing the impact of developmental projects on behalf of donors-corporate houses, funding agencies and trusts.</p>	1,37,500
	<p>Sense International (India)</p> <p>Sense International (India) was established in 1997 as the first national non governmental organization in India to support the development of comprehensive services for deafblind people.</p>	92,500
	<p>Seva Sadan Society</p> <p>Seva Sadan society is a century old charity working for the care, education and empowerment of underprivileged women. We run an orphanage/ home , schools and vocational training programs to impart modern skills to equip our girls for self sufficiency.</p>	1,12,500
	<p>SHARE (Society to Heal, Aid, Restore & Educate)</p> <p>SHARE is implementing developmental projects in six, two and two talukas of Raigad, Ratnagiri and Thane Districts.SHARE with its strong base of professional social workers and para professionals has employed various social work intervention strategies to address the issue of shrinking water resources.</p>	3,52,500
	<p>Shishu Welfare Trust of India</p> <p>Shishu Welfare Trust of India, runs a children's Home, provides counselling help to women in distress, sponsors deaf & mute children's education. The Trust was established in the year 1984 and about 4000 children have been taken care of so far.</p>	2,04,736
	<p>Shraddha Charitable Trust</p> <p>Shraddha is a non-profit vocational and rehabilitation centre for the autistic and mentally challenged young adults. It is a sheltered workshop which trains them to create various artistic and utility gifts and thus keeps them gainfully occupied and so lead a life with dignity.</p>	3,29,000

Name & Description

Amounts (₹)



Shri Amreli Muk Badhir Seva Trust - Amreli

3,52,500

Muk Badhir School has been active for last ten years in Amreli. The people of Amreli have co operated in nurturing the institute. Since 2007, the institute has put a step forward in the noble work for the disable children.



Shrimad Rajchandra Love & Care

96,92,506

Shrimad Rajchandra Love and Care programme gives you the wonderful opportunity to fill your life with love, compassion, happiness and contentment, by making a difference to lives around you. It is an initiative to offer service and bring joy to the lives of the underprivileged sections of our society.



SkillShare International (India) Trust

1,07,200

Skillshare International is an international volunteering and development organisation. We work in partnership with communities in Africa and Asia to reduce poverty, injustice and inequality and to further economic and social development.



Smile Foundation

5,74,000

Smile Foundation is a national development agency working for holistic development of children and youths in the areas of education, health, girl child empowerment and livelihood. Smile Foundation is helping these children and youths to discover alternatives leading to their socio-economic independence and better health.



SNEHA (Society for Nutrition, Education and Health Action)

5,25,000

SNEHA currently works with close to a million people in 16 municipal wards of Mumbai in 4 areas of public health – Maternal and Newborn health, Child Health and Nutrition, Sexual and Reproductive Health and in Preventing Violence Against Women and Children.



Society for Service to Voluntary Agencies

44,500

SOSVA was established in 1984 by a group of national and internationally renowned professionals concerned and committed to build, upgrade and support a strong NGO sector. Initial efforts were in the field of Health. Activities soon spread to other areas like Family Welfare, Education and Women's Development.



Somaiya Vidhya Vihar Trust

5,71,728

Help A Child is vision is of an India where all young people are able to continue their higher education and excel, regardless of their financial status and background.



SOPAN

5,45,375

SOPAN is an association of parents who have children with autism spectrum disorders (ASD). Its mission is to provide need-based services to people with ASD and empowering their families.

Name & Description

Amounts (₹)



SOS Children's Village of India

10,55,000

SOS Children's Villages take action for children as an independent non-governmental social organization. We respect varying religions and cultures, and we work in countries and communities where our mission can contribute to development. We work in the spirit of the United Nations Convention on the Rights of the Child and we promote these rights around the world.



Sparsha Charitable Trust

47,500

Sparsha means touch in many Indian languages. Sparsh charitable trust is a non-profit organization which aims to touch the lives of the disadvantaged in India by providing them access to critical health care, education and well-being that every individual deserves.



Spina Bifida Foundation

77,500

SPINA BIFIDA FOUNDATION [SBF], formed by medical professionals and parents of SBF who have been involved in the care of SB patients in India for more a decade.



St. Jude India Childcare Centres

1,07,500

We cover a huge unmet social need to provide a safe and clean environment for children to recuperate following treatment for serious chronic diseases. We help children recover in a childcare centre, whilst also helping the families to care for and educate their children, as well as to provide counseling for the families during this traumatic experience.



Sujaya Foundation

92,500

Sujaya Foundation is a six year old Mumbai base not for profit organization. Their aim is to bridge the digital and linguistic divide through education. They offer educational services to under privileged school going children for Maths, English and Computers and English & Computer education to under privileged youth.



Sunbeam

7,03,500

Sunbeam is a story written by many tiny hands - hands of slum children, children of migrant construction workers, domestic workers children living in the chawls of Mumbai. Sunbeam has befriended 1000 such children in the city of Mumbai and through a comprehensive programme, which stresses education, recreation and community involvement, has sown the dream of a future within them.



Surya Kiran Health & Education Charitable Trust

77,500

Surya Kiran has taken various initiatives which benefitted directly to school going children. Innovation is the key at Surya Eye which helped to evaluate 1,00,000 (One Lac) school going children in various suburbs of Mumbai.



Swadhar FinAccess

3,17,500

Swadhaar FinAccess (SFA) is a Mumbai based non-profit founded in March 2005, established with the objective of providing the economically disadvantaged, predominantly women living in slum communities, an increased access to financial services and to bridge the gap with the formal financial sector thereby helping them improve their financial circumstances.

Name & Description

Amounts (₹)



Swayamsiddh Matimand Mulansathi Matrupalak Sanstha

11,08,846

Swayamsiddh was started in year 2001 by mother-parents of children with various mental disabilities. The parents came together, formed a society and started a school. The primary focus of swayamsiddh is to provide proper educational and vocational training to children with mental disabilities.



Tamarind Tree

Tamarind Tree Trust

2,01,379

Tamarind Tree works in the areas of education, community media and environmental protection.



FOR THE TREATMENT OF HUMANITIES WITH CANCER

Tata Memorial Centre

27,37,255

The Tata Memorial Centre Consisting of Tata Memorial Hospital & Advanced Centre for Treatment, Research and Education in cancer is an aided institution of Dept. of Atomic Energy, Govt. of India and engaged in comprehensive care of cancer patients, research and education. Every year nearly 50,000 new patients including referral cases for special investigations and registrations at preventive oncology visit the hospital from all over India and neighbouring country. 60% of the patients are treated free of charges or at nominal rates.



TEACH FOR INDIA

Teach for India

23,75,442

In the short run, TFI will provide a source of dedicated teachers working tirelessly to expand the educational opportunities available to India's least privileged children.



THE AANGAN TRUST

The Aangan Trust

1,07,500

Aangan works on strengthening protection mechanisms for the most vulnerable child in need, both in the community and in state-run institutions – with the firm belief that each child's safety and protection is the first step for any kind of development.



AKANKSHA

The Akanksha Foundation

44,61,353

The Akanksha foundation is a non profit working in the field of education, educating children living in the slums and low income communities in Mumbai and Pune. The vision of the foundation is - one day, all children will be equipped with the education, skills and character they need to lead empowered lives.



THE ASSOCIATION OF PEOPLE WITH DISABILITY

The Association of People with Disability

62,500

The Association of People with Disability (APD) is an NGO working with people with disability, on 'health and educational' issues for the past 52 years. At any point of time, through our Institutional and Community Based activities we are facilitating qualitative change in the lives of around 23,000 people.



AURED

The AURED Charitable Trust

5,62,500

The AURED Charitable Trust aim is to habilitate children with hearing impairment and integrate them into mainstream schools. The specific method used is known as the Auditory Verbal Approach.

Name & Description

Amounts (₹)



The Bombay Community Public Trust

5,40,000

The Bombay Community Public Trust (BCPT) was established in July 1991 as a community foundation for the city of Mumbai. Working in partnership with non-government organizations for the benefit of under-privileged communities, the Trust supports projects in the areas of education, health, services for senior citizens, environment and relief work.



The Foundation

1,37,500

Vision is to see a world free of discrimination of all forms. We seek to realize our vision through tool of education to create awareness, upskill & influence policy.



The Foundation For Mother & Child Health

4,59,662

Tackling Malnutrition in innovative ways every day. At the Foundation for Mother and Child Health, we believe early health care and balanced nutrition are critical to a child's full development. We work with economically underprivileged communities in Mumbai to provide full access to preventative health care and balanced nutrition.



The Nalanda Foundation

10,77,500

The Nalanda foundation aims to provide an effective educational infrastructure for children with learning disabilities with the belief that that " Every child can and will learn well in spite of his/her learning difficulties."



The Opentree Foundation

60,500

Toybank envision a world where all children have a happy and healthy Childhood. Toybank essentially believes that children from all backgrounds have a right to live a joyous childhood and have an inherent Right to Play.



The Research Society for care treatment & Training of Children in need of special care

37,500

For over 67 years, The Research Society for the Care, Treatment & Training of Children In Need of Special Care", serves special children with Mental Challenges and related disabilities. Having served lakhs of children and their families, they are dedicated to uplift this extremely neglected segment of our community.



The Save Children Save Society Academy (SACSAS Academy)

1,02,500

SACSAS Academy is a secular organization dedicated to socio-economic change in Manipur. In pursuit of this goal, SACSAS focuses on basic education in the belief that education is a critical requisite for socio-economic change.



The Society for Door Step School

9,05,389

Door Step School is a registered voluntary organization working for the education of the urban poor for over a decade and a half now. It was founded in 1988, with the aim of eradicating illiteracy and improving the quality of learning at the primary level.

Name & Description

Amounts (₹)



The Vatsalya Foundation

3,16,401

The Vatsalya Foundation is a pioneer organization working for the marginalized and the vulnerable children. The organization caters to the needs of street children in the city of Mumbai at various day-care centers, shelter home and a group home.



Think Foundation

3,67,201

Think Foundation works for the causes of Thalassaemia and Blood Donation by enhancing quality of life of thalassaemic children and preventing the tragedy of Thalassaemia Major.



Trinayani

92,500

TRINAYANI, a nonprofit organization founded in 2006 works towards mass awareness of disability and support to persons with disabilities. We specialize in demystifying the subject of disability through disability awareness training which are usually co-hosted by both able bodied and a disabled presenter.



Tropical Research & Development Centre (TRDC)

98,550

Tropical Research and Development Centre is an NGO founded in 1994. Its working in Uttara Kannada, Mysore and Haveri Districts of Karnataka, India, with an objective to reduce poverty through education and conservation of natural resources for future generation.



Udaan India Foundation

3,51,000

UIF is a registered non-profit organization that is committed to the cause of educating the less privileged children. Our primary aim is to ensure that every child, particularly from the neglected urban slums of Mumbai, who are of school going age are in school and are gaining a strong educational foundation that would prepare them for better employment opportunities and the right to lead a life with dignity and self respect.



Umang Charitable Trust

5,77,011

UMANG CHARITABLE TRUST is a non profit organization run by Dr Bhawana Kerkar for the welfare and rehabilitation of special children and slow learners. UMANG the special school, provides therapy and treatment to one and all but totally free of cost to the under privileged.



Umang Foundation

6,10,897

Umang Foundation is managed by young professional(s) who believe that "there's more to life" beyond office & home, its a platform for every inclined individual and corporate to come forward and serve the society.



Ummeed Child Development Centre

1,83,601

Ummeed was set up with the objective of being an agent of change to help children with, or at risk of developmental disabilities, reach their potential and overcome barriers of inclusion. Ummeed achieves this through collaborative teams by empowering families, building resources and participating in advocacy.

Name & Description

Amounts (₹)



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Name & Description

Amounts (₹)



Under The Mango Tree Society

2,30,001

UTMTS seeks to harness the potential of honeybees to add to agricultural productivity, increase farmers' livelihood and facilitate increased, sustainable market access for primary producers through buyback arrangement for honey and beeswax at premium prices through certification (organic, fair trade).



United Way of Mumbai

33,66,888

United Way of Mumbai is a premier professional non-profit organization that endeavors to leverage corporate, employee and leadership talent for community development.



UnLtd India

47,500

(Social Entrepreneurs Foundation India/ Impact Foundation)

UnLtd India supports start-up entrepreneurs to develop them as leaders, prepare their organisations for further funders and investors and maximise their social impact.



Urvi Ashok Piramal Foundation

1,52,500

Urvi Ashok Piramal Foundation is not for profit organization established in the year of 2010 with the aim of empowers communities to bring sustainable social development. Our focus is on livelihood, health care and environment.



V Care Foundation

84,500

V care foundation is a voluntary support group dedicated to providing free help, hope, awareness & education to cancer patients and their families through outreach programs and services that improve the quality of their lives-free of charge & available to communities through hospitals and centres in person or by telephone.



V.D. Indian Society of Mentally Retarded

3,000

This institution is established by Dr.A.V.Mehta in 1973 to provide various services to mentally handicapped and for prevention of mental retardation. Nearly 500 students, infant to adult having mental retardation, cerebral palsy, vision problem, hearing problem are taking benefit of various services in this institution.



Varija Madhava Foundation

32,500

Varija Madhava Foundation supports various social causes such as vocational support to BMC schools, professional development of teachers, introduction of e-learning programs in BMC Schools and so on.



Vasantha Memorial Trust

3,02,500

The Vasantha Memorial trust was founded on 4th Dec 1993 in memory of Mrs. Vasantha . Its mission is to ensure that cancer affected emerge victorious with adequate treatment and initiatives are taken today to make tomorrow cancer free.

Name & Description

Amounts (₹)



Vatsalya Trust Mumbai

5,72,300

Vatsalya Trust, Mumbai was born on 8th February 1983. The founders were Smt. Sanjivani Raykar, Late Dr. Shivram Athavale, Shri. G.A Damle and few others who felt a need for starting a charitable organization dedicated to the care and rehabilitation of destitute children.



VConnect Foundation

7,94,000

VConnect Foundation is a support group for parents, whose children have a hearing impairment.



Vidya Integrated Development For Youth and Adults

13,82,500

VIDYA is a registered non-profit organization that has been working with less privileged children and women for the last 26 years with a mission to Educate, Empower and Transform



War Wounded Foundation

82,500

The War Wounded Foundation was incorporated in August 2002. The Aim of War Wounded Foundation is to ensure that War disabled persons become productive citizens by participating in the economic development of the Nation, besides being able to supplement their meager income from pension, thereby leading a comfortable and respectful retired life.



Wockhardt Foundation

3,17,500

Wockhardt Foundation is a national, secular, non-profit organization engaged in human welfare and social service activities. It is headed by its inspiration - the noble philanthropist, inspiring thinker, voracious writer, and spell-binding orator Huzafa Khorakiwala.



Bal Asha Trust

37,779

Bal Asha Trust projects include a Children's home for 70 abandoned and destitute children. Bal Asha Trust is Licensed Adoption Agency for placement of children with loving and caring Adoptive homes with permission of Courts. The Trust implements Educational Sponsorship for children living within families.



Baptist Prayer & Help Centre

32,500

Baptist Prayer & Help Centre is formed in 2006 for helping poor people. Our aim is helping poor children widows below poverty line families.



Foundation for Promotion of Sports and Games

6,250

Olympic Gold Quest (OGQ) is a program of the Foundation for Promotion of Sports and Games, a Not for Profit (Section 25) company, which is committed to supporting deserving and talented Indian sportspersons with an aim to help them win Olympic Gold Medals.

Name & Description

Amounts (₹)



Hemophilia Society Mumbai (Chapter)

49,500

Hemophilia Society Mumbai (Chapter) is affiliated with Hemophilia Federation India. They are working for the welfare of the Persons with Hemophilia. Their aim to reach out to PwH and provide total quality care, education, make treatment available at affordable cost, psycho-social support, and economic rehabilitation and thus help them in improving the quality of life without disability and free of pain.



Hope for the Children Foundation

2,800

Hope for the Children Foundation is a non-profit organization founded in may 2006, Pune, Maharashtra. The mission of the hope for the Children Foundation is dedicated to the wellbeing of orphans and underprivileged children in India.



Mijwan Welfare Society

5,500

Noted Urdu poet and lyricist Kaifi Azmi formed an NGO in Mijwan the village he was born in, called MIJWAN WELFARE SOCIETY (MWS) (1993) and worked tirelessly for the empowerment of the people of the village especially women and the girl child. MWS is now run by his daughter Shabana Azmi and Namrata Goyal.



Mitra Technology Foundation

8,300

MITRA was established in November 2000 as an entrepreneurial initiative by a group of graduates from Institute of Rural Management, Anand (IRMA). Today MITRA has grown nationwide and has offices in Delhi, Mumbai, Bangalore, Kolkata, Chennai, Hyderabad and Pune. iVolunteer is an initiative of MITRA, a not-for-profit organisation working in the social development sector in India, headquartered in Delhi.



Ra Foundation

2,601

Ra Foundation specialises in the areas of health and education. The Foundation began in July 2004 with community intervention programme involving conducting health awareness sessions in the 'Pratiksha Nagar' community at Sion, Mumbai.



Rural Identity and cultural Education

4,800

RICE is an Voluntary Charitable organization working among the below poverty line people, mainly Dalit Communities from 1985 onwards. The area of intervention is in two Taluk of Tirunelveli and Kanyakumari. Through Local Panchayat and its representatives the programmes are implemented.



Sparrow's Shelter

8,500

Sparrow's Shelter is an NGO who solely trying to create awareness in people of the cities like Mumbai and nearby where the population of the local small birds especially sparrows and other small birds has drastically reduced.



Voice of World

1,12,876

Voice of World is a multi-unit non-profiting Social Welfare Organization, especially for the visually challenged students. It has registration, recognition, and licence of various Government Departments. Its present core activities are educating the handicapped especially the sightless upto Maters Degree and helping in their social rehabilitation to attain their station in life.



World Wide Fund For Nature – India

2,700

WWF-India is one of the largest conservation organizations engaged in wildlife and nature conservation in the country. It has been working tirelessly to promote harmony between human beings and nature for more than four decades.

MARATHONERS TO GET A FEEL OF SEA-LINK EARLIER

By A Sports Reporter

MUMBAI: The marathon runners will experience a change in the course of the marathon with the marathoners getting a feel of the Bandra Worli Sea Link early on rather than on their way back, unlike last year.

This change was brought in by the organizers to improve the timings and ensured the marathoners do not drain out on their way back to the finish line. Race director Hugh Jones also said that the previous

editions saw warmer temperatures in the city, whereby the runners who were returning from the sea-link experienced warm breeze which affected their overall timings. "The main reason for this change was to get better timings. As we know, this would be one of the top events for qualification for the Indian athletes to get a place in the Olympics, running early on the link, will help them run with the breeze rather than running against the warmer wind while returning back to the finishing line," said Jones.



YOUNGEST PARTICIPANT SHAAN SE: Schoolgirl Meera Mehta, aged 12 years will be one of the youngest participants seen with singer Shaan.

LEGGING IT UP FOR fitness & charity

Shreya Bhargava | TNN

It's that time of the year when not just athletes but the citizenry including corporate honchos, youngsters, housewives and senior citizens, put on their heels and get set to participate in Asia's largest marathon. On January 15 (Sunday), an array of participants will descend on roads and leg it up to raise funds for charity.

The ninth edition of Standard Chartered Mumbai Marathon (SCMM) is expected to raise Rs 15 crore for over 214 NGOs and causes.

Since its inception in 2004, the SCMM has become bigger, better and more popular. "Besides attracting international players, the marathon draws even the average runner who participates for a myriad of reasons ranging from boosting self-confidence to raising funds for charity," said former tennis player and this year's brand ambassador for SCMM Vijay Amritraj. "The SCMM has always been a much anticipated event and 2012 is no exception," he added.

Like every year, SCMM 2012 has a slew of surprises for the participants. "For the first time, there will be prize money for the winners of open marathon - \$1,000 for the winner, \$750 for those who finish second and \$500 for those who come third," said Vinod Rawat from Procam International.

While the male and female winners of Full Marathon (42.195 km) will take

home \$36,000 each, Indian winners will walk away with \$7,500. The Full Marathon has received 2,775 entries and Half Marathon 13,946. The Senior Citizens' Run (4.3 km) will have 1,251 participants, the Wheelchair Event (4.3 km) 370 and the Dream Run (6 km) 20,500. The registration closed on August 31.

"This time being the single largest fund raising event for charity in India, the SCMM has been given national status by the Athletics Federation of India. This is indeed a very proud moment for us," said Vinod Singh, regional head (corporate affairs, India & South Asia), Standard Chartered.

With 6 Days To Go For Mumbai Marathon, Running Is In The Air

Funds Raised Over The Years	Peter Dinklage This Year
2011 ₹ 12.16 cr	● Full Marathon \$36,000
2010 ₹ 9.16 cr	● Full Marathon Indians \$7,500
2009 ₹ 7.75 cr	● Full Marathon open category & veterans \$1,000
	● Half Marathon \$2,000
	● Half Marathon veteran finishers \$500

All participants for full and half marathons will be given finisher medals and t-shirts. Wheelchair participants, too, will receive medals.

Total Number of Participants This Year		
Full Marathon	Senior Citizens Run	Dream Run
2,775	1,251	20,500
Half Marathon	Wheelchair Event	Marathon Date
13,946	370	Jan 15



Marathon's charity partner raises ₹12.2cr

HT Correspondent
@ Mumbai@HindustanTimes.com

MUMBAI: Last month, Meera Mehta celebrated her 13th birthday by inviting her friends to her home. But unlike other children of her age, Mehta asked her friends to substitute gifts with money, which she raised for the Shrimad Rajchandra Love & Care Trust as part of the 9th annual Standard Chartered Mumbai Marathon (SCMM).

Days before the marathon, United Way of Mumbai, which is the official charity partner of the marathon, has already raised Rs 12.2 crore for 222 non-profit organisations.

"We are expecting to raise Rs 12 crore by Sunday, which is the day of the marathon. The Mumbai marathon is the largest philanthropic event of the country," said Jayanti Shukla, executive director, United Way of Mumbai.

Last year, the marathon had raised Rs 12.16 crore for 179 non-

profit organisations. While last year, there were 184 corporate honchos, the number has risen to 222 this year.

This year, Procam International, the marathon organiser, introduced an easy-to-use model for raising charity funds.

"We wanted more people to make their contributions and support a cause. Thus, we introduced online donation pages and made the entire submission procedure simpler," said Vinod Singh, joint managing director Procam International. "The marathon is organised with the hope to strengthen and provide overseas harmony," he added.

Like Mehta, singer Shaan will create awareness about the ill effects of tobacco by raising money for the Salim Sabharwal Foundation. "The marathon is a great platform to raise awareness about social causes. Like Meera, even I will ask my friend to donate some money on my upcoming 40th birthday for the next marathon," said Shaan.



(From left to right) Meera Mehta, 12, who raised funds for the charity, singer Shaan, Mihir Doshi, MD and founder trustee of United Way of Mumbai at a press conference at Media Centre at Azadi Maidan on Wednesday.

RARING TO RUN

EXPRESS NEWS SERVICE
JANUARY 11

ABOUT seven years ago, six-year-old Meera Mehta was visiting a village with her spiritual guru and some friends when her guru gave them goodies to distribute among the underprivileged children and say "thank you". "We were confused as to why we have to say thank you when we are giving them something. Our guru said because they are giving us an opportunity to do a good deed," Mehta said. "That's when I realised that you are a lot happier giving something than receiving."

Mehta, now 13, has become the youngest person to raise Rs 1 lakh for charity as part of this year's Mumbai Marathon, to be held on January 15. The student of Aditya Birla International will also participate in the six-km dream run under the banner of Shrimad Rajchandra Love & Care, an NGO that works in the fields of health, education, tribal welfare and environment.

Mehta recently celebrated her birthday and asked her friends to give donations for charity instead of gifts. She draws inspiration from her mother, Bijal, who has managed to raise Rs 10 lakh.

About 350 volunteers of the NGO will run the marathon and form a human train with 10 compartments, each promoting a different cause. The organisation had raised

Rs 77 lakh last year when it participated in the event for the first time and used a part of the money to build a school for tribal children in Dharampur, Gujarat. "This year, we are getting 10 children from the school to run the marathon," said Alpa Gandhi, who works with NGO.

In all, United Way of Mumbai, which acts as a philanthropic gateway for NGOs for the Mumbai Marathon, has raised Rs 12.2 crore for 222 NGOs.

This year, Vinod Rawat (27), who sports an artificial leg, and 18-year-old Sanjay Bhirud, a visually-impaired student, will also participate in the 21-km half marathon. "I want to encourage other physically challenged people to participate in such activities without fear," said Rawat, who is also an ardent mountaineer and biker. He was using crutches till he was 24 and was given an artificial foot by an organisation called Jaipur Foot.

Rawat, who lost his left leg in an accident when he was six, will be running to promote Jaipur Foot and Habitat for Humanity. Bhirud, who is also a swimmer, was waiting to turn 18 so that he can participate in the marathon and prove a point to himself and others. "It's obviously very difficult for a visually-impaired person to participate in such an event. Imagine being blindfolded and running at that speed with only one person to guide you," he said.



VINOD RAWAT (27) — who sports an artificial leg — will participate in the 21-km half marathon.



MEERA MEHTA (13) is the youngest person to raise Rs 1 lakh as part of the marathon

Organizers Announce Routes • 38,775 People To Participate In This Year's Event • Charity Pours In For Various Causes

Do-gooders raise ₹12.2 crore in run-up to Sunday's RUN FEST

The Mumbai Marathon, which will be held this Sunday, has seen a record amount of funds, United Way of Mumbai, the event's official charity partner, has already raised Rs 12.2 crore, and is expecting the figure to go up to at least Rs 14 crore.

This is a significant increase compared with collections in previous marathons: Rs 12.16 crore in 2011, Rs 6.16 crore in 2010 and Rs 7.75 crore in 2009.

The Mumbai Marathon, organised on the third Sunday of January every year, is touted as the biggest charity-cum-sporting event in India. "This year, there has been a perceptible change in the kind of causes NGOs have taken up; some of which are quite unconventional," said Jayant Shukla, the executive director of United Way of Mumbai.

The NGOs, partaking in the event, are instead looking for a wide range of issues — tribal welfare, disability, cancer and, animal welfare, war-disabled people, promotion of sports and games, educating population of small towns, among others.

There are 132 companies participating in the event. We have raised Rs 12.2 crore till now from 222 NGOs, but the bulk of the fund-raising will happen only now, in the last couple of days. So our conservative estimate is Rs 14 crore," Shukla said.

The full marathon will see 2,775 runners, and the half marathon 13,944. The senior citizens' run (4.3 km) will feature 1,251 enthusiasts, the wheelchair event (4.3 km) 370 and the Dream Run (6 km) 20,500. In a first, there will be a cash reward for the winners of the open marathon this year. The winner will get \$1000, while those finishing second and third will get \$750 and \$500, respectively.

The winner of the full marathon will go home \$30,000 richer, while the Indian winners of the run will get \$7,500. Spanning a distance of 42.195 km, the full marathon for professional and amateur runners will

Marathon has its own 'cheerleaders'

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Their hearts beat for Mumbai

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Taxi? No, Nihad prefers to run

31-Year-Old Partially Paralyzed, But Trains Hard For Half Marathon

Nihad, a 31-year-old man who is partially paralyzed, is training hard for the half marathon. He is a member of the Mumbai Marathon team and is expected to participate in the event. He is a very determined person and has been training for a long time. He is a very determined person and has been training for a long time. He is a very determined person and has been training for a long time.



Mumbai Marathon sees charity spike

Organisers of the event, which will be held this Sunday, have raised Rs 12.2 cr so far and expect to pull in at least Rs 2 cr more than they did last year

Mumbai Mirror Bureau
www.mumbaimirror.com

The ninth edition of the Standard Chartered Mumbai Marathon (SCMM), which will be held this Sunday with 38,775 participants, is tipped to raise a record amount of funds. United Way of Mumbai, the event's official charity partner, has already raised Rs 12.2 crore, and is expecting the figure to go up to at least Rs 14 crore.

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More than 38,000 people will take part in various runs, including the full and half marathons

CHARITY KITTY	
7.75 crore	The money Mumbai Marathon's organisers raised in 2009
9.16 crore	The money Mumbai Marathon's organisers raised in 2010
12.16 crore	The money Mumbai Marathon's organisers raised last year
14 crore	The money Mumbai Marathon's organisers hope to raise this time

ANNA, GANDHI, GHAJINI...DREAM RUNNERS AT MARATHON



AGE CORRESPONDENT
MUMBAI, JAN. 15

The Mumbai marathon on Sunday started on a chilly note, literally, as the temperature recorded on Sunday morning was the coldest of all the marathon mornings.

While the weather made it "difficult" for some to make it to the venue from far off places, for seasoned runners the climate was just "perfection" like a foreign participant put it.

The amateur full marathon was flagged off at 5:40 am followed by the professional full marathon at 7:25 am.

However, some locals and foreign nationals had mixed feelings about the weather and the changed route this year.

While some veterans seemed delightfully satisfied with everything, some pro-were hugely disappointed. Austrian national Franz Desch who found himself shaky after finishing the full marathon said, "The weather, as we went along, became harsher."

Mumbaiite, Ashok Nath, a two-time winner, was annoyed with the arrangements and said, "I think the organisers messed this race up. We had half-marathoners running with us — most of them were actually walking — after 21 km. This is debilitating to timing of pro runners and makes the run inconvenient. Half-marathoners cannot be blamed for this, the organisers should have realised the problem."

Human train from Gujarat bags best costume award, again

DNA Correspondent

A human Rajdhani Express created by the followers of a Jain guru from Gujarat won the prize for the best costume by a group at the Mumbai Marathon 2012 on Sunday.



A human train created by the followers of Shrimad Rajchandra Mission in Gujarat

The Shrimad Rajchandra Mission in Dharampur, Gujarat, is presided over by Rakeshbhai Jhaveri who set up the ashram to promote the teachings of Rajchandra, Mahatma Gandhi's guru.

The group had won the award last year too.

The 10 'bogies' in the express train represented the main causes, including health care, education and help for tribal groups that the group wanted to focus on.

The group, which won the Bindaas Bande award of Rs50,000, also brought students from their gurukul for tribal children near their ashram in Valsad district in Gujarat.

Niral Gavit, a student of the gurukul, said: "I am very excited about my first visit to Mumbai. We have been prom-

The 10 bogies in the train represented causes such as health care, education and help for tribal groups

ised a boat ride in the evening."

Dhaval Mehta of Shrimad Rajchandra Mission said: "The gurukul project wants to create role models for children from tribal families."

The group also provides vocational training to physically challenged people and plans to make Valsad a 'handicap-free' district soon by rehabilitating them.

₹12.2cr and still running

Meet Shaikh, lead marathon car driver

(Left) and (right) are the two main roads in the city. The road is so wide that it can accommodate the official 2011 marathon route, which is 42.195 km long. The road is so wide that it can accommodate the official 2011 marathon route, which is 42.195 km long.

मैराथन एक, सपने अनेक

नगर प्रतिनिधि: मुंबई: मुंबई मैराथन में अब सिर्फ चार दिन बचे हैं। इसमें हिस्सा लेने वाला हर राउटर अपनी तरह से तैयारी कर रहा है। कुछ इनका पाने के लिए दोड़ने की जल्दगी में हैं तो कुछ सेहत का टेस्ट लेने के लिए चौकाना चाहते हैं। कुछ शोकिया लोग सिर्फ इसलिए दोड़ने क्योंकि यह खुद को फिट इंटर्नेशनल डेवट का हिस्सा बनाना चाहते हैं। लेकिन कुछ लोग ऐसे भी हैं जो इस सबसे ऊपर भावनाओं के लिए इस मैराथन का हिस्सा नबैंगे।

संसाधन के विनाशक तरीके से प्रयोग

14 साल की उम्र में गायक सान ने अपने मित्र को यह दिया। वे बेहद सिंगर होते थे, इससे सबक लेते हुए उन्होंने कभी सिंगरों का नहीं पूछा। वे कहते हैं कि वेज का हर पुत्र सिंगरों, थियेटर में बर रहे। मुंबई में सान ने ये

एडि लवजु के लिए काम करने वाली एनजीओ 'सालाम' बोम्बे के लिए वीम रज से आग ले रहे हैं। लावजु से वीम भले

ये खर गाना गजब के प्रतिभाशाली व युवाओं को तबकू से दूर रहने की अपील करेगा। शायद कहते हैं कि सिमरत व तबकू दुग से भी ज्यादा खतरनाक है, इसकी लग लग जाह तो पूरी

13. सामान्य की नीति (General Policy)

13 साल की मीरा मेहता दूसरी बार मुंबई
मैराधन में भाग ले रही है। वह श्रीमद राजधंदे



मिलेगा, सोचकर ही अच्छा लग रहा है। जब पल
मल्ल देने में किसानों सुख है। पीला कहती है, इस
कड़े लोगों के साथ दोड़ना अच्छा लगता है।

आदिनिवासन पैट हो चुकी करीब हाया मिलावठा
हर परिवार जमीन पे रहता है. हीमला ही चक़ान
भरता है। इन लावनों को एक बार फिर आदिनि

करने के लिए मुंबई के 37 वर्षीय विनोद रावत तैयार हैं। विनोद अतिपिशाचन पैर से 21 किलोग्राम की हानि मिराचन में भोग लेंगे।

बुधवार को विनोद ने बादा से वापस होते हुए सीएसटी तक सड़क पर पैकिट्स की। वह रोज छंटे सुबह-3 छंटे शाम पैकिट्स कर रहे हैं। ये हुए

मैरायन के नीचे का
भाग ले रहे हैं। जलवा

है। जयपुर की एनजीओ से मिले इस सहायी पैर से दिल्ली से

दोनों पैरों पर खड़ा होना सीखा, तब से हर साल होती एमजीओ के लिए मैराथन में भाग लेती हैं। विनोद कहते हैं, मेरा किसी से कोई कॉन्फ्लिक्टेशन

महोदय, मैं आपसे जैसा हर इन्टरव्यू के लिए दोड़ रहा हूँ। पिछली बार डॉ. मैथिलन विनोद ने 3 मिनट में पारी की।

ये, हरा धार में कम लम्बा
में देल पूरी कुरने की
कोरिग कर रहे हैं।

हालांकि विनोद का नकली पैर बदलने की वजह से जखम हो गई है,

बाग़दद इसके जगहों
तेजरी में कोई काम नहीं
का रही है।

"In the diamond community, Antwerp Diamond Bank aims at being a banker of choice. That's where we run for gold. For RuHI, we wanted to care for children suffering from cancer and run for their hope on recovery. That brought happiness in our hearts."

Karl De Borger

CEO, Antwerp Diamond Bank NV

Winner: Highest Individual Pledge Raiser (Men)

Corporate Challenge

"The credit for receiving the award for the highest pledge raiser does not go to Meher or me as individuals, but to the larger cause of education and the NGO Akanksha which we support."

Anu Aga

Director, Thermax Ltd.

Winner: Highest Individual Pledge Raiser (Women)

Corporate Challenge

"The Thermax team is very happy to participate in the Mumbai Marathon 'Dream Run' every year. It is well organised, and is a lot of fun. It is great to know that Akanksha, the NGO we support, benefits from the pledges we raise."

Meher Budumjee

Meher Pudumjee

Chairperson, Thermax Ltd.

Winner: Highest Individual Pledge Raiser (Women)

Corporate Challenge

"The Mumbai marathon was not only a personal challenge but also provided a chance for me to be part of the community and give back to the city of Mumbai. Thanks to my friends and family for all the support and generosity... It will hopefully make a difference in many lives. I hope to not only improve my time next year but also the money raised!"

Ria Talati

Winner: 2nd Highest Individual Pledge Raiser (Women)

We Care



A big THANK YOU from
United Way of Mumbai on behalf of the 223 charities
registered for the Standard Chartered Mumbai Marathon 2012 for the
phenomenal support received from all the runners and donors who supported a cause.

Mumbai ran as one on race day with a triumphant display of spirit and solidarity. We at United way of Mumbai felt overwhelmed with the quiet support lent by thousands of donors, fund raisers and corporate groups who supported a cause and a charity close to their heart.

From donations sent in by a 6 year old who donated her piggy bank contents for a charity that helps street children to the anonymous donors who pledged to contribute an amount from their end for every donation raised by the 5 charities they are supporting. SCMM'12 had tons of inspiring stories crafted from the selfless gestures of all those who paused to support a non profit organisation. All of them are working towards improving some aspect of our world. Donations ranged from ₹ 10 to ₹ 21,00,000. When it comes to charity, no amount is too small, no gesture too insignificant. The heart warming fact is that they choose to donate an amount they were comfortable with to help others less fortunate. When even ₹ 1 can make an impact in charity, imagine the power of ₹ 16 crores to transform the under privileged sections of our society.

From a charity perspective, SCMM'12 was a grand success not just in the sheer increase of figures reflecting in each category but also in the connect achieved with the city and the indelible association of the event with charitable causes. Many new initiatives were introduced this year to great success. The United Way of Mumbai website was revamped to showcase the work of participating NGO's better. The easy to use interface encouraged many new individuals to raise funds using their online networks, resulting in a 300% increase in online donations. The entire corporate challenge registrations was conducted through a customized microsite by Procam eliminating all paperwork and giving control to registering corporate on team composition.

Race day was an unforgettable experience with supporters, teams and beneficiaries taking center stage in colourful costumes, signage and concepts sending a strong appeal to the city on the causes they work for. The introduction of cheering zones along the race routes for charities was a huge success for the non profits who took a spot. United Way Mumbai's cheering zone team got an amazing response from the runners and dream run participants who spontaneously broke into a jig along with our cheerleaders and volunteers on the street.

This year also saw the entry of our official charity mascot; GAVLU (Give, Advocate, Volunteer, Live United) our much loved and much hugged supersized green heart shaped mascot who drove the message to run for a 'cause close to your heart'. He was joined by Gavluni, his female counter part.

Finally the charity figures say it all. It is the strongest statement the city, its stakeholders, and its supporters worldwide could provide about the caring undercurrent that runs through our society that clearly believes the cynicism and jadedness sometimes associated with the city which came together for the under privileged.

The race to charity has no finish line. The organizations who received your support would now be enabled to work harder and more effectively with the resources generated for them. There is nothing more enervating for an organization involved in charity work than knowing they have a supporter for their cause who is willing to run that extra mile for you.

Once again, THANK YOU very much for being part of this story.
You are AMAZING.



About United Way of Mumbai

United Way of Mumbai (UWM) is a cause neutral premier non-profit organization that endeavours to leverage corporate, employee and leadership talent for community development. Through corporate gifts and employee giving campaigns, United Way of Mumbai seeks to successfully engage the corporate sector into meaningful Social Responsibility structures bringing about a positive and lasting change in the communities. UWM is a chapter of United Way Worldwide, which tops the list of the world's 15 largest charities. With a presence in 45 countries collectively raising more than \$5.2 billion annually, United Way Worldwide is not only the largest non-profit, but an integral part of communities around the world.

There are several charitable organizations involved in commendable grassroots activities, but do not have the wherewithal to acquire funding for their projects. United Way of Mumbai strives to not only bridge this gap but also to help in capacity building of NGOs. The endeavour is to ensure a steady stream of income for sustainable projects which aid long term community development. With United Ways operating across the world, it has been possible to incorporate best practices as part of our core competency. Several systems and processes have been put in place in order to ensure efficiency in transactions with both corporate and NGO partners.

At United Way of Mumbai, we strive to bring professional management concepts into practice. The high degree of involvement of the Governing Board, comprising Corporate CEOs, adds to the credibility of the organization's functioning ensuring the highest standards of integrity are maintained in fund allocation and management. With a proven track record in resource mobilization and community impact, United Way of Mumbai works towards helping build sustainable communities.



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