

Philanthropy Partner



United Way Mumbai



TATA MUMBAI MARATHON 2025

PHILANTHROPY STRUCTURE



CHANGE BEGINS HERE

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Introduction to Tata Mumbai Marathon 2025



20 years since the Running Revolution gripped India. Tata Mumbai Marathon Flags Off Registrations for historic 20th Edition.

Change began here; redefined the nation's sporting landscape and led to a positive socio-economic-health impact.

The Tata Mumbai Marathon, since its inception in 2004, has heralded a change that redefined the sporting landscape in India. This movement has unleashed the power of participative sport and has personified the pulse of Mumbai – a pulse that brings us together, no matter what the circumstances...#HarDilMumbai.

The landmark 20th edition of the Tata Mumbai Marathon is scheduled to take place on Sunday, 19th January 2025 and will be flagged off from the iconic Chhatrapati Shivaji Maharaj Terminus.

20 years ago Tata Mumbai Marathon started, thanks to the love and support shown by the people of Mumbai, the government, and other stakeholders, it has now come a long way to become the festival of Mumbai, a truly endearing and resilient symbol that captures the vibrant spirit of our city.

The Tata Mumbai Marathon has become a foundational event for both, the city of Mumbai and the Indian sporting calendar as part of the broader movement of participative sport across the globe.

This World Athletics Gold Label Race provided Indian athletes an opportunity to compete with the best in the world and win laurels for India. Besides sport, the platform has been a silver lining for the social sector. Additionally, it has led to the development of a thriving ecosystem around the sport contributing to the socio-economic health and environmental sustainability of Maharashtra.

The Tata Mumbai Marathon has paved the way for a holistic approach to sports in India. From year one, it has instilled the importance of an active lifestyle and led to the popularity of the sport. Today, running is the fastest-growing participative sport in the country with 700 running events and 700+ run clubs. Over the years, the event has empowered women's participation with 30% of the total participants being women. Moreover, its inherent inclusive nature provided a centre stage for senior citizens and persons with disabilities to join the sport.

Introduction to Tata Mumbai Marathon 2025



The Official Philanthropy Partner

United Way Mumbai (UWM) has been the official Philanthropy Partner of TMM since 2009. As the official Philanthropy Partner, UWM enables participating NGOs to leverage the fundraising potential of the TMM and raise funds for their causes. UWM is responsible for conducting the due diligence of participating NGOs, accounting of all philanthropic funds and providing donation receipts with tax exemption benefits to donors for all amounts donated through its platform.

UWM maintains a digital platform that enables the participating NGOs to leverage the event through different mediums like Corporate Team participation, Charity Bibs for individuals, online crowdfunding, etc.

To ensure that the platform is an equal and level playing field for all participating NGOs and remains cause neutral, UWM maintains a high standard of transparency. Since there are limited running spots at the TMM, the fundraising opportunities against these spots are distributed equitably between the NGOs. Potential donors are guided to make decisions by interacting directly with participating NGOs.

100% of the funds donated on fundraiser and NGO pages on the UWM website are disbursed fully to the NGO as UWM absorbs the payment gateway charges. This makes it one of the most cost-effective fundraising platforms for NGOs.

The TMM 2025 Philanthropy Structure

The Philanthropy Structure provides a complete overview of the entire philanthropic potential of the event. The document contains detailed information on important dates, fundraising opportunities to benefit the registered NGOs, a clear understanding of the Charity Bib allocation system, details of the processes for individual and corporate registration, and the privileges and benefits of each category.

Race Categories

This year, there are six on-ground race categories at the TMM and four virtual race categories.*

| <i>Race Categories</i> | <i>Distance</i> |
|----------------------------------|--|
| Marathon | 42.195 km |
| Half Marathon | 21.097 km |
| Open 10K | 10 km |
| Dream Run | 5.9 km |
| Senior Citizens' Run | 4.2 km |
| Champions With Disability | 1.3 km |
| Virtual Runs | Marathon, Half Marathon, Open 10K, and 5 km |

* Participation through Charity Bibs is possible only in the on-ground race categories

The 7 ways for an NGO to Raise Funds at the TMM 2025

The Tata Mumbai Marathon (TMM) offers diverse avenues for fundraising to benefit NGOs. While it is highly regarded as the epitome of distance running among dedicated runners in India, the event also brings out the festive and inclusive spirit of the city of Mumbai with additions like the Dream Run, Senior Citizens' Run, and the Champions with Disability race categories. The TMM is a hugely popular event with more applications than the event can accommodate. In addition, a considerable percentage of running slots are reserved for charity. The Philanthropy Structure is built to help maximise opportunities for NGOs to leverage the event to raise funds for their causes. Various ways in which an NGO can raise funds are as follows:

1



NGO Pages *(page no 5)*

On registering for the TMM, each NGO gets a unique personalized page on the United Way Mumbai website. The page displays the NGO's appeal, contact details, the previous year's fund utilisation (if applicable), the total amount raised, the fundraisers supporting the NGO, and the NGO's privilege level. The NGO page also features a donate button, allowing the NGO to receive online donations from their supporters on the UWM website. **100% of the funds donated on this page are disbursed to the NGO as UWM absorbs the payment gateway charges.** UWM does not solicit tips or extras from donors either.

2



Charity Bibs *(page no 6)*

TMM reserves running slots across race categories for charity. These are called Charity Bibs. These slots, or Bibs, are assigned to NGOs who use them to seek donations from their supporters. The supporters who make a donation and 'run for charity' are guaranteed entry to the event even if general registrations have closed, as long as they fulfill the event rules. UWM sets a base amount as a minimum donation per race category to maintain a level playing field for all NGOs. NGOs can request higher amounts from the donor on top of this base amount. The intent is to provide a means for NGOs to build new relationships and raise funds for their causes.

3



Individual Fundraisers *(page no 12)*

Any individual (Who may or may not be running at the TMM) can collect donations for an NGO by creating a fundraising page on the UWM website and reaching out to their friends, family, and networks. The fundraiser pages contain various features that support and help the fundraiser raise funds efficiently.

The 7 Ways for an NGO to Raise Funds at the TMM 2025

4

Corporate Team (page no 20)

Corporate Team is a category designed for companies who wish to send employee teams to participate in the Tata Mumbai Marathon and raise funds for NGO(s). Besides generating substantial funds for community development, this has emerged as an excellent employee engagement and team bonding activity over the years.

Similar to the NGO page and Individual Fundraising page, a donate button is available on the corporate page, where corporates can raise funds through employee contributions in support of their selected NGO.

5

Top-up Donations During Runner Registrations (page no 27)

All participants at the TMM are encouraged to make a top-up donation while registering for their run. Registered NGOs are listed on the event website on completing their due diligence process. Runners can select the NGO they wish to support or add a donation to a shared pool, which is later disbursed as Privilege Level Incentives to the qualifying NGOs as a capacity building grant.

6

Personalised Number on Bib (page no 27)

At TMM 2025, runners can upgrade either to a commemorative 20th edition Bib or choose a unique 6-digit number with personal significance, such as a birthday or anniversary. Available for all race categories, these special numbers bibs require a donation of INR 20,000 to an NGO of their choice via the UWM website. The Special Number Bib is assigned when you sign up on the Special Number Bib page and make a specific donation through the platform.

7

Incentives & Grants (page no 28)

Page no 28 includes a list of indicators that recognize and encourage the efforts of participating NGOs and provide a roadmap to leverage the fundraising platform of the TMM fully. Each of these indicators translates into a point for the NGO. These points allow NGOs to reach various levels known as Privilege Levels. Each level has privileges and incentives for the NGO, including capacity-building grants.

NGO Pages

All TMM-registered NGOs have personalized pages on the UWM website. These pages showcase the NGO's work and appeal to their donors along with photos & videos of the projects they are raising funds for. The main features of NGO pages are:

Donations

A donate button enables online donations for the NGO on the UWM website. UWM absorbs payment gateway charges, ensuring 100% of the funds go to the NGO. Donors' names are displayed if they choose to make it public.

Charity Bibs Request

Interested runners would be able to request for Charity Bibs on the NGO page through a form. NGOs receive an email with the requestor's details to facilitate contact. This medium helps NGOs build donor relationships as runners often seek Charity Bibs when they don't qualify for timed categories through the general registration process.

Fundraising

All fundraisers supporting the NGO are listed here. Potential donors can visit any fundraiser's page to donate to their campaign. Having fundraiser pages improves the credibility of the NGO as these individuals are ambassadors of the excellent work NGOs do and help raise awareness for their cause.

NGO Information, Appeal and Fund Utilisation

The NGO pages offer detailed utilisation reports, publicly viewable, showing how funds from previous TMM editions were utilised. Potential donors can assess the NGO's credibility. They can also view the NGO's TMM performance in earlier years and decide whether to fundraise or donate based on the appeal.

Privilege Level of the NGO

The NGO page mentions the privilege level, which is not a rating of their work but indicates their TMM participation level. Achieving a privilege level qualifies the NGO for various incentives during the event.

Fundraiser Rating

Fundraisers will rate their experience with the NGO based on support and acknowledgement received during the TMM campaign. This rating is not about the NGO's work but serves as a supporter's testimonial.

Charity Bibs

To enable philanthropy, special running slots (Bibs) are reserved for NGOs participating in TMM 2025. These unique Bibs allow registration even after general registrations close. Runners can obtain them by donating to support NGOs and their causes. As the TMM attracts numerous participants but has limited slots, Charity Bibs is often the only option for runners especially when general registrations fill up quickly.

UWM sets a minimum donation amount per race category to ensure fairness among NGOs. NGOs can request higher amounts from donors. Runners with Charity Bibs proudly display the NGO's name on their running Bibs, demonstrating their support for the cause.

Race Categories

| Race Category | Distance | Min. Age Eligibility | Race Fee | Qualifying Timing Certificate | What you get Post Race |
|---------------------------|----------|------------------------------|-----------------------------|-------------------------------|----------------------------|
| Marathon | 42.195km | 18 years as on 18th Jan 2025 | INR 3000 | Required | Medal & Timing Certificate |
| Half Marathon* | 21.097km | | INR 2300 | | |
| Open 10K** | 10km | 15 years as on 18th Jan 2025 | INR 1800 | Not Required | |
| Dream Run | 5.9km | 12 years as on 18th Jan 2025 | INR 900*** | | |
| Sr. Citizens' Run | 4.2km | 60 years as on 18th Jan 2025 | INR 400 | | |
| Champions With Disability | 1.3km | 12 years as on 18th Jan 2025 | INR 400+ INR 400 (buddy) | | |

*Relaxed timing criteria for registering through Half Marathon is exclusively available through Charity.

**A limited number of spots in the Open 10K will be available to the general public through an online ballot system. As this is a lottery-based allocation, securing a spot will depend on chance. Those who are not selected through the ballot will have the opportunity to participate by obtaining a bib through Charity.

***Runners registering for the Dream Run through groups directly with the event will need to pay a race fee of INR 999 to Procram International Pvt. Ltd. However, if you're part of a Corporate Team or participating individually through charity, the race fee is only INR 900 per runner.

Please note that the Half Marathon Untimed Bib category is no longer available in TMM 2025, even through charity.

Bib Manager

Bib Manager is a feature in the NGO dashboard on the UWM website that enables the NGOs to view Bibs allocated to them. It also allows NGOs to request more Bibs, assign Bibs to donors, and help them select the preferred payment options.

Charity Bibs

Allocated Bibs

Participating NGOs can utilise as many Bibs as they require on a first come first served basis. Upon registration, each participating NGO will be assigned one Bib. They can convert this Bib to any race category they require until Bibs of that category are available with UWM. Once an NGO secures a donation and uses the Bib allocated to them, a new Bib will be allocated automatically. This will continue till 18th December, 2024 or until Bibs are available (whichever is earlier). A limited number of spots in the Open 10K will be available to the general public through an online ballot system. As this is a lottery-based allocation, securing a spot will depend on chance. Those who are not selected through the ballot will have the opportunity to participate by obtaining a bib through Charity.

Charity Bib Donation Amounts

UWM sets a minimum donation amount for Charity Bibs. The race category-wise minimum donation will progressively increase as per the table below.

| Race Categories | Retention on Donation | Minimum Donation Amounts | | | | |
|---|-----------------------|--------------------------|-----------|------------|----------|----------|
| | | August | September | October | November | December |
| Marathon/Half Marathon/Open 10K | INR 500 | INR 10,000 | | INR 12,000 | | |
| Dream Run/Champions with Disability /Sr.Citizens' Run | | INR 3,500 | INR 5,000 | INR 8,000 | | |

Please Note

- To qualify for the minimum donation amount, the donation must reach UWM on or before the last date of the respective month/period. Subsequently, the donation amount will increase progressively, as indicated above.
- Race fees for the category must be paid separately to the event organizer while registering.

Charity Bib Participants Applying for Marathon and Half Marathon

The Half and Full Marathon are timed races categories, which means all runners must submit a timing certificate from a previous race when registering with Procam. However, Charity Bib Half Marathon runners benefit from timing relaxation compared to general registrants. This provides them with greater flexibility regarding their timing certificate requirements.

The table below shows the timing relaxation details for the Half Marathon, based on the race category of the timing certificate used for qualification.

| Timing Submitted* | Male | Female |
|-------------------|---------------------|---------------------|
| Half Marathon | Under 3 hrs 30 mins | Under 3 hrs 45 mins |
| Open 10k | Under 1 hr 35 mins | Under 1 hr 42 mins |
| 25k | Under 4 hrs 12 mins | Under 4 hrs 30 mins |
| Marathon | Under 7 hrs 18 mins | Under 7 hrs 49 mins |

*The running event must have been conducted within the period of 18 months preceding race day (19th Jan 2025), i.e. on or after 19th August 2023.




Charity Bibs

Assign Bibs to Donors

NGOs can view their assigned Bibs on UWM's Bib Manager. Once they have a confirmed donor and the necessary details, they can add the information to the Bib and generate a donation link or provide offline donation details. After a successful donation, a voucher code is emailed directly to the runner, allowing them to register on TMM's runner registration portal. Upon registration approval, the runner is assigned a Bib, which they can collect at the TMM 2025 Expo. A new Bib is automatically assigned to the NGO on the Bib Manager after a successful donation is received against the earlier assigned Bib.

Grouped Bib Allocation for Privilege Level NGOs of TMM 2024

Maximum number of Group Bibs that an NGOs can request in any race category are mentioned in the table below.

| <i>Privilege level at TMM 2024</i> | | <i>Maximum number of Group Bibs that an NGOs can request in any race category are as follows</i> |
|---|-----------------------------------|--|
|  | <i>NGOs in the Diamond level</i> | 20 |
|  | <i>NGOs in the Platinum level</i> | 15 |
|  | <i>NGOs in the Gold level</i> | 10 |

Please Note

- Runners registering for the Dream Run through groups directly with the event will need to pay a race fee of INR 999 to Procam International Pvt. Ltd. However, if you're part of a Corporate Team or participating individually through charity, the race fee is only INR 900 per runner.

Eligible NGOs must submit their Bib requests, based on their qualification/allocation, by December 13, 2024. Requests should specify the number of Bibs required in each race category and be sent to bibs@unitedwaymumbai.org. NGOs have until December 18, 2024, to utilize these Grouped Bibs, which will be visible in the Group section of the NGO's Bib Manager.

Once bibs are allocated to the NGO's Bib Manager, the associated donors are required to complete the donation within three business days. Failure to do so will result in the Bibs being removed from the Bib Manager, and the NGO will forfeit the opportunity to request additional Bibs.

Charity Bib Retention

UWM retains a fixed amount of INR 500 per Bib for all race categories. This fixed retention on Charity Bibs is not a percentage of the donation amount, encouraging NGOs to raise higher funds for their causes. There are no separate payment gateway charges for Charity Bibs.

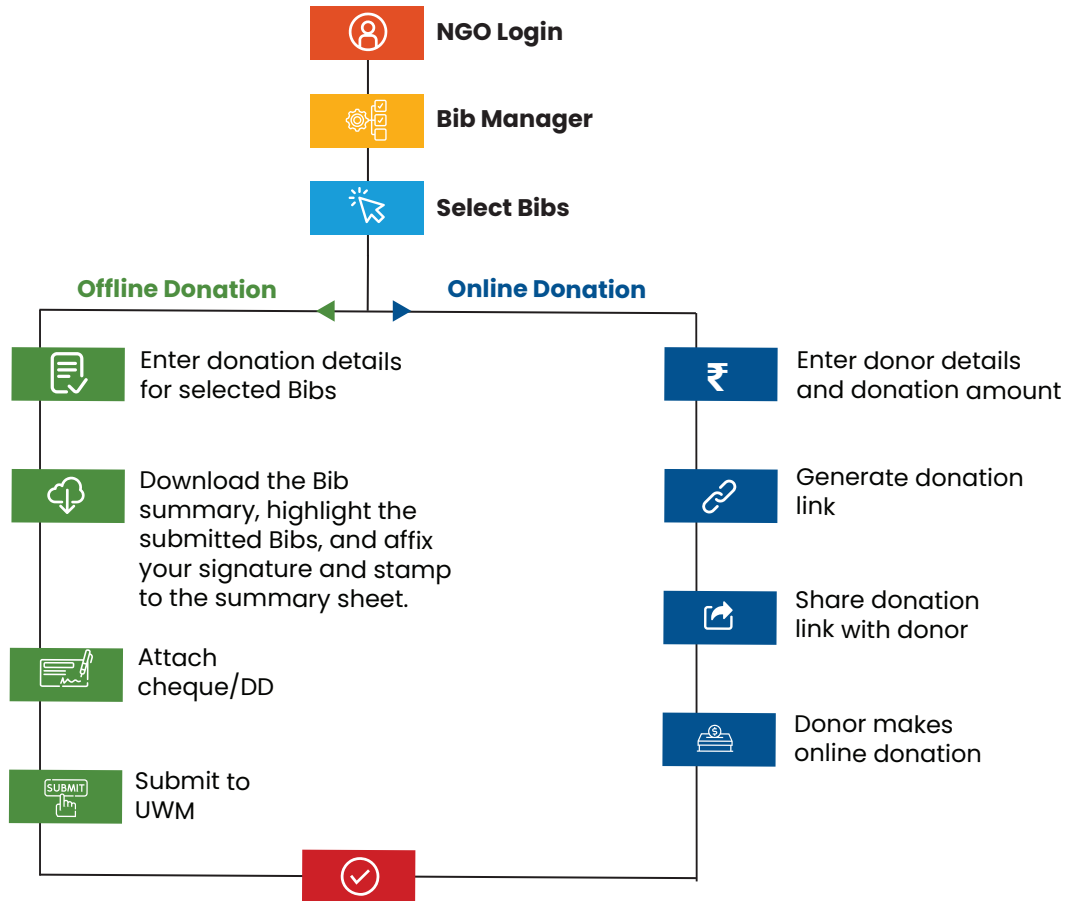
Charity Bib Submission Process

NGOs can utilize their Charity Bibs by seeking donations for the same either through the online mode, (i.e., through UWM's payment gateway), or through the offline mode (via NEFT, cheques, and DDs in favour of United Way of Mumbai and sending them to the UWM office along with the Bib summary sheet).

Charity Bibs

Charity Bib Submission Process

Log into your NGO account page, go to the Bib Manager.



Upon realising the donation, the runner will receive a voucher code for registration. The code will also be visible to the NGO on their dashboard against the Bib and if applicable, a new Bib is allocated automatically in the Individual Bib section.

Runner Registration

After a donation is confirmed as successful on the Bib Manager, a voucher code is generated and sent directly to the runner for registration via email. The registration process happens at the Event Promoter's end on <https://tatamumbaimarathon.procam.in/>.

The voucher code will also be visible in the Bib Manager next to the corresponding Bib. NGOs can share this code with their runners to register directly on the event website. This online registration method saves time and allows runners to register quickly, receiving a confirmation email immediately. UWM does not accept physical runner forms for either online or offline donations.

Please Note

- The runner and the donor can be different people and thus NGOs need to provide the runner's email address in the Bib Manager to ensure they receive the voucher code once the donation is confirmed as successful.

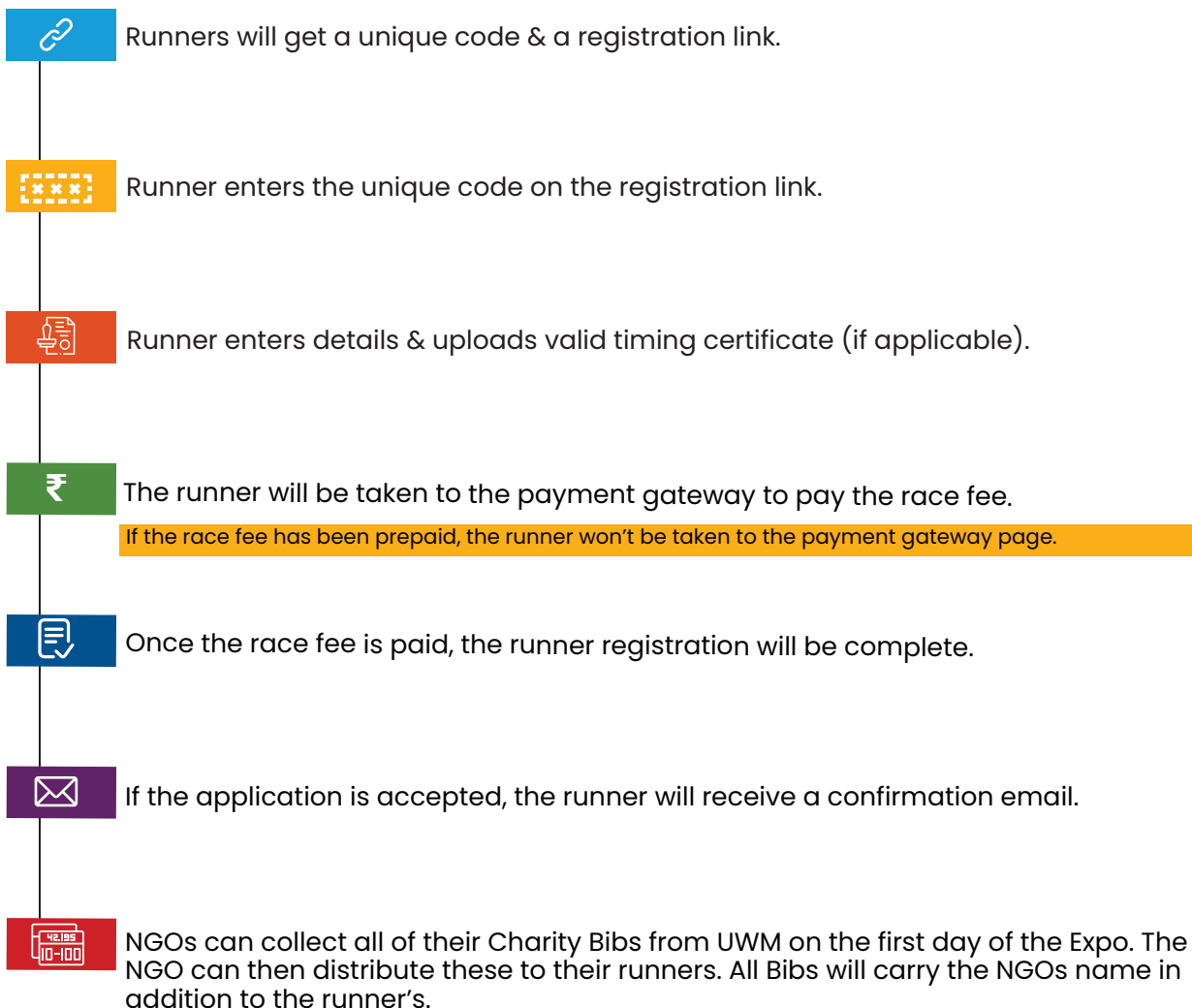
Charity Bibs

Race Fee

The Charity Bib donation is separate from the event's race fees. Hence, runners need to pay the race fees directly to the Event Promoter, Procam International Pvt. Ltd., during the runner registration process.

TMM 2024 Privilege Level NGOs, who have privilege level bibs may also choose to pre-pay the race fee for a group of runners. When requesting the Bibs, NGOs can request for a link to make the payment to the event organiser for the entire group. Once the race fee is paid, a special code for the runners is generated so they won't have to pay the race fee individually while registering.

Runner Registration Process



Charity Bibs

Charity Bib Collection Process

All the Charity Bibs obtained through an NGO will be given to the NGO on the first day of the Expo at the UWM counter for onward distribution to their runners. Charity Bib runners need to connect with their NGOs for their Bibs.

This process facilitates meaningful interactions between NGOs and their supporters, strengthening the commitment to the organisation. The NGO should leverage the physical handover of the Bib to include NGO information or other materials including race day props to their runner. We encourage NGOs to use the physical Bib handover as an opportunity to nurture the relationship and build a great donor experience.

In case an NGO is unable to facilitate the same, they can submit a letter to UWM requesting for distribution of their Charity Bibs from the UWM counter at the Expo. Their runners will have to come to the Expo to collect the same from the UWM counter.

Please Note

- UWM does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the NGOs to ensure that the Timed Bibs are allotted to runners who have a valid timing certificate.
- A valid timing certificate is required to register for Marathon and Half Marathon race categories. To check if the runner is eligible, please refer to <https://tatamumbaimarathon.procam.in/>.
- Runners can get a timing certificate before they register by participating and qualifying in the races the courses of which are measured either by an accredited World Athletics or AIMS Measurer using the calibrated bicycle method. Also, the running event should have been conducted on or after 19th July 2023.
- No donation will be refunded once made.
- UWM will issue 80G receipt and 10BE certificate to all donors contributing through its platform.
- Any offline donations i.e. either cheque or NEFT mode need to reach UWM at least 1 week prior the Charity Bib deadline.

Individual Fundraising

Committed individuals raising funds for a cause of their choice are the backbone of the philanthropic effort at the TMM. An Individual Fundraiser is someone trying to make a difference by raising funds for an NGO to support a cause close to their heart. UWM supports these individuals in this endeavour by providing an efficient, empowering, and effective platform to raise funds for a cause. Depending on the fundraising amount, the individual gets elevated to higher levels. All fundraisers start by creating their fundraising page on the UWM website. These pages are user-friendly, feature-rich, and free to set up. All online donations on their pages are disbursed in full to the NGO. UWM absorbs all payment gateway charges.

Process of Becoming a Fundraiser

Step 01 Register here

- <https://www.unitedwaymumbai.org/login>

Step 02 Relogin

- With username and password

Step 03 Create TMM Fundraising Page

- Add a fundraising target and select an NGO you wish to support
- Add your appeal and a short bio
- Add photo and video
- Add collaborators, if you wish to raise funds as a team



Now your page is ready to be shared with your peers, friends and family

Please note that a collaborator can be added at any time during the campaign. However, only the creator or owner of the page will be eligible for individual fundraising incentives.

Three Ways to Raise Funds

Fundraisers can raise funds online, offline or, in special cases, directly to their chosen NGO's bank account.

Offline

After selecting an NGO and setting a target amount, a Donate button gets activated on the fundraiser's page, allowing them to gather funds online through a payment gateway for their campaign.

Offline

Fundraisers have the option to raise funds through offline means, such as cheque or DD payable to 'United Way of Mumbai' or through direct bank transfer to UWM's bank account.

Direct to the NGO

During the TMM 2025 fundraising campaign, fundraisers who have achieved the Change Influencer level (INR 2.5L) unlock the privilege of receiving donations directly into their NGO's bank account and adding it to their fundraising tally.

Individual Fundraising

Types of Fundraisers

Young Leaders

Individuals below the age of 21 years (born on or after 19th January 2004) are identified as Young Leaders at the TMM 25 and featured in a separate leaderboard on UWM's website. Among them, those who raise a minimum of INR 1 Lakh, are considered Eligible Young Leaders and they get certain special incentives as mentioned below.

Special Benefits (in addition to fundraiser benefits mentioned on page no 15)

- Eligible Young Leaders, receive a complimentary special running Bib for any race category (subject to age qualifications and bib availability) that is non-transferable.
- Eligible Young Leaders post event, receive an official certificate and a letter of recommendation from Procam International and UWM.
- Other privileges depend on the fundraiser level achieved.
- The top 10 Young Leaders are recognized on LinkedIn by United Way Mumbai and TMM.
- Young leaders under 18 years who achieve the Change Investor level or higher will receive an additional pass to the Philanthropy Awards Nite.
- The top 10 Young Leaders get to meet the Event Ambassador and receive signed mementos.
- Additionally, eligible Young Leaders receive a digitally signed memento from the event ambassador.

Change Runners

Individuals raising INR 1.75L and above for their supported NGOs are known as Change Runners.

Employee Fundraiser

Individuals who belong to any of the participating corporates at the TMM and decide to raise funds and select their corporate while creating their fundraising page are categorised as employee fundraisers.

Special Benefits

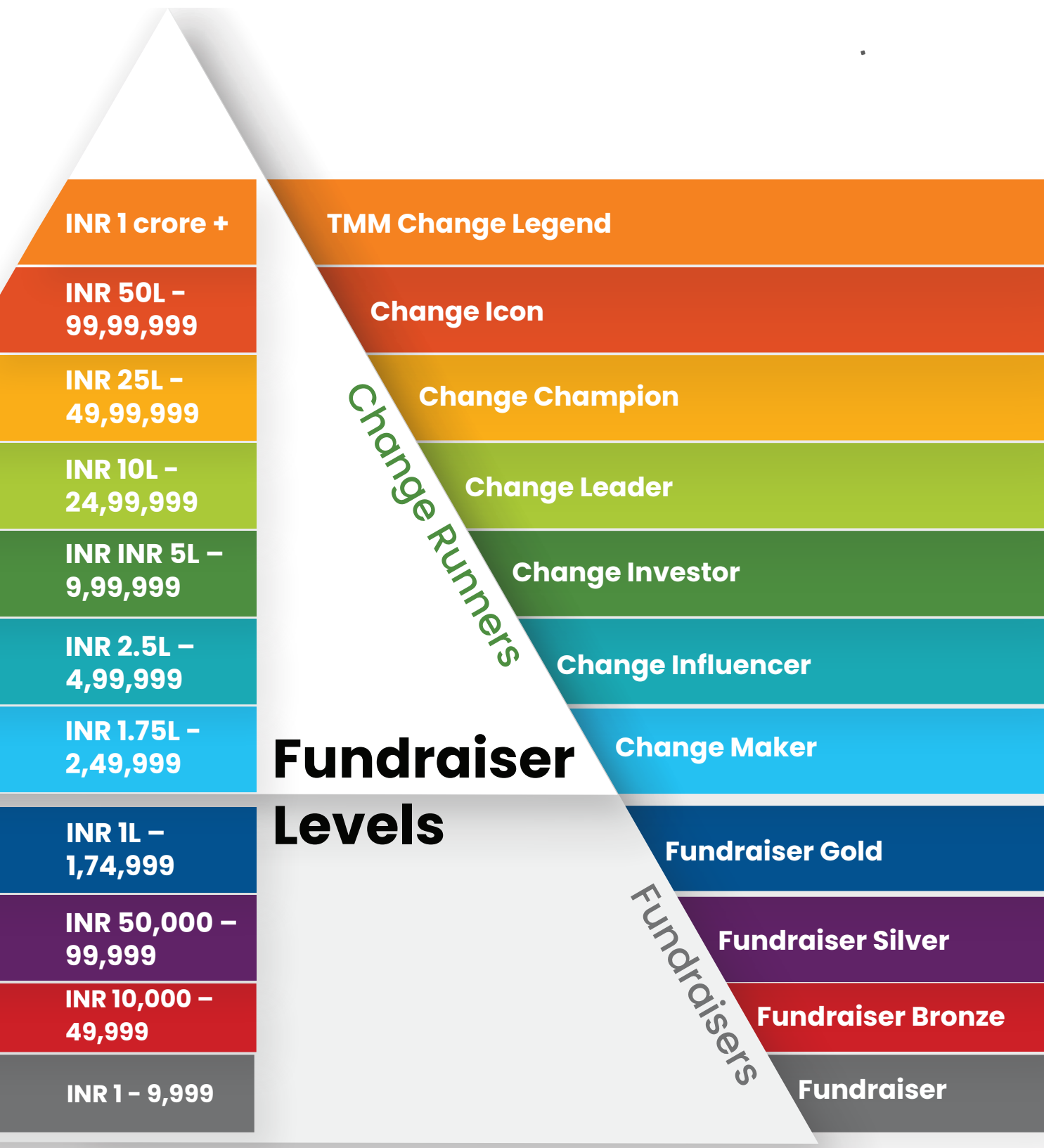
- For employee fundraisers, UWM retains upto 2% on **offline funds** raised as opposed to upto 4% in case of general individual fundraisers.

The remaining incentives as applicable to all fundraisers are mentioned on page no 15.



Individual Fundraising

Levels of Fundraisers



Individual Fundraising

Fundraising Incentives*

Fundraiser Bronze INR 10,000 – 49,999

- By 23rd December, the top 1,000 fundraisers across the Bronze, Silver, and Gold levels are eligible to register for an on-ground Charity Bib in any race category, subject to slot availability. Event fees and conditions apply.
- Each fundraiser can select two race categories in order of preference. Based on the availability of slots in each category, qualifying fundraisers will receive a voucher code corresponding to their chosen preferences.
- In the event of a shortage of slots in a particular race category, fundraisers in the Gold tier will be given priority over those in the Silver tier, and Silver-tier fundraisers will be prioritized over those in the Bronze tier.

- Fundraisers that reach the Bronze level by 23rd December and qualify as top 1000 fundraiser in the Bronze, Silver, and Gold Level receive a special Philanthropy Themed Bib.

Fundraiser Silver INR 50,000 – 99,999

- Fundraisers that reach the Silver level by 23rd December and qualify as top 1000 fundraiser in the Bronze, Silver, and Gold Level receive a commemorative 20th edition Bib.

Fundraiser Gold INR 1L – 1,74,999

- Personalized 6-digit Bib number of the fundraiser's choice on the existing running Bib (subject to availability) until 23rd December.
- Mention in TMM 2025 philanthropy docket.

Change Maker INR 1.75L – 2,49,999

- Event invite to participate in any race category through a Change Runner Bib from the event promoters (event rules apply). If a fundraiser has already registered, their Bib will be upgraded to a Change Runner Bib, with the runner's name printed on it.
- Priority line up in their race category.
- Invitation & access to Procum Marquee + Grand Stand invite for self.
- Event t-shirt.
- Curated goodie bag.
- Photograph + mention in TMM 2025 philanthropy docket.
- Mention on the 'Individual Fundraisers' section of the Philanthropy page on the event website.
- Race day photograph (soft copy), if captured by the event's official photographer (only for Marathon, Half Marathon & Open 10k).

Change Influencer INR 2.5L – 4,99,999

All benefits of Change Maker level +

- From this level onwards, fundraisers have the option to receive donations directly into the NGOs' bank account in addition to raising funds through their campaign page on UWM's website. These donations, received from the time the fundraiser qualifies as a Change Influencer till the end of the TMM 25 campaign will be recognised as funds raised by the fundraisers and will be added to their overall total. UWM will retain 1% on these direct donations. (Please read the section on Direct Donation to NGO on page no 18 for applicable conditions).

Change Investor INR 5L – 9,99,999

All benefits of Change Influencer level +

- Event tracksuit.
- Featured on the Philanthropy Wall at the TMM 2024 Event Expo.
- Invite for self to the TMM 2025 Philanthropy Awards Nite.

*Please note that all incentives are subject to availability with the event promoter. Any changes will be communicated to eligible fundraisers as and when needed.

Individual Fundraising

Change Leader INR 10L - 24,99,999

All benefits of Change Investor level +

- Event sports shoes.
- 1 event invite to participate in any race category from the event promoters for guest / collaborator (event rules apply).
- Procum Marquee + Grand Stand invite for 1 guest/collaborator (Only for on-ground participants) (Total 1 guest + self).
- 1 additional guest invite to TMM 2025 Philanthropy Awards Nite (Total 1 guest + self).
- Photograph + quarter page feature in TMM 2025 philanthropy docket.

Change Champion INR 25L - 49,99,999

All benefits of Change Leader level +

- Additional 1 event invite to participate in any race category from the event promoters for guest/collaborator (event rules apply) (Total 2 guests + self).
- Procum Marquee + Grand Stand invite for additional 1 guest/collaborator (Total 2 guests + self).
- 1 additional guest invite to TMM 2025 Philanthropy Awards Nite (Total 2 guests + self).
- Part of a banner (on a rotational basis) on the 'Individual Fundraisers' section of Philanthropy page on the event website.
- Photograph + half-page feature in TMM 2025 philanthropy docket.

Change Icon 50L to 99,99,999

All benefits of Change Champion level +

- Additional 1 event invite to participate in any race category from the event promoters for guest/collaborator (event rules apply) (Total 3 guests + self).
- Procum Marquee + Grand Stand invite for additional 1 guest/collaborator (Total 3 guests + self).
- 1 additional guest invite to TMM 2025 Philanthropy Awards Nite (Total 3 guests + self).
- Photograph + Full-page feature in TMM 2025 philanthropy docket.
- Feature in the print ad in Times of India.

TMM Change Legend INR 1 Crore +

All benefits of Change Icon level +

Fundraisers who raise over INR 1 crore in a single TMM edition are recognized as TMM Change Legends. This prestigious title honours their exceptional commitment, transcending across TMM editions. TMM Change Legends hold a special place on the Wall of Change at TMM Expo and Procum Marquee, leaving a lasting legacy. They are welcomed to be part of all related Tata Mumbai Marathon events.

- Fundraisers that qualify in this category will permanently feature with name + photo + 120 words bio on the event website.
- Souvenir signed by the event ambassador.
- Additional guest invite to TMM 2025 Philanthropy Awards Nite on request.
- Invite to TMM launch ceremony every year.

Individual Fundraising

Incentives for Top Fundraisers

- Top 10 Young Leaders as on 23rd December, 2024 will be invited for a meet and greet with the International Event Ambassador .
- Video message from top 10 Young Leaders (to be sent by the Young Leaders) talking about their philanthropic involvement at the TMM 2025 will be highlighted by the event promoter on the official social media handles .
- Top 5 fundraisers as on 23rd December, 2024 will be featured during the LIVE telecast on race day 19th January, 2025 in form of a static image.

UWM Retention as per Fundraiser Levels

| Category | Level | Min. Fundraising Amount | Retention | | | |
|----------------|-------------------|-------------------------|-----------|---------|---------------|----|
| | | | Online* | Offline | Direct to NGO | |
| Fundraisers | Fundraiser | INR 1 | 0% | 4% | NA | |
| | Fundraiser Bronze | INR 10,000 | | | | |
| | Fundraiser Silver | INR 50,000 | | | | |
| | Fundraiser Gold | INR 1,00,000 | | | | |
| Change Runners | Change Maker | INR 1,75,000 | | 0% | 3% | 1% |
| | Change Influencer | INR 2,50,000 | | | 2% | |
| | Change Investor | INR 5,00,000 | | | 1.5% | |
| | Change Leader | INR 10,00,000 | | | 1% | |
| | Change Champion | INR 25,00,000 | | | 0.5% | |
| | Change Icon | INR 50,00,000 | | | 0% | |

*UWM absorbs payment gateway charges to ensure 100% of the donations is disbursed to the NGO in full.

Individual Fundraising

Offline Fundraising Process

- Step 01** Enter Cheque/DD/NEFT* details (issued in favour of United Way of Mumbai) at the backend in the fundraiser's page (Fundraiser Dashboard > TMM Donations > Add Offline Donations > Enter Cheque/DD > donor details).
- Step 02** Download the donation report from the fundraiser dashboard, print a copy and send it along with the cheque / DD to the UWM office. **
- Step 03** UWM will update the offline donation amount on the fundraiser's page once the cheque / DD has been realised in UWM's bank account.

***For NEFT, a fundraiser needs to only enter the donor & donation details on their fundraising page and do not have to send any donation report to UWM.**

****UWM office address: 6th Floor, C Wing, Mumbai Educational Trust, Gen. AK Vaidya Marg, Bandra Reclamation, Bandra (West), Mumbai 400 050.**

Please Note

- Cash donations are not accepted; Donations without PAN and incomplete donor details are not accepted.
- Individual Fundraisers cannot accept contributions from foreign nationals through the online/offline mode on their pages. They can only accept it through the Direct Donation Mode.

Direct Donation to NGO

From the Change Influencer level upwards, fundraisers can receive donations directly into the bank account of the NGO and account it in their TMM 2025 campaign. This option is available to fundraisers only after they have raised INR 2.5 lakhs on the UWM website through online/offline donation. There will be 1% retention on the donation amount that is transferred directly to the bank account of the NGO. This retention would be deducted from the total fund raised amount before disbursement.

In order for these direct donations to be verified and recognized as funds raised at the TMM 2025, fundraisers need to follow the steps outlined in the chart on page 19. NGOs can also assist or support their fundraisers by making the direct donation entry on behalf of the fundraiser through their NGO page.

Since NGOs have the option to make an entry on behalf of an individual fundraiser, please ensure that no duplicate entries are made, as any duplicity found against the save donation may lead to disqualification from the event. Regardless of whether a fundraiser or an NGO makes an entry, NGOs need to share a bank statement as supporting proof and donor acknowledgment along with other required steps to ensure verification & genuineness of the donation entered.

Upon successful verification, it will be marked as a successful donation. Retention amounts based on the fundraising level are applicable. In case of any uncertainty around the source or purpose of the donation, UWM reserves an uncontestable right to disallow the inclusion of the donation in the fundraiser & NGO's donation tally for TMM 2025. Only actual donation amount received in the NGOs' bank account from the date the fundraiser qualifies as Change Influencer till the end of the campaign on 5th February 2025, will be considered as funds raised through the TMM 2025 campaign. Any contributions made outside the designated timeframe or on crowdfunding / other websites will not be accepted.

Individual Fundraising

Making an Entry for a Direct Donation

- Step 01** The NGO selects the fundraiser / fundraiser selects the NGO and enters the donor and donation details along with the supporting document.
This triggers an email to the donor to confirm the donation. Status of the donation on dashboard shows “donor confirmation pending”
- Step 02** The donor confirms donation details by clicking Yes / No. Status of the donation on dashboard shows UWM confirmation pending / Donor rejected donation details
- Step 03**
- The UWM team verifies and confirms/rejects the donation details.
 - This triggers an email to the NGO. Status of the donation on dashboard shows success / failed.

Please Note

- Race day privilege status will be as achieved by all fundraisers by Monday, 23rd December 2024.
- All Fundraisers achieving Fundraiser Gold level and above after Monday, 23rd December 2024 will be acknowledged on the website and the post event docket, but are not entitled to race day benefits.
- Event rules will be applicable on the additional guest bibs.
- Race day photographs will be available through the official event photographer, if captured on the race route. UWM & Procam cannot be held responsible for any photograph not being captured by the event’s official photographer.
- Young Leaders are eligible for a Special Number Bib with their name printed upon raising INR 1 Lakh, instead of the INR 1.75 Lakhs required for other fundraisers.
- Donor details of a fundraiser will not be shared with the NGO to ensure data privacy. They must obtain this directly from the fundraisers with their consent.

Corporate Team Participation

The Corporate Team category is designed for companies to form employee teams for the Tata Mumbai Marathon and raise funds for their chosen NGOs. This initiative fosters employee engagement, team bonding and contributes to various causes. In TMM 2024, 8000 employees from 179 companies participated and raised INR 22.76 crore for their NGOs. On race day, corporate employees enjoy a special tent for an enhanced experience.

The event enables corporates to invest in their employees' well-being and engage them in charitable activities. Research suggests that volunteering, donating to charity, and acts of kindness improve mental health, reduce stress, and enhance overall well-being. Many corporates use fundraising challenges, campaigns, and contests throughout their TMM participation.

Participating as a Corporate Team offers companies the following benefits:

- 1. Foster a socially conscious workplace:** Empower employees to raise funds and awareness for causes they deeply care about, creating a positive and socially conscious environment.
- 2. Enhanced race day experience:** Provide employees with a unique race day experience in the Corporate Tent, including team bonding activities.
- 3. Brand visibility:** As corporates opt to invest in branded t-shirts for race day, it gives them a branding opportunity during the event. Their brand gains visibility in front of thousands of runners and numerous spectators. The more participants in the contingent, the greater the visibility.
- 4. Fundraising through pledges:** Corporates can raise donations through employee contributions & pledges, such as employees donating their leaves towards a cause each year. The accumulated amount is then donated to the supported NGOs.

Corporate Tent

This is a unique benefit for corporate participants. On race day the event promoters set up a dedicated tent in the holding area exclusively for Corporate Teams participating through philanthropy. The tent offers various enjoyable activities such as games, zumba, foot massages, art and craft, photo booths, team challenges, and refreshments. This ensures that corporate team participants have a memorable and distinct experience at the Tata Mumbai Marathon in addition to their run.

Incentives/Benefits for Corporate Team Runners

Some of the other benefits that members of the Corporate Teams have are:

- Corporate teams that take Half Marathon Bibs through charity receive timing relaxations for their runners that are not available in general registration.
- 'Company Name' will be mentioned on the Bibs of the runners.
- Corporate runners in the Dream Run category will have line up priority ahead of general category on race day.
- Corporate Team runners will be hosted in a special Corporate Tent, separate from the general runners on race day.
- Company name will be acknowledged in the Corporate Tent.
- Company will be acknowledged in the philanthropy docket.

Corporate Team Participation

- Employee fundraising workshop will be conducted by UWM and beneficiary NGO, upon prior request, for team members.
- Easy single point collection of Bibs for all employees irrespective of race category from the UWM counter at the Expo.
- Leaderboard of Top 10 Fundraising Corporates as on 26th December 2024 will be featured during the Live Telecast.

Bib Allocation as per Team Sizes along With Donation Amount

Companies have the flexibility to form teams of 20, 30, 50, or 100 runners by making a non-refundable contribution. This contribution includes donations to the selected NGO/s (which must be registered with UWM for TMM 2025) and UWM. The race fee for team members is separate from the donation amount and is to be paid directly to the event promoter – Procam International Pvt. Ltd. when submitting the final team, following the invoice sent by them.

Companies wishing to contribute from their CSR budget and in order to be in accordance with the CSR law, which mandates contributions be made directly to projects eligible as per the company's CSR policy, can opt for the split cheque option. In this option, the total contribution is split between the NGO (for the project) and UWM as per the table below.

Companies who do not need to contribute from their CSR budget can make a single donation to UWM and UWM will disburse the contribution to the selected NGO as per the following table.

Corporate Team registrations operate on a first-come, first-served basis due to limited slots available. Historically, Corporate Team slots tend to fill up before the deadline, so companies are strongly encouraged to register early.

| Team Size | Total Donation Amount (Single contribution) | Donation for Split Contribution | | Category Restriction for 10K |
|-----------|---|---------------------------------------|--|------------------------------|
| | | In the name of 'United Way of Mumbai' | In the name of beneficiary NGO (for the project) | |
| Team 20 | INR 4,60,000 | INR 43,000 | INR 4,17,000 | Upto 8 |
| Team 30 | INR 6,60,000 | INR 60,000 | INR 6,00,000 | Upto 12 |
| Team 50 | INR 10,50,000 | INR 94,000 | INR 9,56,000 | Upto 20 |
| Team 100 | INR 20,00,000 | INR 1,75,000 | INR 18,25,000 | Upto 40 |

No Restriction per team for Marathon/Half Marathon/Dream Run/Champions With Disability /Sr. Citizens' Run

*A limited number of spots in the Open 10K will be available to the general public through an online ballot system. As this is a lottery-based allocation, securing a spot will depend on chance. Those who are not selected through the ballot will have the opportunity to participate by obtaining a bib through Charity.

- All race categories are subject to availability. UWM reserves the right to inform corporates in advance if slots in a particular race category are not available. In such cases, corporates will not be able to select runners in that category or may have a limited number of slots available. To ensure participation in the desired race category, it is advised to complete Team Submission early and avail participation in all race categories.
- Full Marathon / half marathon runners must fulfill timing criteria eligibility. Half marathon runners in corporate teams have a more relaxed timing criteria.
- Runners in the 10K or Dream Run may be able to shift categories in case of unavailability in either category if selected while registering with the consent of the runner, the single point of contact (SPOC) will be able to shift runner while submitting.

Corporate Team Participation

For companies opting to donate via cheque/DD, the cheques/DDs should be sent to UWM for verification and after verification, UWM will hand them over to the respective NGO/s. In the case of direct bank transfers, NGOs need to share their bank statement as evidence of donations received. The verification of donations is a prerequisite for finalizing Corporate Team allocation.

Please Note

- The contribution amount includes a non refundable donation to the chosen NGO (NGOs registered with UWM for TMM 2025) and UWM retention. The race fees, based on the number of employees, are separate from the donation and must be paid to the Event Promoter - Procam International Pvt. Ltd. upon team submission following the invoice sent.
- Race fees should be paid within 30 days of invoice generation or by 6th December 2024, whichever is earlier.
- UWM does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the corporate to ensure that the Marathon and Half Marathon Bibs are allotted to runners who have a valid timing certificate.
- Valid timing certificate is mandatory for all Marathon and Half Marathon applicants. To check if the applicant is eligible, please refer to the table on the next page or the event website <https://tatamumbaimarathon.procam.in/>
- As per the circular dated June 18, 2014 issued by the Ministry of Corporate Affairs, one off events such as a marathon would not qualify as CSR expenditure for the purposes of Section 35 of Companies Act, 2013.
- Since one off events such as marathon do not qualify as CSR expenditure, the corporate donor shall be solely responsible and liable for compliance in relation to the amounts being paid by the corporate donor for participation in the TMM (including any amount contribution as the event registration fees for Charity Bibs or towards administrative expenses) with respect to provisions relating to corporate social responsibility under the Companies Act, 2013 and the rules made thereunder (including but not limited to Section 135 of Companies Act, 2013).
- All contributions, except event fees regardless of the chosen option, are eligible for tax exemption, and Form 10BE will be emailed by UWM for all donations made to UWM.
- For vendor registration of Procam for race fees, kindly send the form and instructions (if any) to accounts@procam.in
- If Procam rejects a runner's application for any reason, they will refund the entry fee paid by the applicant according to the entry rules. However, any amount donated or contributed to the NGO or United Way Mumbai will not be refunded.
- The Procam fees for the Dream Run under the Corporate Team category will be charged at INR 900 per individual runner, rather than the flat INR 999 fee applied to general groups.

Corporate Team Participation

Relaxed Timing Criteria for Corporate Team Participants Applying for Half Marathon :

The Half Marathon is a timed race category, which means all runners must submit a timing certificate from a previous race when registering with Procam. However, Charity Bib Half Marathon runners benefit from timing relaxation compared to general registrants. This provides them with greater flexibility regarding their timing certificate requirements.

The table below shows the timing relaxation details for the Half Marathon, based on the race category of the timing certificate used for qualification.

| Timing Submitted | Male | Female |
|------------------|---------------------|---------------------|
| Half Marathon | Under 3 hrs 30 mins | Under 3 hrs 45 mins |
| 10k | Under 1 hr 35 mins | Under 1 hr 42 mins |
| 25K | Under 4 hrs 12 mins | Under 4 hrs 30 mins |
| Marathon | Under 7 hrs 18 mins | Under 7 hrs 49 mins |

*The running event must have been conducted within the period of 18 months preceding race day (19th January, 2025), i.e., on or after 19th August 2023.

Corporate Team Registration Process

Corporates register with UWM directly and participating NGOs are requested to share the following information with the corporate SPOC to complete their Corporate Team registration.

- Step 01** If the corporate has participated in an earlier edition of TMM, please login with your existing credentials or email corporate@unitedwaymumbai.org for the same.
- Step 02** If you are participating for the first time, please sign up as a corporate: https://www.unitedwaymumbai.org/corporate_signup.php
- Step 03** Once corporate SPOC has received the login credentials from UWM, they can log in to their corporate page on <https://www.unitedwaymumbai.org/accounts/login.htm>
- Step 04** On the dashboard, on the left side panel, click on TMM Registration Form and fill the entire form, add teams, donation details and submit.
- Step 05** Once you have made the donation and submitted the team request through the corporate portal, drop a confirmation email to corporate@unitedwaymumbai.org so that the UWM team can review your request.
- Step 06** Once the team application is reviewed and the donation details are verified by UWM, the teams will be allocated to your SPOC and they will receive emails with runner registration details.



Corporate Team Participation

Team Submission Process

Corporate runner applications are handled through the official online portal managed by the Event Promoter - Procam International Pvt. Ltd. Runners can register using company-specific unique codes. Many corporates have internal selection processes like interdepartmental competitions, weight-loss challenges, and internal runs to select the most suitable runners to represent the corporate at the TMM.

Please Note

- The Corporate Team submission process will be shared with the launch of Corporate Runner registration portal.



Corporate Team Participation

Employee Fundraising

Employees from participating corporates have the option to enhance their philanthropic engagement in the TMM by fundraising for causes and NGOs of their choice. Fundraising for a cause is a fulfilling and gratifying experience, offering a valuable opportunity to contribute to underserved communities. The benefits for employee fundraisers are outlined on page 13 in the Individual Fundraising section.

For NGOs, employee fundraising presents an opportunity to engage new fundraisers who support their cause. NGOs can request a session with the corporate SPOC to explain their project and requirements to employees, fostering direct interaction. Upon request, UWM can also participate in these sessions to provide guidance on the fundraising platform for employees.

The process for raising funds as an employee fundraiser is the same as Individual Fundraiser with some added benefits mentioned below.

- Top 10 employee fundraisers get a shout-out on LinkedIn from United Way Mumbai & TMM.
- Employee fundraisers who are Change Runners by 23rd December get 1 additional Bib to participate in any race category (Event rules apply), 1 additional Procama Marquee and Grand Stand invite for 1 guest/collaborator (Only for on-ground participants).
- 100% of funds raised online on fundraiser and NGO pages are disbursed to the NGO as UWM absorbs the payment gateway charges. On offline funds UWM retains a maximum of 2% (depending on fundraiser level) as opposed to a maximum of 4% in case of general individual fundraisers.
- All other privileges are applicable to employee fundraisers as per their achieved fundraiser level.
- Top 3 corporates with the highest number of employee fundraisers will get a scroll at the Philanthropy Awards Nite and the company representative will be given a shout-out as well.

Additional benefits* to the companies who have employee fundraisers

Employee fundraisers who have collectively raised above INR 1 Lakh:

1. Company name featured in a prominent section of the Corporate Tent on race day.

Employee fundraisers who have collectively raised above INR 3 Lakh:

1. Company logo featured in a prominent section of the Corporate Tent on race day.
2. Grand Stand and Procama Marquee invite for company representative (one per corporate).
3. TMM Philanthropy Awards Nite invite for the company representative (one per corporate).
4. Feature in the TMM 2025 philanthropy docket.

Employee fundraisers who have collectively raised above INR 5 Lakh:

1. Company logo featured in a prominent section of the Corporate Tent on race day.
2. Grand Stand and Procama Marquee invite for company representative along with a guest (Self +1) (two per corporate).
3. TMM Philanthropy Awards Nite invite for the company representative plus a guest (Self +1) (two per corporate).
4. Quarter page feature in the TMM 2025 philanthropy docket.

Top 3 fundraising companies will have an opportunity to be interviewed by the official radio partner.

*Please note that all incentives are subject to availability with the event promoter. Any changes will be communicated to eligible fundraisers as and when needed.



Corporate Team Participation

Offline Fundraising

Corporates have the option to collect donations on behalf of their employees and contribute as a lumpsum to the corporate-supported NGO. To contribute through offline funds raised, the list with donor details, including PAN number, must be filled and shared with UWM. If the donation is made through cheque/DD, it must be sent to UWM. For direct bank transfers, the details can be emailed to UWM along with the donor details. Once the funds are received, they will be reflected on the corporate page on the UWM website.

Retention: 2% on the total amount raised only on the offline funds submitted.



Top-Up Donations

To inspire runners to give back while registering for their run, the registration process allows all runners at the TMM to donate to an NGO of their choice. It also enables runners to create fundraising profiles to raise funds for an NGO. During registration, runners can donate any amount to their chosen NGO. If no NGO is selected, the donation will be added to a shared pool. The donations in the shared pool will be distributed among NGOs based on privilege levels attained.

Please note

- Donations are non-refundable, regardless of runner registration acceptance.
- Since this donation is handled outside of UWM's platform, a deduction of 4.72% will be made by Procam International Pvt. Ltd., the Event Promoter, for payment gateway charges and processing fees. UWM will distribute 95.28% of the funds received from Procam to the chosen NGO without retaining any portion.
- An 80G receipt and 10BE certificate will be issued for the total donation amount to the donor by UWM.
- NGOs are expected to thoroughly go through all information mentioned on the event website regarding runner registration on www.tatamumbaimarathon.procam.in

Special Number Bibs

As a registered participant in this year's event, runners have the exclusive opportunity to upgrade their bib number to a commemorative 20th edition TMM number or choose a unique 6-digit number that holds personal significance—perfect for marking important dates like birthdays or anniversaries. These special bib numbers are available for any race category. To obtain one, a runner simply needs to make a donation of INR 20,000 to an NGO of their choice.

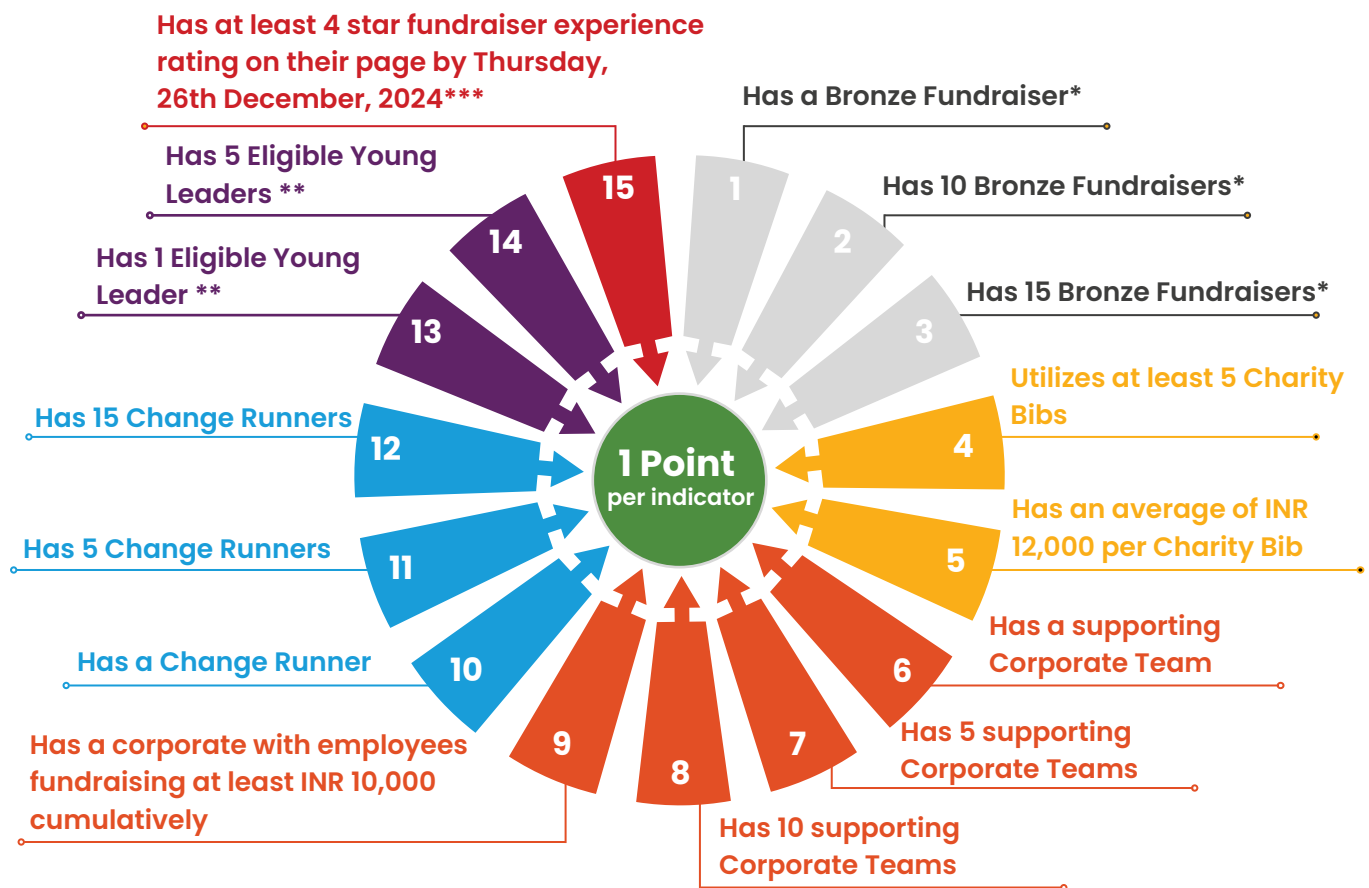
1. To secure the Special Number Bib, one must visit www.unitedwaymumbai.org/tmm-special-bib-numbers.htm and enter the TMM 2025 registration number. The best part? Every rupee of this donation goes directly to the NGO, adding a meaningful dimension to the running experience.
2. The number must not start with 0, and the bib number confirmation is subject to availability.

Please note

- No donation will be refunded once made.
- An 80G receipt and 10BE certificate will be issued for the total donation amount to the donor by UWM.

NGO Privilege Levels

To reward participating NGOs that make full use of the TMM platform, there are 15 indicators that translate into points for an NGO. These points determine the NGO's privilege level at TMM 2025. The privilege level is not a rating of the NGO's work but reflects their level of participation. NGOs can aim to improve their privilege level until Sunday, 4th February 2025. However, the benefits on race day will be based on the privilege level determined on Monday, 23rd December 2024.



* A Bronze Fundraiser is someone who has raised INR 10,000 with at least 5 supporters.
 ** Fundraisers below the age of 21 years as on race day having raised INR 1 lakh fall under this category (born on or after 19th Jan 2004).
 *** Upon reaching the Bronze level with 5 donors, on the NGO page, individual fundraisers can give ratings based on the support and acknowledgement received for their TMM campaign. A minimum 4-star rating provides the NGO with a privilege point. These ratings do not evaluate the NGO's work or projects.

NGO Privilege Levels

Incentives for Privilege Level NGOs



Gold Level
(4-8 points)

- Gold Level badge on the page.
- 1 complimentary Dream Run Bib (race day benefit).
- 1 invite to the Corporate Tent on race day (race day benefit).
- Name to be featured at the TMM '25 Mirchi Get Active Expo (race day benefit).
- Philanthropy Awards Nite invite for the NGO CEO.
- Logo presence and special highlight in the post event docket*.
- Capacity building grant of INR 25,000.**
- Better Bib allocation at TMM '26.



Platinum
Level
(9-13 points)

- Platinum Level badge on the page.
- Additional complimentary DR Bibs (total 2) (race day benefit).
- Additional invite to the Corporate Tent on race day (total 2) (race day benefit).
- Grand Stand invite for the NGO CEO (for self only) (race day benefit).
- Name & logo featured at the Expo (race day benefit).
- Quarter page feature in the post event docket.*
- Capacity building grant of INR 50,000.**
- Better Bib allocation at TMM '26.



Diamond Level
(14+ points)

- Diamond Level badge on the page.
- Additional complimentary DR Bibs (total 3) (race day benefit).
- 30 sec AV from the NGO to be played on a rotating basis at the TMM '25 Mirchi Get Active Expo (race day benefit) (if LED screens are available), Media Centre, and on official social media handles of the event during the race week.
- Additional invite to the Corporate Tent on race day (total 3) (race day benefit).
- Grand Stand invite for the NGO CEO plus One (race day benefit).
- Philanthropy Awards Nite Invite for the NGO CEO plus One (race day benefit).
- Half page feature in the post event docket.*
- Capacity building grant of INR 1,00,000.**
- Better Bib allocation at TMM '26.

*If the privilege level NGO is featured in the Top 5 Fundraising NGOs, they are entitled to a full-page feature.

**The capacity-building grant will be disbursed before 31st March 2025.

TMM 2025 NGO Registration

To participate in the TMM, all NGOs must register with UWM and complete the due diligence procedures. The registrations and due diligence incurs no cost to the NGO. By registering with UWM, NGOs also gain access to different funding opportunities possible at UWM. UWM works with over 150 companies on their CSR & employee giving.

NGO Due Diligence Process



TMM 2025 NGO Registration






Clearing the statutory and financial due diligence process will require the following documents from each NGO

- Certificate of registration of the NGO (Societies Registration Act 1860 / Public Trust Act / Section 8-Company's Act).
- Trust Deed/Memorandum of Association.
- Renewed 12A registration certificate under the income tax.
- Renewed 80 G Certificate.
- PAN Card.
- Last 3 Financial Years audited annual accounts including auditors report/statement of particulars, balance Sheet, Income & expenditure certificate signed by the auditor and the trustees.
- Form 10B of last 3 Financial Years.
- ITR Acknowledgement Assessment of last 3 Financial Years.
- FCRA registration certificate (if applicable) front and back.
- Cancelled cheque (for domestic).
- Address proof (electricity/telephone/internet Bill/ front page of the updated passbook/ lease agreement, etc. Please note the name of the organization should be there in the proof).

Important Deadlines

NGO Registration, Corporate Team Registration and Individual Fundraising starts on: **10th August, 2024**

Important Deadlines

| | |
|--|--|
|  3rd Oct 2024 | Corporate Team Registration Ends. |
|  6th Nov 2024 | Corporate Team Submission Deadline. |
|  18th Dec 2024 | Final Charity Bib Submission Date.* |
|  18th Dec 2024 | Final Charity Bib Runner Registration Date. |
|  23rd Dec 2024 | Special Bib Number Request Deadline. |
|  15th Jan to 18th Jan 2025 | TMM 2025 Expo Dates. |
|  19th Jan 2025 | TMM 2025 Race Day. |
|  5th Feb 2025 | Individual Fundraising Deadline.* |

NOTE:

- Race day privileges of all individual fundraisers (Incl. Young Leaders) and Privilege Level NGOs will be decided on 23rd December 2024.

*Offline Donation will close 5 business days prior to the date.

Race Day

- Entry into the Procum Marquee: Only for Change Runners for self and guest (applicable as per privilege level achieved).
- Entry to event venue: Only for NGOs in privilege level (one pass per NGO in the Gold and Platinum level and two passes for NGOs in the Diamond level).

Important TMM Information

Category Wise Retention Amounts

| Category | Offline | Online |
|--|--|--------|
| Charity Bib | INR 500 | |
| Corporate Team | 8.75% to 9.35% depending on team size. | N.A. |
| Employee Fundraising | 0-2 % depending on fundraiser level. | 0% |
| Individual Fundraising | 0-4 % depending on fundraiser level. | |
| Special Bib Number | | N.A. |
| Direct Donations to NGOs Bank Account (for Change Influencers and above) | 1% | |
| Pledge Raising | 2% | |

Disbursements to the NGOs

All disbursements will be completed before **31st March, 2025**.

Disbursement can be expected in the following order:

- Corporate Team donations by the 1st week of **November, 2024**.
- Charity Bibs donations by the 4th week of **January, 2025**.
- Offline donations by the 2nd week of **March, 2025**.
- Online donations will be done in three batches, **in the first week of October and last week of February**.

Disbursement will be through direct bank transfer hence NGOs are requested to update UWM of any changes in the bank details at the time of registration. Following Foreign Contribution Regulation Rules, UWM will not accept any donation from a foreign source meant for a participating NGO and thus will not disburse any FCRA funds to any participating NGO. NGOs will be required to submit audited financials for FY 24-25 prior to disbursement being made, along with any updates to their due diligence documents.

Donation Receipts

For online donations, receipts are emailed immediately through an automated system. For offline donations, receipts will be emailed within a week of realisation of the cheque. Form 10BE certificates will be sent before June 2025 for the donations received for FY 2024-25.

- All donations made to UWM will be entitled for 10BE certificates. 10BE certificates to donors will be emailed to the ID which was provided while making the donation from form10be@unitedwaymumbai.org. Donors are requested to add this email ID to the safe sender list to avoid the mail going to spam.
- Receipts for Charity Bib donations are system generated and are emailed to the email ID provided.
- PAN number is mandatory for all donations.
- Ensure that the email ID is filled in correctly for all donations along with the PAN Number.



Philanthropy Awards and Recognition

The Tata Mumbai Marathon Philanthropy Awards Nite, organized by Procam International Pvt. Ltd., is an important event that marks the conclusion of the entire TMM cycle. It aims to acknowledge and honour the remarkable efforts and showcase contributions of individuals, corporates, and participating NGOs. The event serves as a platform for awardees and other attendees to come together in a relaxed and informal setting, exchange learnings, build connections for potential collaborations, and celebrate philanthropy.

Please Note

- Further details on the Philanthropy Awards and Recognition will be shared with our NGO partners by the last week of September.



Title Sponsor



Joint Title Sponsor



Associate Sponsor



Sports Goods Partner



Driven by



Hydration Partner



Electric Two Wheeler Partner



Energy Drink Partner



Supported by



Supported by



Supported by



Supported by



Social Connect Partner



Hospitality Partner



Print Partner



Radio Partner



Telecast Partner



Supported by



Supported by



Supported by



Under the aegis of



Medical Partner



Philanthropy Partner



Institution Partner



CWD Facilitator



Inclusion Ally



Certified by



Promoted by



Procam International Pvt. Ltd. (PIPL) is the promoter of Tata Mumbai Marathon (TMM) and shall do all such acts, deeds, matters and things as it may consider appropriate to promote, manage and organize the Event and to exercise and commercially exploit all the rights whatsoever associated with the Event in such manner as it considers appropriate. PIPL will be solely responsible for seeking all necessary approvals required by the law of the land to conduct the event. United Way Mumbai (UWM) is the official Philanthropy Partner for the Tata Mumbai Marathon. All philanthropic activities/campaigns undertaken at the TMM 2025 shall be through United Way Mumbai. United Way Mumbai is not responsible for providing any nature of services/products/publicity branding through paid channels at the TMM. All contributions (donations) made to United Way Mumbai are intended towards the implementation and development of projects by United Way Mumbai and/or UWM's capacity building efforts for the development sector. All the event related benefits/incentives for the participating NGOs/Corporates/Individuals are being provided by the event and the Event Promoter and not United Way Mumbai and remain at the discretion of the Event Promoter.



Philanthropy Partner



United Way Mumbai



Scan here to join the TMM 2025 WhatsApp group for NGO partners and receive regular important updates.

 **UWM Landline Number:** +91-22-69523100

UWM Marathon Helplines: 91670 11900/9833307251/9833307253

 **Email:** TMM@unitedwaymumbai.org

 **Website:** www.unitedwaymumbai.org

 **Twitter Handle:** [@UWMumbai](https://twitter.com/UWMumbai)

 **Facebook:** [/unitedwaymumbai](https://www.facebook.com/unitedwaymumbai)

 **Instagram:** [/unitedwaymumbai](https://www.instagram.com/unitedwaymumbai)

 **LinkedIn:** [/company/unitedwaymumbai](https://www.linkedin.com/company/unitedwaymumbai)