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# What is VDHM

Vedanta Delhi Half Marathon (VDHM) is the world's most prestigious Half Marathon race and the pride of India. Over the past 17 editions the event has had the highest caliber of Elite athletes participating, as well as thousands of amateurs taking to the streets of Delhi. It is arguably Delhi's finest sporting showcase. This year's 18th edition promises to be an extraordinary celebration of the 'Delhi Spirit,' encapsulating the colors of our vibrant capital city.

Each year, thousands of runners, irrespective of gender, age, economic backgrounds, lace the glorious parts of the National Capital, each in pursuit of a goal, be it personal (for health/fitness) or altruistic (extending oneself for the benefit of a cause). The Vedanta Delhi Half Marathon truly transcends sport. It celebrates the power of the collective, a true celebration of the unique spirit which defines Dilli!

The Vedanta Delhi Half Marathon is a throbbing, pulsating, and colorful display of humankind striving for a greater aim of health, fitness, charity, and pride. Besides being the only half marathon race in India to have been awarded the World Athletics Gold Label, it is also one of the largest sporting platforms for philanthropy in India.

The city will come alive on **Sunday, October 15, 2023**, with a fresh enthusiasm and drive to accomplish more with a fresh optimism for a better and more compassionate tomorrow.





## Race Categories at VDHM

There are 5 broad race categories at VDHM

### Half Marathon (21.097 km):

This is the feature race category wherein elite athletes, amateur runners, and running enthusiasts participate, aged 18 years and above (born on or before 14.10.2005), to complete the half marathon distance.

### Open 10K (10km):

This category is open to enthusiasts of a minimum age of 15 years (born on or before 14.10.2008).

### Great Delhi Run (5.2 km):

This category is open to individuals of the age group of 12 years and above, encouraging broader participation and promoting the spirit of running and giving.

### Senior Citizen's Run (4.3 km):

This category is exclusively for senior citizens aged 60 years and above, encouraging and celebrating active ageing.

### Champions with Disability (2.4 km):

This race category is for persons with disabilities, promoting inclusivity and showcasing the determination and strength of differently abled participants. The minimum age parameter for the PwD applicant 12 years (born on or before 14.10.2011) and for Buddy 18 years (born on or before 14.10.2005).

## 5 Pillars of VDHM:

VDHM has 5 key pillars, namely:

1. Boost to Indian Athletics
2. International Pride and Prestige
3. Philanthropy Platform
4. Health and Fitness
5. Communal Harmony

This document caters to Pillar No 3, which is the Philanthropy Platform and details out all necessary information required to enhance, engage and amplify social impact through VDHM.





## Introducing Key Stakeholders:

### Event promoter (Procam International Private Limited):

Procam International Private Limited is a pioneer in the Sports Management industry in India and around the globe. Since its inception in 1988, Procam has embodied a track record of conceptualizing and promoting over 100 international events across a variety of sports. These events have elicited the participation of the highest caliber of athletes, as well as huge public interest and attendance.

Procam was also the sole visionary of building a running community in India and focused on organizing different distance running movements. The Procam's International Big 4- Tata Mumbai Marathon, Vedanta Delhi Half Marathon, TCS World 10K, and Tata Steel Kolkata 25 K are global leaders in their respective distances.

These events have ushered in a running revolution that has helped to redefine the health, fitness, and charity paradigm of our country.

### Event's Title Sponsor (Vedanta):

For two decades, Vedanta has been contributing significantly to nation building. Sustainable and inclusive development are at the core of Vedanta's strategy, with a strong focus on health, safety, and the environment. With an empowered talent pool globally, Vedanta places strong emphasis on partnering with all its stakeholders based on the core values of trust, sustainability, growth, entrepreneurship, integrity, respect and care.

Giving back to society is in the DNA of Vedanta and is focused on transforming the lives of local communities. The company's flagship social impact program, Nand Ghar, has developed more than 4500 model anganwadis with state-of-the-art infrastructure and best in class services focused on eradicating child malnutrition, providing education, healthcare, and empowering women with skill development.

In the Pre-Covid era, the event property was called the Airtel Delhi Half Marathon. Due to change of title sponsor in 2022, the event is called VDHM or Vedanta Delhi Half Marathon.





## Event's Philanthropy Partner (United Way Delhi):

United Way Delhi (UWD) is the esteemed Official Philanthropy Partner for the Vedanta Delhi Half Marathon. United Way Delhi is an independent local not for profit organization affiliated to the United Way Worldwide Family- one of the World's Largest Leadership with 1800 affiliate chapters across 41 countries. Together, we have been working relentlessly since 2008 to advance the common good for the local community through innovative programs in Education, Health, Environment, Financial Stability and Disaster Response.

Renowned for its unwavering commitment to social causes, United Way Delhi plays a pivotal role in leveraging the marathon's platform to drive impactful change. By uniting runners, NGOs, donors and communities, it fosters an atmosphere of altruism and mobilizes resources to address critical issues like education, healthcare, financial stability, environmental sustainability, poverty alleviation and disaster response. Through strategic initiatives and widespread outreach, United Way Delhi harnesses the marathon's spirit to empower the underserved, making a profound difference in the lives of countless individuals and strengthening the fabric of society.

United Way Delhi is the exclusive nodal Philanthropy Partner onboarded by Procam for VDHM 2023.

For more information, visit us at: <https://unitedwaydelhi.org/about-us/>







## The Philanthropy Platform:

Vedanta Delhi Half Marathon is committed to helping civil society organizations (CSOs) change the world for the better through running and fitness. A premier running, VDHM is an excellent opportunity for CSOs to raise donations that support their missions and objective with support from Official Philanthropy Partner, United Way Delhi.

The Philanthropy pillar of the VDHM plays a vital role in fostering a culture of giving back to society and creating a positive impact on the community. This pillar supports building greater awareness to help various small-scale and newer CSOs to grow and get closer to their overall objectives.

Getting on-board on to the Philanthropy platform of VDHM, representing a cause close to your heart, gives your run a whole new meaning. When you hit those tough spots, knowing you're supporting something impactful empowers you to keep pushing through, no matter how rough it gets.

The Vedanta Delhi Half Marathon provides the door to meeting new people and joining hands for a shared and greater purpose, further adding to its never-ending excitement.

The Philanthropy supports organizations working to strengthen the eco-system for the social sector by acting as a bridge and building capacities of CSOs in the areas of Awareness building, communicating their work at a larger platform, building a cadre of supporters and volunteers, and raise resources to further their missions of social development.

CSOs are encouraged to participate through official charity partner, UWD and can raise vital support through runners, looking to get visibility and public support for social impact causes. Runners can choose a cause they are passionate about and dedicate their run to the same with great joy and pride.

To set themselves apart from the crowd on Race Day, many CSO participants rock special gear that represents their cause, making it unique and eye-catching for their social mission – it adds an extra layer of excitement, especially if you're a seasoned marathon runner!

To date, 400+ CSOs have participated in previous editions, raising INR 79+ crore for charitable purposes. In the last edition of VDHM (2022), 50+ CSOs were able to raise mass awareness and resources (1.60 Cr in 45 days) creating an impact on society.





# Ways to engage through Philanthropy Platforms:

## Individual

Where a person is interested in participating as an individual or along with family and/or friends, and create social impact through UWD/chosen CSO, individually or as a group, such individual/s need to.

- Log on to our philanthropy site, create an impact page, choose a cause/CSO listed with UWD and start the journey to becoming a social impact contributor.
- With each added contribution to the cause/CSO, there are added privileges and recognitions as detailed in this document.
- If an individual wants to especially run to the half marathon and does not meet the timing qualification criteria as set by the event promoter, such an individual can still participate by donating to any of the CSOs and receive a Charity Bib.

## Civil Society Organisations (CSOs)

CSOs play a vital role in contributing to the social development efforts of the country through their causes of focus. By participating as an CSO, you can represent a group and advocate for the cause you believe in by getting listed on the philanthropy platform and start your journey of creating social impact.

- Log on to our philanthropy site to list your organization and related social impact cause close to your heart.
- Raise awareness within your network and encourage individuals, groups, corporate partners to list and engage with you to maximize attention and appeal for your cause and project. You can be very creative on how you go about your engagement strategies in highlighting your cause.
- Amplify your cause and page through your social media handles to engage audiences.
- You can also secure charity bibs to donate to your network.

Encourage your friends and family to support a healthy lifestyle and run in the VDHM to support your mission and social cause under the individual or group category, further amplifying your social mission.





## Corporate Participation

At VDHM, corporates can actively participate and showcase their commitment towards social impact causes, which can provide plethora of opportunities for their employees to enhance health and fitness goals coupled with some healthy competitive spirit through the following channels:

- Corporates can contribute (donate) certain minimum amounts to listed CSOs/causes of their choice through the platform.
- Corporates can encourage competitive spirit within teams / departments to contribute towards causes of their choice. A giving campaign can be built internally to harness competitive spirit for greater good.
- Corporates can make additional top up commitment of contributions through their existing corporate social responsibility initiatives.

Corporates can get in touch with the UWD or their empaneled CSOs to get themselves on-board. Overall, the Vedanta Delhi Half Marathon presents an opportunity for corporates to blend fitness, philanthropy, and community involvement through a vibrant and impactful event.

Top contributors in each category will gain access to certain privileges and benefits offered by Procam, which are detailed in the document.







# Participation Process for VDHM 2023

## Participation Process for CSOs in Vedanta Delhi Half Marathon:

Please fill in all the mandatory fields. Also, the following documents must be uploaded to complete the empanelment process.

1. Access the Vedanta Delhi Half Marathon philanthropy portal by visiting [dhm.unitedwaydelhi.org/CSO-registration](http://dhm.unitedwaydelhi.org/CSO-registration)
2. Fill in the required information as requested on the portal.
3. CSO will receive a username and password on their provided email address.
4. Log in to the portal using the received credentials.
5. \*Upload the necessary due diligence documents (listed post this section on the next page).
6. United Way Delhi (UWD) will verify the details submitted by the CSO.
7. Post successful verification of details and submit due diligence documents, make the initial contribution by following the payment link available on your CSO dashboard.
8. Once the contribution is successfully made, the CSO will receive a contribution receipt.
9. Upon verification, UWD will activate the CSO's account and send an email notification.
10. Build the social impact campaign aligned to the CSO's development work and you are ready to spread the word to build support on your campaign page on the VDHM philanthropy site.





### \*Due diligence documents to be uploaded while participation:

- Latest 80G
- Latest 12 A
- PAN Card
- Memorandum of Association/Trust Deed/Registration Document
- Registration Certificate
- ITR (last 3 years)
- Annual report (latest)
- CSR 1 Document
- Impact report (In case you have raised funds in VDHM 2022)
- Balance Sheet (last 3 years)
- Cancel Cheque

### Required bullets to set up the page

- YouTube video link
- CSO website link
- Good quality project picture
- CSO High resolution logo

**\*Important Notice: Exclusive donations for social impact causes under VDHM 2023 via UWD Platform**





# CSOs Participations for VDHM 2023:

The Vedanta Delhi Half Marathon 2023 offers an opportunity for qualifying CSOs to participate to further their social impact causes.

The donation by different CSO categories are as follows:

1. Small CSOs (< 5cr): Minimum INR 5,000/-
2. Medium CSOs (< 5 to 10 Cr): Minimum INR 10,000/-
3. Large CSOs (> 10 Cr): Minimum INR 15,000/-

The donation will be utilized by United Way Delhi's mission to improve lives in a measurable, scalable and sustainable way by mobilizing the caring power of Delhi-NCR.

**Important: Kindly note that all cause-related contribution activities for VDHM 2023 must be conducted exclusively through the UWD Vedanta Delhi Half Marathon platform. Participating CSOs who choose to use an alternative platform to support a cause will not be eligible for consideration and will be restricted from participating. We emphasize that fund attribution for VDHM 2023 is limited to the philanthropy partner website <http://dhm.unitedwaydelhi.org/> only, and use of any other platforms by participating CSOs will result in disqualification and exclusion from subsequent editions of the event.**

## CSO Incentives

The VDHM platform has established a set of indicators to incentivize the participating CSOs who effectively utilize and reach out to the public. Also, VDHM as a platform recognizes the CSO efforts and gives them added support for raising awareness and donations for the respective social impact causes. It's important to note that the incentives do not evaluate the quality of an CSO's work but rather signify their level of involvement and approach to reaching out to the public via the platform of the event.

Each CSO Privilege Level has two or more criteria of benchmarks which a CSO needs to achieve, in full, not as a combination, in order to be classified under a particular category, and thereby be entitled to incentives.





Category	Criteria	Corporates	Social Impact Icon	Social Impact Leader	Social Impact Investor	Young Leader	Charity Bibs	Total	Funds Raised
Diamond	A	5	1			1	5	12	>50 lacs
	B	4	1			2	5	12	>50 lacs
	C	3	2			2	5	12	>50 lacs
Gold	A	3		1		1	5	10	>30 lacs
	B	2		2		1	5	10	>30 lacs
Sliver	A	2			1	2	3	8	>10 lacs
	B	1			2	2	3	8	>10 lacs

Example (To read Diamond category A): A CSO would fall under the diamond category of it raises more than INR 50 lakhs through support from 5 corporates, 1 social impact champion, 1 young leader, and 5 Charity Bibs.

## CSO Privileges Level:

**Note: All the incentives mentioned below will be facilitated by and through Procram International**

### Enhanced Privileges for Silver Level

1. Exclusive silver level recognition via the badge on the website.
2. Receive two donation bibs for the Great Delhi Run\* race category.
3. Access for up to two individuals to the Corporate Tent on Race Day\*.
4. Prominent display of your logo on 'Wall of Change' at the VDHM 2023 Get Active Expo\*.
5. Invitation extended to the CSO's CEO for the Philanthropy Awards function.
6. Grandstand invitation for the CSO's senior representative (only 1) on race day.
7. Logo visibility and special recognition in the post-event docket.
8. Featured on UWD and Event Social Media platforms.

### Enhanced Privileges for Gold Level

1. Experience the ultimate recognition on our page with the prestigious gold-level badge.
  2. Enjoy the thrill of the Great Delhi Run with three donations bibs\* for you and your beneficiaries/friends.
  3. Get exclusive access to the Corporate Tent on Race Day\* for up to two people, where you can network and mingle with industry leaders.
  4. Invitation to the Grandstand (upto 2 CSO representatives) and for the Procram Marquee (for 1 senior representative of the CSO) on race day\*.
  5. Prominent display of your name, logo and cause on 'Wall of Change' at the VDHM 2023 Get Active Expo\*.
  6. Boost your organization's visibility with a quarter-page feature in the post-event docket.
  7. Invitation extended to the CSO's CEO + 1, for the Philanthropy Awards function.
- Gain exposure and reach a wider audience through promotion on UWD and Event Social Media handles.





## Enhanced Privileges for Diamond Level

1. Exclusive Diamond-Level Badge: Showcase your esteemed status and support for the cause.
2. Great Delhi Run Donation bibs: Receive four complimentary entries to participate in the prestigious Great Delhi Run.
3. Prominent Recognition: Prominent display of your name, logo and work carried out by the CSO, on 'Wall of Change' at the VDHM 2023 Get Active Expo\*.
4. Enhanced Outreach: Get a 30-second audiovisual message from your CSO played on a rotating basis at the Event Media Center and shared on the event's social media handles, maximizing your reach.
5. Corporate Hospitality: Get two invitations to the exclusive corporate tent on Race Day, providing remarkable experience for networking and team encouragement.
6. VIP Race Experience: Accompany the CSO Senior Representative (yourself + 2) to the grand-stand and Procam Marquee, ensuring a front-row view of the race action and additional networking opportunities.
7. Receive an exclusive invitation for the CSO's CEO + 3 to attend the Philanthropy Awards function.
8. Prominent Post-Event Feature: Garner attention with a half-page feature in the post-event docket, highlighting your organization's philanthropic endeavors and impact.
9. Amplified Social Media Exposure: Benefit from a dedicated feature on UWD (United Way Delhi) and the event's official social media handles, reaching a broader audience and creating awareness for your cause.

**\*CSOs must achieve the minimum thresholds to avail of race day benefits and get back to United Way Delhi by the 29th September 2023.**

**For the balance benefits listed above, CSOs must achieve the minimum thresholds on or before 31st October 2023.**

**Note: If the Privilege level CSOs are featured among the Top 5 Fundraising CSOs, they are entitled to a full-page feature in the charity docket, a dedicated social media page on philanthropy partner handle. No CSO will be featured twice.**

**Note: All the incentives shall be facilitated by the event promoter Procam International in consultation with Philanthropy Partner United Way Delhi.**

In addition to the above benefits, all CSOs registered with UWD, and who have raised contributions of a minimum of INR 20,000 for their social impact causes, on or before 29th September 2023, will be carried on the Charity Corridor set-up on the route on race day by the event promoter. Silver, Gold and Diamond Level CSOs will be showcased prominently within the said corridor.







# WAYS TO SUPPORT A CAUSE AT VDHM 2023

VDHM 2023 offers CSOs various ways to garner support and gain contributions from individuals and companies to further their social impact.

1. Corporate Team participation
2. Individual Contributions
3. Direct Contribution to CSOs
4. Top-up Contributions
5. Charity Bibs

## CORPORATE TEAM PARTICIPATION FOR VDHM 2023

Embrace the Power of Corporate Team Participation at VDHM 2023!

The Corporate team category is a unique opportunity for companies to participate in the VDHM and support their chosen civil society organization (CSO) through charity collection efforts. By forming employee teams and taking part in the event, companies not only contribute to important causes but also benefit from enhanced employee engagement and team bonding.

Join us as we unite in support of social causes, HR initiatives, and marketing objectives through an extraordinary international sporting event. VDHM 2023 offers an incredible platform to amplify employee involvement and make a lasting impact. It's not just limited to your employees; we welcome the participation of employee families, vendors, clients, and anyone associated with your company.

VDHM supports companies in identifying projects and implementation partners. United Way Delhi also enables the monitoring and reporting of projects that the company supports. UWD publishes the social impact report on the CSOs page and also through the Charity docket.





On race day (15th October), an exclusive tent awaits our corporate participants, thoughtfully organized by the Event Promoter. This dedicated space will be brimming with excitement, as it becomes a hub for employees to engage in various enjoyable activities before and after conquering the Finish Line!

Let's seize this opportunity to ignite motivation, foster teamwork, and create unforgettable memories. Together, we can make a difference and celebrate our shared achievements at VDHM 2023!

## Corporate Team privileges

Unlocking Exclusive Benefits for Corporate Teams!

Corporate Teams can enjoy a host of exciting perks that will elevate their race day experience and showcase their commitment to social impact. All privileges and recognitions are provided by the event promoter in consultation with UWD.

Here's what corporates can look forward to:

1. **Staying Informed:** Receive regular pre-race day updates and important communication from UWD, ensuring they are well-prepared and connected throughout their journey.
2. **Inspiring Teams:** In addition to the regular event updates, UWD team will send tips on effective fundraising and standardizing presentations, which CSOs can share with the company supporting them. Companies can be encouraged to curate fun activities leading up to race day, involving not only the participating team, but also where possible the company, dovetailing the cause supported, fostering and inspiring members towards a common cause.
3. **Standing Out:** Companies will gain recognition on the UWD's VDHM philanthropy microsite as well as on UWD's social media highlighting their dedication to corporate social responsibility and community engagement.
4. **Seamless Registration:** A special Corporate Module has been designed by the event promoter for companies supporting a cause to register their team members in a simple, yet efficient manner. Corporates can reach out to the philanthropy partner for facilitation of the process.
5. **\*Embedding A Mark:** Once a company completes its registration process, including the employee registration process using the Corporate Module, on or before 29th September 2023, the name of the company will be proudly printed on respective team members' running number bibs (applicable only for Great Delhi Run running bibs). Companies can showcase their commitment to the cause and enjoy enhanced visibility VDHM 2023 race day.
6. **\*Maximum Exposure:** Corporate teams will be showcased on the 'Wall of Change' at the Get Active Expo during race week, where thousands of participants and visitors gather. Gain valuable visibility and strengthen your brand's association with wellness and social responsibility.





7. \*Exclusive Holding Area: All corporate team members will be hosted in a special Corporate Team tent on race day, providing a comfortable and dedicated space for their teams to gather, bond, and prepare for the event.
8. \*Presence on the Charity Corridor: Corporate teams contributing ₹5 lakhs or more to their chosen CSO will have a prominent banner featuring their name, and the logo of the CSO/s they are supporting, showcasing the impact to thousands of spectators and supporters.
9. \*VIP Access: Upto two members of the top management of companies contributing a minimum of ₹10 lakhs at the 2023 edition will be invited to the exclusive Procam Marquee and the Grandstand on race day. They will get a front view of the race day magic unfolding.
10. \*Capturing race day magic: Race day photograph (digital version) of top two fundraising members of a corporate team, who have raised a minimum of ₹ 25,000 each, and reported to United Way Delhi on or before 29th September 2023. Race day photographs are subject to being captured by official photographer, One Glint.
11. Acknowledgement: Corporate Teams will be acknowledged in the official post-event docket, ensuring that team efforts and impact are celebrated and shared with the wider community.

**\*Note: All the incentives shall be facilitated by the event promoter Procam International in consultation with Philanthropy Partner United Way Delhi**

When registering for team sizes of 15, 25, and 40 members, companies in this category are required to make a non-refundable contribution. This contribution includes contributions to the selected CSO/s (which must be registered with UWD for VDHM 2023) as well as the operational costs of UWD. The individual run registration fee for team members should be remitted separately, payable to "Procam International Pvt. Ltd.," during the final team submission. The amount should be based on the invoice provided by Procam.

**\*Corporates that complete formalities and submit their teams (including their teams registering on the Corporate Module) on or before 29th September 2023 in order to avail of Get Active Expo and race day related benefits. Post this company name will not be printed on the bib.**





Donation	Donation to UWD (Minimum donation)	Donation/Grant to CSOs	Team Size
INR 3,00,000	INR 30,000	INR 2,70,000	15
INR 4,50,000	INR 45,000	INR 4,05,000	25
INR 6,00,000	INR 60,000	INR 5,40,000	40

## Corporate Team Participation process:

Once corporate confirms the team participation to the philanthropy partner, United Way Delhi (UWD), will share a team participation link with the company's special point of contact (SPOC). Team members of the Corporate Team need to individually register for the run using this link. On completion of individual registration, and on successful submission of the team list by the SPOC, an invoice will be generated for the event run registration payment. The company needs to pay the run registration fees directly to Procama International Pvt. Ltd. through online mode or as a bank transfer.

### Stage 1

To support CSOs/causes they care about, corporations can connect with United Way Delhi. They can do so by contacting us at [delhihalfmarathon@unitedwaydelhi.org](mailto:delhihalfmarathon@unitedwaydelhi.org). Corporations have the option to select the category and number of runners they want to participate in, and they can make corresponding contributions based on their chosen team size.

### Stage 2

Individual team members registering using the link can select the race category they individually wish to run on race day. The company needs to initiate paying the consolidated race fees (depending upon the race categories chosen by the team members) to Procama International. The total sum will depend on how many team members have completed their run registration application and the final numbers submitted by the Company SPOC.

**Important – no changes in team registrations will be entertained once the SPOC submits the team list.** If the company wishes to collect the running number bibs of all employees irrespective of race category at a single counter within the expo, company needs to provide a declaration on the company letterhead to the event promoter.







CSO contribution amount will in favor of the United Way Delhi. For a company that is willing to contribute online, NEFT details will be shared for the same by UWD.

**\*Note: Please note Corporate Team running number bibs will be handed over at the Get Active Expo only on the company remitting the applicable run registration fees no later than 6 October 2023. The applicable run registration fees must be paid to the event promoter (Procam International Pvt. Ltd.) online or through a bank transfer (details will be mentioned in the invoice**

**Companies who contribute from their CSR budget are mandated to contribute directly to projects or programs for the CSO they are supporting.**

1. The Ministry of Corporate Affairs, in a circular dated June 18, 2014, stated that participating in events such as marathons would not count as Corporate Social Responsibility (CSR) expenditure under Section 135 of the Companies Act, 2013. The corporate donor is responsible for ensuring compliance with CSR provisions, including Section 135 of the Companies Act, 2013 and related rules, for contributions made to participate in the VDHM (including event registration fees used for BIBs or administrative expenses) through UWD.

2. All contributions made to United Way Delhi are eligible for 80G tax exemption, and a receipt will be sent via email.

3. Depending on the chosen option, UWD will either distribute the funds to the CSO or provide a split cheque to the CSO.

4. The corporate contribution does not cover the event participation fees for the runners. The applicable event fee must be paid separately to Procam International Pvt. Ltd. within 30 days of the invoice date or by the specified date, whichever is earlier, after team submission.

5. The corporate registration form and cheque(s), whether single or split, should be sent to UWD. After verifying the split cheque, UWD will hand it over to the CSO. In the case of direct bank transfers, the recipient CSO must provide a bank statement to confirm the contribution. Team allocation to the corporate will only occur after the split contribution's verification is complete.

6. If a corporate entity is not registered under the Indian Companies Act, 1956, and is a wholly owned subsidiary of a foreign company, it falls under FCRA (Foreign Contribution Regulation Act), requiring the beneficiary CSO to have FCRA registration. The corporate entity must also provide a company letterhead declaration confirming the same and the said FCRA funds can only be contributed towards the directly implemented projects of UWD.







# Individual Participations for Vedanta Delhi Half Marathon 2023:

Individual contributions are the backbone of the philanthropic efforts at the Vedanta Delhi Half Marathon. Individuals who are motivated and are willing to contribute for social impact causes, choose CSO/s who have registered with UWD (VDHM philanthropy partner). Social Impact Contributors (as categorized below) are free to support any social impact cause of their passion. The CSOs are listed on the VDHM philanthropy site and based on one's affiliation, can start building awareness and resource mobilization support for social impact causes of their choosing. Such individuals commence their benevolent endeavors by creating their campaign pages on UWD's VDHM philanthropy microsite - these pages are equipped with diverse features that facilitate effective steps for the campaign.

## Social Impact Contributors (Individuals)

Individuals who decide to support their preferred CSO/cause at the Vedanta Delhi Half Marathon 2023, are recognized as Social Impact Contributors. Their efforts are aimed at creating a positive impact and generating awareness and resource mobilization support to further a social impact cause. As Social Impact Contributors achieve different levels of support, they are recognized at VDHM for their passion.

### Category wise Breakup:

Sr. No.	Category	Target	Contribution to UWD
1.	Social Impact - Young Leader (Below 18 years)	INR 75,000	4.00%
2.	Social Impact Enabler	INR 10,000 to INR 99,999	
3.	Social Impact Maker	INR 1,00,000 to INR 2,49,999	3.00%
4.	Social Impact Investor	INR 2,50,000 to INR 4,99,999	
5.	Social Impact Leader	INR 5,00,000 to INR 9,99,999	
6.	Social Impact Champion	INR 10,00,000 and above	

\*\*Applicable payment gateway charges for online contributions.

Contribution made to United Way Delhi will be utilized towards United Way Delhi's projects aligned with their mission of improving lives in a measurable, scalable and sustainable way by mobilizing the caring power of communities.





## Who are Young Leaders?

VDHM honors the enthusiasm of the youth in India and motivates them to engage in activities that promote social consciousness, raising awareness and inspiring others to get involved. Young individuals who generate support for the causes they deeply care about, and are 18 years old or younger as of 14th October 2023, are categorized as Young Leaders. When they successfully raise donations of INR 75,000 or more, they will get a complimentary running bib for the Great Delhi Run category in the event. The bib includes a personalized 6-digit number of their preference, as long as they meet the event's eligibility criteria.

**This bib is non-transferable.**

- All Young Leaders gathering support of INR 75,000 or more for social impact cause, receive an official certificate in recognition of their efforts.
- All other recognitions and retentions apply to Young Leaders as per the fundraiser level achieved which is detailed in the table below.

Category/ Benefits	Social Impact Champion	Social Impact Leader	Social Impact Investor	Social Impact Maker	Social Impact Enabler	Young Leader (Less than 18 years)
	(INR 10,00,000 above)	(INR 5,00,000 to 9,99,999)	(INR 2,50,000 to 4,99,999)	(INR 1,00,000 to 2,49,999)	(INR 10,000 to 99,999)	(Upto to INR 75,000)
<b>Digital Visibility</b>						
Fundraising page on United Way Website	✓	✓	✓	✓	✓	✓
- Promotion on United Way Delhi social media	✓	✓	✓	✓	✓	✓
- Highlight on United Way Delhi social media	✓	✓	✓	✓	✓	✓
- Mention the 'Champions' Section of Philanthropy page on the event website	✓					
- Mention on the UWD's Marathon website (rotational basis)	✓	✓	✓	✓	✓	✓
<b>Registration Related:</b>						
- *Complimentary run registration	✓	✓	✓	✓		✓





Category/ Benefits	Social Impact Champion	Social Impact Leader	Social Impact Investor	Social Impact Maker	Social Impact Enabler	Young Leader (Less than 18 years)
	(INR 10,00,000 above)	(INR 5,00,000 to 9,99,999)	(INR 2,50,000 to 4,99,999)	(INR 1,00,000 to 2,49,999)	(INR 10,000 to 99,999)	(Upto to INR 75,000)
Facilitation in run registrations	✓	✓	✓	✓	✓	✓
- Special bib number (customized bib number)- by 28th September	✓	✓	✓	✓		✓
<b>Leading to Get Active Expo</b>						
@ Get Active Expo on Wall of Change	Featured	Featured	Featured	Featured		Featured
- Pasta Party invite	For self + 1	For self + 1				
- Event Track Suit	✓	✓	✓			
- Event Tee	✓	✓	✓	✓		✓
- Shoes	✓	✓				
<b>Other privileges:</b>						
- Appreciation certificate						✓
- Appreciation Email					✓	✓
- Feature in the post-event docket published	Full Page Feature	Highest Fundraiser (Half page)	Highest Fundraiser (Half page)	Highest Fundraiser (Quarter page)		Highest Fundraiser (Quarter page)
- Invitation to VDHM 2023 Philanthropy Awards Night	✓	✓	✓	✓	✓	✓
<b>United Way Delhi Support:</b>						
- Prominent on United Way Delhi Event Home Page	✓	✓	✓	✓	✓	✓
- Pre and Post race day communications	✓	✓	✓	✓	✓	✓
- Team Support on call/e-mail	✓	✓	✓	✓	✓	✓





\* Provided total target has been met by 29th September 2023

1. Social Impact Contributors will receive recognition based on the amount of funds they successfully mobilize for a social cause, according to the specified brackets. If a Social Impact Contributor mobilizes funds below a certain level, it will qualify for the level below it, as the case may be.
2. Recognitions leading upto race day, and race day related, will be determined by 29th September 2023 for all Social Impact Contributors. People who raise post this date will not be entitled to Race Day benefits.
3. Social Impact Contributors who reach their target by 31st October will be recognized on the VDHM philanthropy site and event docket.
4. Additional guest bibs extended will be only for participation in the general category of Great Delhi Run, no other benefits as mentioned in this document, will be extended to such participants. Prevalent entry rules and regulations will apply to these guest bibs.
  - a. Please note, the registration process of these guest participants, including payment of relevant entry fees to Procam International, must be complete by 29th September 2023.
5. Race day photograph (digital version) will be extended, subject to being captured by the official photographer, One Glint.
6. Young Leaders have the same privileges as Social Impact Contributors on reaching the target of INR 1 lakh and above. They will also be featured in the Young Leaders tab, mentioning the Social Impact category they have achieved.
7. Contributions can be made online or offline (via Cheque/NEFT).





# DIRECT CONTRIBUTION TO CSOs

After completing the participation process with UWD for VDHM 2023, every CSO is assigned a personalized page on the UWD's VDHM microsite. This page showcases the CSO's contact information, details about the social cause, contribution target, and progress, as well as the names of individuals who are actively supporting the CSO.

Additionally, all direct donors of the respective CSO are listed on the page. This setup ensures that all online contributions received through the CSO page are directly disbursed to the CSO. This provides a valuable opportunity for CSOs to connect with supporters who share their beliefs and endorse their cause, ultimately helping them build a comprehensive database of volunteers, supporters and donors.

# TOP-UP CONTRIBUTION

Participants while completing the run registration process on the official event website (<https://vedantadelhihalfmarathon.procam.in>) can now choose to also make their contribution in support of any of the CSOs listed with United Way Delhi. Only local contributions will be accepted.







# CHARITY BIBS

Running slots (bibs) have been reserved for CSOs participating for VDHM 2023 through contributions for their chosen causes. The intent is to provide a means for the CSOs to build new relationships and raise contributions for social impact.

By contributing to an NGO of their choice and/or United Way Delhi, runners can avail Charity bibs.

A half marathon runner who wants to avail of a charity bib, is exempt from timing pre-qualification for the race category. (This offer is exclusively for those availing a half marathon charity bib)

Please reach out to the VDHM philanthropy partner (United Way Delhi) for availing Charity Bibs. If a CSO has a VDHM participant interested in obtaining charity bibs, the CSO can guide them to reach out to UWD. Similarly, if an individual wishes to directly acquire a charity bib, UWD can share the various listed social impact causes by CSOs on the VDHM micro-site as options for their donation/contribution against the Charity Bib.

To maintain a level playing field, a minimum contribution as under is mandatory per bib in order for it to be accepted by UWD:

- a) Minimum contribution of INR 6,000 for a half marathon bib.
- b) Minimum contribution of INR 3,000 for an Open 10K bib.
- c) Minimum contribution of INR 1,500 for a Great Delhi Run.

**\*Note: 10% of the contribution will be utilized by United Way Delhi to further the social impact mission of improving lives in a measurable, scalable and sustainable way by mobilizing the caring power of communities.**





## Process to avail a Charity Bib:

- Step 1: United Way Delhi will allocate charity bibs to the participating CSOs.  
 Step 2: CSO will connect the participants to United Way Delhi to complete the process.  
 Step 3: A minimum contribution to United Way Delhi as laid out above to be successfully completed.

**\*Note: Last date to avail additional charity bibs is 29th September 2023. Also, contribution is Non-refundable.**

- A participant who avails of a charity bib needs to pay the applicable run registration fees directly to event promoter, over and above the contribution to chosen CSO, depending upon the race category chosen by such participant.
  - Event's entry rules and regulations will also apply for availing Charity Bibs, with the exception of the timing qualification criteria for the half marathon participants. An applicant wanting to avail a charity bib in the half marathon category need not submit a timing certificate as a pre-qualification.
  - The charity bibs will be available strictly on first-come-first-serve basis.
  - The last date to avail a charity bib and complete the run registration process, including payment of applicable entry fees to Procam International Pvt. Ltd. is 29th September 2023.
- 10% of the contribution received for each charity BIB will be utilised by United Way Delhi to further the mission of improving lives in a measurable, scalable and sustainable way by mobilizing the caring power of communities.

Category	Online	Offline
Direct Contribution on CSO Page	3% + Applicable Payment gateway charges	5%
Corporate	NEFT Only and contribution to UWD at 10%	10%
Individual Contribution	United Way Delhi Operational Cost varying 5% to 1% + applicable payment gateway charges	5% to 1.00%

**Payment gateway charges as applicable (1.99%-2.75%)**

**For the Event run related details please visit**

**<https://vedantadelhihalfmarathon.procam.in/philanthropy/philanthropy-intro>**





# PHILANTHROPY AWARDS

The Vedanta Delhi Half Marathon Philanthropy Awards, organized by Procam International Pvt. Ltd., is the concluding event of the VDHM 2023 cycle. Its purpose is to acknowledge the remarkable passion and contributions made by individuals, corporations, and participating CSOs. The event serves as a platform for awardees and attendees to interact in an informal setting, facilitating the exchange of best practices and fostering potential collaborations.

Awards Presented at the VDHM 2023 Philanthropy Award Night:

1. The top 3 fundraising CSOs
2. Top 5 Fundraisers in the in the Social Impact Contributors category
3. Top 2 Highest Young Leaders
4. Top 2 Participating Corporates
5. Top 2 Fundraising Corporates





# IMPORTANT DATES

Event Run Registrations starting date: 3rd August 2023, from 7 am onwards CSO Participation starting date: 5th August 2023

Run Registrations ending date: 22nd September 2023

Philanthropy Portal (UWD's VDHM microsite) to go live for registrations: 5th August

Fundraising start -end- 25th July-31st October 2023

Deadline for Race Day privileges – 29th September 2023 Deadline for other benefits – 31st October 2023

Corporate Registrations: 25th September 2023

Final Corporate team registration submission: 29th September 2023

CSOs participation closing date: 5th October (only those CSOs who confirm their participation with UWD on or before 25th September 2023 and have raised contributions of a minimum of INR 25,000, will be carried on the Charity Corridor)

Get Active Expo: Thursday 12th – Friday 13th – Saturday 14th October 2023

Race Day: Sunday, 15th October 2023

# EVENT RUN REGISTRATION FEE

Race Category	2023	
	Indian applicant	Overseas applicant
Half Marathon (21.097 km)	INR 2200	USD 50
Open 10K (10 km)	INR 1500	USD 45
Great Delhi Run (5.2 km)	INR 700	USD 20
Senior Citizens' Run (4.3 km)	INR 350	USD 10
Champions with Disability (2.4 km)	INR 350	USD 10
CWD Buddy	INR 175	USD 10
Virtual	INR 499	USD 50

**Disclaimer: All the event run registration fees will be going to the event organiser Procama International private limited.**





# TERMS AND CONDITIONS

1. Procam International Pvt. Ltd. is the promoter of Vedanta Delhi Half Marathon 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 explain 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.
2. PIPL shall be responsible for all costs of promoting and conduct of the Event.
3. All advertisement, publicity, broadcasting, television, internet, and other media opportunities and rights in connection with the Event vest in and belong to PIPL, who may exploit and deal with the same in such manner and on such terms as it considers appropriate. The media coverage for the PIPL shall arrange the event. PIPL shall in relevant publicity material in respect of the Event ensure that UWD is acknowledged as the Philanthropy Partner of the Event.
4. PIPL may, at its own cost, install branding boards/wall drops showcasing logos of the Event and PIPL within the corporate tent.
5. United Way Delhi is the official philanthropy partner for the Delhi Half Marathon 2023.
6. All philanthropic activities/campaigns undertaken in the VDHM 2023 shall be through United Way Delhi.
7. United Way Delhi is not responsible for providing any nature of Services/Products/Publicity branding through paid channels at the VDHM.
8. All contributions (donations) made to UWD shall be directed towards the implementation and development of projects by United Way Delhi and/or listed partners.
9. All the benefits/incentives for the participating NGOs/Corporates/Individuals are being provided by the event promoter and not United Way Delhi and remain at the discretion of the organizer.

