



SUNFEAST INDIA RUN AS ONE

Philanthropy Model

POWERED BY



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A] INDIA RUN AS ONE (SIRAO) OVERVIEW

The current situation in India is dire. Based on the 2017-18 data compiled by the Periodic Labour Force Survey, it is estimated that due to the lockdown and the halt in economic activities, 140 million informal workers are at the risk of losing their LIVELIHOODS and falling into deeper poverty if the situation persists.

It's time to 'Get Involved'. It's time for every Indian, here and overseas, to rise and empathetically answer the clarion call of those severely impacted.

Promoted by Procam International Pvt. Ltd. (Procam), SIRAO is a first-of-its-kind digitally supported participatory event, that encourages purposeful fundraising by individuals and corporates, from within India and across the world, in support of members of marginalised communities who have lost their livelihoods due to Covid-19.

Designed on the 3 pillars – Community, Mental & Physical Health, and Social Impact – SIRAO is dedicated to helping members of vulnerable communities who are economically challenged as a result of COVID-19. Enabled by SIRAO's Social Impact Partner, GiveIndia, funds raised will ensure livelihood regeneration, operating capital to start a new business, expenses to take care of existing business, upskilling, helping farmers with equipment & raw materials, basic infrastructure development work, mask making, skill training – the end objective of being catalysts to help the communities become self-reliant.

About Procam

Founded in 1988 by Anil Singh and Vivek B. Singh, Procam International is committed to elevate and enliven the professional face of sports and players. With an open, transparent culture founded on an unshakeable core of integrity, Procam offers turnkey solutions for the wide spectrum of services required to successfully conduct premium world-class sporting properties across disciplines including cricket, tennis, football, volleyball, WWE, badminton, squash, rugby, horseracing, and of course, distance running. This proficient and impeccable modus operandi has resulted in forming valuable relationships with our partners.

Procam is the pioneer of distance running revolution in India. The running, and participative sporting events, journey which started with the Mumbai Marathon 2004 has always had 'philanthropy' and 'social good' at its heart. Across the last 16 years, their four marquee international races have successfully been platforms to raise more than ₹440 crore in charity, impacting 750+ NGOs.

About GiveIndia

GiveIndia, India's largest and most trusted online giving platform, is SIRAO's Social Impact partner. With contributions of over ₹650+ crore from 13 lakh donors and 150+ corporates, supporting 1,400+ non-profits, and impacting 45 lakh lives across 23 states in India. In the 3 months of COVID relief work, GiveIndia set up the India COVID Response Fund that raised ₹200 crore, impacted 200 NGOs and supported more than 35 Lakhs plus Indians. GiveIndia is partnered with various NGOs who are working towards creating viable livelihoods for the millions of people who have faced a loss of income due to the pandemic. Through SIRAO, GiveIndia will be bringing these trusted NGOs closer to donors who are passionate to make a difference in the lives of these beneficiaries.

B] RAISING FUNDS THROUGH SIRAO

All donations and funds raised at SIRAO, will be through the GiveIndia platform (unless specified otherwise in this document). Given below are details of how individuals and companies can get involved in SIRAO and make charitable contributions towards the cause of Livelihood Generation.

INDIVIDUAL FUNDRAISING

How can an individual get involved and contribute?

To enrol for SIRAO, an individual is first required to complete the registration process on the SIRAO website – <https://runasone.procam.in> - by filling in all mandatory fields and paying the applicable entry fees (entry fees are detailed on page 13).

- *25% of the registration fee paid is reserved as **donation amount**. GiveIndia will disburse it to NGOs on the basis of recommendations from the ICRF Steering Committee.
- *Increase 25% to any amount – in the process of completing their registration, applicants can magnify their impact by choosing to **donate more than 25%** of the default registration fee.
- Fundraise - Along with registering for SIRAO, applicants can also choose to **fundraise on the GiveIndia online platform** for an NGO of their choice to support skill training and job opportunities for those worst-hit in the Covid-19.

** Applicants can either choose his/her favoured NGO s/he wishes the donation amounts to benefit, alternatively the said donation amounts will become part of the Charity Pool which will be deployed in the manner specified on page 11.*

Who is a fundraiser?

A fundraiser can be any individual who chooses to impact the lives of those who have lost their livelihoods/incomes during the Covid-19 pandemic. Individuals can also do it in a team, involving their peers to also channelise their networks to raise more funds for the cause. Fundraisers invariably act as **ambassadors of change** for the chosen NGO.

Who is one fundraising for?

For SIRAO, funds are raised to support members of marginalised communities and migrant workers who have lost their livelihoods as an after effect of the imperative lockdown to combat Covid-19. The funds will help these people rebuild their lives, by skill training, creating employment opportunities and helping them become self-reliant.

How will one fundraise?

An Individual can start a fundraiser on GiveIndia's platform through very simple steps. Fundraising is undertaken by making an appealing and rallying support from friends, family, colleagues and acquaintances in the form of donations for your chosen charity.

Impact Generators

The entire focus of fundraising through SIRAO is to impact lives of marginalised communities through livelihood generation. Fundraisers who impact more than 10 lives will be acknowledged as detailed below, for their deep commitment and significant impact generated.

Appreciation Title (Milestones)	Privileges extended
Impact Star (Impacting a minimum of 10 lives -fundraising upto ₹70,000)	Appreciation e-certificate
Impact Hero (Impacting a minimum of 50 lives -fundraising upto ₹3,50,000)	+ Mentions on SIRAO website + Mentions in the post Event Docket published
Impact Icon (Impacting a minimum of 100 lives -fundraising upto ₹7,00,000)	+ Social media spotlight + Will assume the role of *'ambassador of giving' + Mention with photograph in the post Event Docket published
Impact Superstar (Impacting a minimum of 200 lives -fundraising upto ₹14,00,000)	+ Featured on SIRAO website (in a banner on rotational basis) + Exclusive SIRAO trophy + Mention with photograph and write up on half page, in the post Event Docket published
Impact Champion (Impacting a minimum of 500 lives -fundraising upto ₹35,00,000)	+ Full page mention with photograph and profile in the post Event Docket published
	In addition to the above, • Exclusive Fast & Up hampers for top 20 Impact Generators • Exclusive PUMA hampers for top 10 Impact Generators

CORPORATE INVOLVEMENT

Given the various lockdown norms globally, social distancing, resulting in financial, mental and physical stress, in one way or another no one has been spared. Being confined at homes gives limited scope to focus on physical and mental health. And with most working from home, the opportunities to unify a company, for besides business goals, is limited.

India Run As One will create a fun, yet impactful purpose for all employees to participate in.

It not only presents itself as an opportunity to Corporate organisations to get involved on a large digital participative platform to enable social impact, but also provides fundraising opportunities for their employees. This will help them magnify their CSR impacts and also create a positive work environment.

Corporates can engage with their employees and encourage them to run/walk/exercise for a cause - encouraging Virtual Volunteering, thereby fulfilling the Corporate's HR and CSR objectives.

Ways in which a corporate can participate

- ✓ A corporate can encourage their employees to register (voluntarily) for the SIRAO. 25% of the applicable registration fee paid will be treated as charitable donation.
- ✓ A corporate can also encourage their employees to make an additional donation at the time of registration, 100% of such donation paid will go to charity.
- ✓ Further, employees too can be encouraged to create individual fundraising pages on the GiveIndia online platform.

- ✓ As companies can field teams of any size at SIRAO, companies can engage their employees in interesting and innovative ways, for example –
 - Fitness challenge. Creating team challenges. Maximum number of kilometres clocked by a team by running/walking/exercising. Company can match the total kilometres clocked by all employees in the form charitable contribution for the cause.
 - Fundraising challenge. Corporates can match the donation amounts paid at the time of registration and/or fundraised by their employees.
- ✓ A corporate can also choose to start a fundraiser by reaching out to their employees/customers to contribute towards the cause being supported by SIRAO.
- ✓ Where a company is unable to field its employees to participate in SIRAO individually, the company can still be part of the SIRAO by making a substantial contribution as donation to the cause of livelihood generation. To participate in SIRAO solely through corporate donations, the company will need to pay an entry fee of ₹10,000 to Procarn International – privileges extended to such company, in addition to the list of privileges mentioned in section ‘Corporate Privileges’, will be discussed and mutually aligned, where available.

Corporate Giving Mechanism under SIRAO

This section details out the giving mechanism where a company does a **direct CSR contribution** benefitting the cause undertaken by SIRAO:

Scenario 1: Company donates to an NGO and channelises fund disbursement through GiveIndia. GiveIndia to retain 10% and would ensure project implementation, monitoring and reporting for the corporate.

Scenario 2A: Company donates directly to the NGO. GiveIndia to retain 7% and would ensure project implementation, monitoring and reporting for the corporate.

Scenario 2B: Company donates directly to the NGO. The project implementation, monitoring and reporting is also being taken care of by the NGO. In this case no retention is being paid to GiveIndia.

Employee Registration Process

Scenario 1: Employee individually pays for the registration fee

- Employee to login to the dedicated event link given by GiveIndia/Procarn
- Employees to select the registration slab (₹99, ₹499, ₹999)
- Employees can add top up amounts to the registration amount to go to charity
- Employees can select the NGO partner where the donations to get routed to
- Employees can also choose to start a fundraiser on the GiveIndia platform to raise additional funds towards the cause

Scenario 2: Corporate pays for registration fee

- Corporates to indicate how many employees they would be sponsoring for the event and in which registration tier(s).
- Unique Voucher codes for each employee will be generated as per the selected registration tier and given to the corporates by GiveIndia/Procarn
- Corporate to circulate the code to their employees – Each code to register only 1 employee (cannot be used for more than a single online registration). Further, each code is registration tier specific and can be used for registering in that respective tier only (details on entry fees on page 13).
- Employees to login to the registration page and fill in all mandatory fields. At this stage, the employee does not have to pay the applicable registration fee.

- Employees can also choose to start a fundraiser on the GiveIndia platform to raise additional funds towards the cause.

Corporate Privileges

Note: Where a company falls within more than one participation combinations below, privileges specified for the higher combination will apply.

1.	All participating corporates fielding a minimum of 100 employees, will get – <ul style="list-style-type: none"> • Mention in the post Event Docket published
2.	Any corporate that fields a minimum of 500 employees at SIRAO, such company can look forward to – <ul style="list-style-type: none"> • Their employees getting the name of their company mentioned on their bibs. • Special call-outs on social media. • Profiled, with quotes from senior leadership, in the post Event Docket published.
3.	Any corporate that fields a minimum of 5000 employees at SIRAO, such company can look forward to – <ul style="list-style-type: none"> • Their employees getting the name of their company mentioned on their bibs. • Name on Cause & Impact webpage of SIRAO website • Featured across social media platforms. • Endeavoured to be highlighted in press stories. • Quarter page profile, with quotes from senior leadership, in the post Event Docket published.
4.	Any corporate that fields a minimum of 10,000 employees registered for SIRAO, such company can look forward to – <ul style="list-style-type: none"> • Their employees getting the name of their company mentioned on their bibs. • Company highlighted, on a rotational basis, on one of the dedicated promotion banners on the SIRAO website homepage (for a day), promoting its participation at SIRAO. • Featured across social media platforms. • Highlighted in press stories. • Half page profile, with quotes from senior leadership, in the post Event Docket published.
5.	Any corporate that makes a lump sum contribution above ₹5 lakhs towards the cause of livelihood generation, can look forward to – <ul style="list-style-type: none"> • Company getting highlighted on the Cause & Impact webpage on the SIRAO website. • Featured on the post Event Docket published.

6.	<p>Any corporate that makes a lump sum contribution above ₹25 lakhs towards the cause of livelihood generation, can look forward to –</p> <ul style="list-style-type: none"> • Company highlighted, on a rotational basis, on one of the dedicated promotion banners on the SIRAO website homepage (for a day), promoting its participation at SIRAO. • Highlighted in press stories • Shout-Out and special callouts across digital and available media outreach • Appreciation letter from Celeb • Full page profile, with quotes from senior leadership, in the post Event Docket published.
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Corporate Employee Privileges

1.	<p>All participating employees will be eligible for – An e-Bib E-Certificate E-Badge (can be use on his/her social media pages.</p>
2.	<p>Employees registering and paying higher entry fee slabs (Change Leader - ₹ 499 and Change Champion - ₹ 999) will be entitled to additional gratification by Procam. Please refer to section on Entry Fees for the same.</p>
3.	<p>Top 30 fundraising employees across all participating companies will be entitled to exclusive Fast & Up hampers.</p>

C] NGO PARTICIPATION

NGOS ON-BOARDING PROCESS

Any NGO that wishes to participate, has to be on-boarded on the GiveIndia platform after going through a verification check of required paperwork. All NGOs shortlisted will need to have an area of intervention in livelihood support. **There are no registration fees required for NGOs to participate in the marathon.**

Only NGOs that have **an intervention in livelihood support** will be a part of SIRAO.

Any NGO that wishes to participate has to be on-boarded on GiveIndia's platform by submitting the following documents - 80G, 12A, Registration certificate, FCRA (if applicable), bank cancelled cheques and financial statement for the previous year.

PROJECT BANK

Any NGO that is a part of the SIRAO either a Panellist or a Collaborator will have to submit an event-specific project that will be made public on their GiveIndia profiles, subject to the verification and approval of GiveIndia.

Through this project, the NGO will:

- submit the details of the broad intervention,
- highlight the target beneficiary community and dynamics of the impact that they are trying to create,
- adhere to the reporting guidelines of GiveIndia and SIRAO,
- create fundraisers and invite its donor network to contribute and fundraise.

The project bank will help in tracking the NGO fundraising and allotting the subsequent incentives.

NGO PARTICIPATION LEVELS

NGO Participation in SIRAO shall be categorized into two buckets:

- I. Empanelled NGOs
- II. Collaborator NGOs

I. Empanelled NGOs

The Empanelled NGOs is a list of 30 NGOs that will receive direct funding from the unrestricted contributions of the Charity Pool (explained on page 11). The criteria for selection of the empanelled NGOs is as follows:

- The primary cause of intervention is livelihood
- The exclusive project, detailing the NGO's immediate livelihood intervention, submitted before July 27th, 2020
- The impact implementation timeline of the project is 6 months or less
- Size of the intervention is a minimum of INR 20 lakh or 500 listed beneficiaries
- Following the Steering Committee guidelines for the scale of work- donations received and implemented in the previous years, management team and their credentials, area of expertise and the cost structure (overheads and admin cost vs actual implementation work)

- Meeting the project-level due-diligence guidelines of GiveIndia
- Established partnerships with GiveIndia, preferably GiveAssured
- Reference check with past donors, corporates and foundations who have supported the NGOs
- The project submitted aims to benefit marginalized communities.

II. Collaborator NGOs

This is a list of NGOs in addition to the Empanelled NGOs, who register with GiveIndia to participate in SIRAO. While the said NGOs can raise support through participation and fundraising at SIRAO, Collaborator NGOs are not entitled to direct funding from the unrestricted contributions of the Charity Pool as they did not best-fit the criteria mentioned in the previous point and could not make it to the list of 30 NGOs selected to be empanelled. There is, however, a unique incentive program for all these organizations where they shall be rewarded basis their fundraising efforts:

Min. Amount Raised	Matching Incentive	Appreciation Title
₹1 lakh	10% (of funds raised)	SIRAO Star NGO
₹5 lakh	15% (of funds raised)	SIRAO Superstar NGO
₹10 lakh	20% (of funds raised)	SIRAO Champion NGO
More than ₹10 lakh		ALL THOSE WHO CROSS ₹ 10 lakh, a mega prize shall be announced later, giving us time to plan according to the available funds

Note:

- The above structure has been prepared to push more and more Collaborator NGOs to raise an amount in excess of ₹ 10 lakh.
- The NGO shall be eligible for a certain grant only after it raises the corresponding amount. In case the NGO manages to raise an amount that is between the two slabs, the grant percentage of the previous slab shall apply. For instance, if an NGO is at ₹ 2 lakh, it will be eligible for a 10% grant on the same. Only when they reach the ₹ 5 lakh mark will the grant percentage upscale to 15%.

NUMBER OF REGISTRATIONS MATTER – AN INCENTIVE

NGO Panellists and Collaborators shall be encouraged to invite their donors, volunteers and other stakeholders to participate in SIRAO by registering. When they register, they can:

- choose to pre-allocate their charity contribution to the NGO of their choice
- increase the contribution from the standard amount to an amount of their choice

To boost NGOs and ensure that they promote registrations to SIRAO among their network, they will be rewarded once they manage to get 100, 500 and 1000 registrations as highlighted below.

Min. # of Registrations	Reward (%age of amount raised through registrations)
100	10%
500	15%
1000	20%
1000+	Mega prize to be announced later

Note:

The reward shall be a % of the amount they have raised through these registrations. For instance, if an NGO gets 100 of its donors to register and all chose the INR 99 price point (without any up scaled donation), the NGO shall get a reward of INR 250 (10% of 2500).

CHARITY POOL

Charity Pool is the cumulative amount of the donations received through SIRAO. Charity Pool can be broken into two types of donations:

Pre-allocated contributions: A share of the Pool is already pre-allocated by participants as they choose a beneficiary NGO while registering for SIRAO.

Unrestricted contributions: These contributions haven't been allocated to specific NGOs by participants and the same shall be at the discretion of GiveIndia and Procam, to be distributed amongst the Empanelled NGOs –

- 70% of the Charity Pool will be disbursed to the Empanelled NGOs.
- 30% of the Charity Pool will be disbursed to the NGOs as incentives for their fundraising efforts through SIRAO, as detailed earlier.

Steering Committee

Disbursement from the unrestricted contributions from the Charity Pool shall be based on the recommendations and approvals of the steering committee of GiveIndia's India COVID Response Fund. The Steering Committee will deliriously look after the allocation, governance, compliance and oversight of the Charity Pool.

For more details about the Steering Committee and India COVID Response Fund, visit icrf.giveindia.org.

D] RETAIN DONATION

GiveIndia shall retain a pre-determined percentage of donations/funds raised at SIRAO as detailed below, to defray its administrative expenses. The retained amounts from donations received by GiveIndia to defray its administrative expenses as per category are given in the table below:

Fund Source	Retain Donation *%age
Donations made at the time of registration (25% of entry fee and any top-up donation)	5.5%
Funds raised on GiveIndia online platform	7%
Corporate donation to an NGO channelized through GiveIndia	10%
Corporate donation directly to NGO (as part of its CSR expenditure) <i>Note - GiveIndia will ensure project implementation, monitoring & reporting for the corporate.</i>	7%
Corporate donation directly to NGO (as part of its CSR expenditure) <i>Note - NGO to directly ensure project implementation, monitoring & reporting for the corporate without GiveIndia's intervention.</i>	Nil

* Includes 3% payment gateway charges.

E] DISBURSEMENTS TO NGOS

Disbursements of funds to NGOs through SIRAO shall be made in the following manner:

- ✓ The pre-allocated funds from the Charity Pool shall be disbursed to the NGOs selected by the participants at the time of the registration.
- ✓ The unrestricted funds from the Charity Pool shall be disbursed to the NGOs as per the recommendations of the Steering Committee and matching incentives for the funds raised by the NGOs. The steering committee & Procam Team will review the projects for their impact numbers, communities targeted, implementation plan, past work done with different donors and the ability to operate at scale and then allocate the budget from the available charity pool.
- ✓ Funds (apart from the matching incentives) shall be disbursed to the respective NGO bank accounts on a weekly/bi-weekly basis, subject to the payout.
- ✓ Post disbursement, every NGO has to send a Fund Utilisation Certificate and reporting updates to GiveIndia.

F] SIRAO ENTRY FEES AND GRATIFICATION

ENTRY FEES & PARTICIPATION GRATIFICATION

Domestic participants – participants residing in India

Entry Fee Tier	Total Amount Payable (inclusive of applicable GST)	Participation Gratification
Change Maker	₹ 99 (25% to GiveIndia as donation – ₹ 25)	<ul style="list-style-type: none"> ○ Personalised E-Bib ○ Personalised E-Certificate ○ E-Badge/E-Medal for completing distances <ul style="list-style-type: none"> • upto 49km – E-Badge • 50 km to 99 km – bronze E-Medal/E-Badge • 100 km to 149 km – silver E-Medal/E-Badge • 150 km – gold E-Medal/E-Badge
Change Leader	₹ 499 (25% to GiveIndia as donation – ₹ 125)	<ul style="list-style-type: none"> ○ Personalised E-Bib ○ Personalised E-Certificate ○ E-Badge/E-Medal for completing distances <ul style="list-style-type: none"> • upto 49km – E-Badge • 50 km to 99 km – bronze E-Medal/E-Badge • 100 km to 149 km – silver E-Medal/E-Badge • 150 km – gold E-Medal/E-Badge ○ Physical medal ○ Personalised Runner Journey video
Change Champion	₹ 999 (25% to GiveIndia as donation – ₹ 250)	<ul style="list-style-type: none"> ○ Personalised E-Bib ○ Personalised E-Certificate ○ E-Badge/E-Medal for completing distances <ul style="list-style-type: none"> • upto 49km – E-Badge • 50 km to 99 km – bronze E-Medal/E-Badge • 100 km to 149 km – silver E-Medal/E-Badge • 150 km – gold E-Medal/E-Badge ○ Personalised thank-you message on registering from *celeb ○ Personalised physical medal with name ○ E-commemorative bib signed by *celeb ○ Physical commemorative bib ○ Personalised Runner Journey video

Overseas participants – participants residing outside India

Entry Fee Tier	Total Amount Payable (inclusive of applicable GST)	Participation Gratification
Change Maker	US\$ 15 (₹ 1125) (25% to GiveIndia as donation – ₹ 281)	<ul style="list-style-type: none"> ○ Personalised E-Bib ○ Personalised E-Certificate ○ E-Badge/E-Medal for completing distances <ul style="list-style-type: none"> • upto 49km – E-Badge • 50 km to 99 km – bronze E-Medal/E-Badge • 100 km to 149 km – silver E-Medal/E-Badge • 150 km – gold E-Medal/E-Badge ○ Personalised thank-you message from *celeb on registering ○ E-commemorative bib signed by *celeb ○ Personalised Runner Journey video

Change Champion	US\$ 50 (₹ 3750) <i>(25% to GiveIndia as donation – ₹ 938)</i>	<ul style="list-style-type: none"> ○ Personalised E-Bib ○ Personalised E-Certificate ○ E-Badge/E-Medal for completing distances <ul style="list-style-type: none"> • upto 49km – E-Badge • 50 km to 99 km – bronze E-Medal/E-Badge • 100 km to 149 km – silver E-Medal/E-Badge • 150 km – gold E-Medal/E-Badge ○ Personalised thank-you message from *celeb on registering ○ Personalised physical medal with name ○ E-commemorative bib signed by *celeb ○ Physical commemorative bib ○ Personalised Runner Journey video
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* subject to finalisation of celebrity

80G RECEIPTS FOR DONORS

Instant 80G: All donors will receive 80G certificates, in their registered email address, immediately after they donate, making them eligible for 50% tax exemption. See more details in the table below:

Price Point	Charity contribution	Tax Exempt share
₹ 99	₹ 25	₹ 12.50
₹ 499	₹ 125	₹ 62.50
₹ 999	₹ 250	₹ 125.00

MACRO SIRAO DATES

1st August 2020 : <i>(from 7 am IST)</i>	Registration start date (https://runasone.procam.in)
6th September 2020 : <i>or as soon as running places are over, whichever is earlier</i>	Registration end date
15th August 2020 :	Launch of SIRAO and commencement of participation
13th September 2020 :	End of SIRAO participation
1st August 2020 :	Fundraising start date
30th September 2020 :	Fundraising end date

G] CONTACT DETAILS

For all queries on the Philanthropy Structure of India Run As One, Chaitanya Sharma and Neha Joshi can be reached on sunfeastindiarunasone@giveindia.org.