



CARE CHAMPION GOLD Registration



Philanthropy Partner

India Cares
Foundation



Care Champion Gold

A **Care Champion Gold** is an individual* who undertakes to raise a minimum of Rs 2.50 lakh in donations for a chosen CSO. Individual needs to make an upfront contribution of Rs 7,000/-** at the time of registration in favour of 'India Cares Foundation'. This will be included in the total minimum amount to be raised by the Care Champion Gold. India Cares will require all your collections and completed fundraising forms, adding up to the committed amount of Rs 2.50 lakh by 20th October 2017 for the benefits to be provided.

What a Care Champion Gold can look forward to:

| PRE RACE DAY | ON RACE DAY | POST RACE DAY |
|---|---|--|
| <ul style="list-style-type: none"> ✓ Regular contact with India Cares. ✓ Name and profile of the Care Champion Gold on the Event website and website of India Cares. ✓ Individual fund raising page on India Cares' website facilitated by the Philanthropy Partner. ✓ Mention on 'Wall of Change' at the Get Active Expo. ✓ Invite (non-transferable) to self for the event pasta party. ✓ Special effort to highlight the Care Champion Gold and their causes in media. ✓ No additional amount to be paid as event registration fees for race day participation. | <ul style="list-style-type: none"> ✓ Personalised running number bib. ✓ Official Event Kitting (Event track suit, t-shirt & cap). ✓ Care Champion Gold raising funds of Rs 5 lakh and above on or before 20th October 2017 shall be elevated as a Care Champion Diamond and will be entitled to relevant race day and post race day benefits. ✓ Invitee car park sticker for race day. ✓ Invite to VIP Marquee on Race Day, which is an opportunity to meet the Event Ambassadors and other celebrities. ✓ Priority line-up if participating in the <i>Great Delhi Run</i>, <i>Senior Citizens' Run</i> or in the <i>Champions with Disability</i> category. | <ul style="list-style-type: none"> ✓ Free Race Day Photograph (<i>subject to image being captured by www.marathon-Photos.com on race day</i>). ✓ Care Champion Gold will be named in the post event docket. |

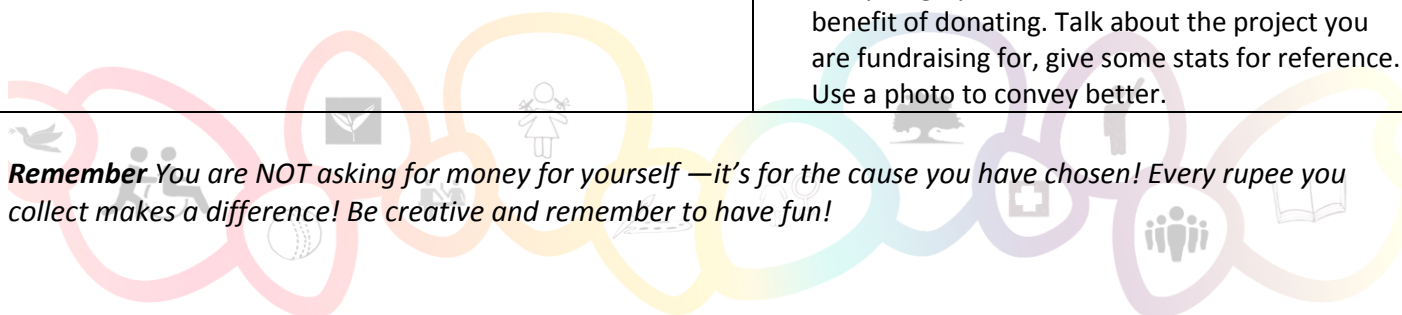
*Select a CSO from the list of participating charities on <http://icfn.in/ADHM/>

**India Cares retains Rs 7,000/- of the total funds raised by a Care Champion Gold as donation for the support provided to the Care Champion and CSO.



| General Tips | Frequently Asked Questions |
|--|---|
| <ul style="list-style-type: none"> • Make a list. - Put together a list of friends, family, co-workers, work out buddies, family doctor, club members etc... (i.e. potential donors). • Always keep your fundraising sheet with you. Place the link of your online appeal on India Cares website to your FaceBook/ Twitter/ Blog. • Initially your closest contacts are the ones most likely to donate, and give references. • Set yourself a target and make it known – as you make progress towards your fundraising goal people become more and more likely to donate to you • Draft template letters that you can send out to all your contacts (you can use the samples provided here). • Donors respond positively if they know how their donation will help. • When you're writing/ talking to your contacts remember the reason why you are supporting this cause, bring that same energy to your fundraising efforts. • Stay Focused! Remind yourself everyday why you are fundraising and participating in ADHM • Ask, Ask and Ask again - People need to be reminded • Send out a Thank You email to your donors for helping you reach your goal. • Donation cheques should be made out in the name of your chosen CSO. Donors will receive 80G tax exemption as applicable from the CSO. • Cash donation collected should be submitted along with the Name, address and contact details of all Donors to ensure proper tax receipt (A copy of the same has to be given to India Cares) | <ol style="list-style-type: none"> 1. Who Should You Ask? Everyone! Create a list of potential donors (i.e. family, friends, co-workers, neighbors, classmates, clients etc.) Ask for referrals. 2. What Should You Tell the Donors? Tell them about your cause, impact the contribution will have and tax exemptions are part of it 3. How Much Do You Ask For? Whatever is possible! Give a specific range e.g. Rs 500,1000,1500 etc. 4. When do I need to submit the funds I have raised? All funds adding up to the committed amount must be submitted by 20th October 2017. In case you submit to the CSO, keep photocopies for India Cares, you can continue raising funds till 30th November 2017. 5. What do I do for donors who keep delaying the donations? <ul style="list-style-type: none"> ○ It's very common for people to put things off. We all live busy lives and have a lot of other responsibilities on our plates. A little reminder nudge never hurt anyone. ○ If someone has indicated that they want to donate, but hasn't, don't hesitate to follow-up with a phone call or reminder email. Especially as the time you have to fundraise for the event runs down. People respond to deadlines! ○ Include progress updates in your follow up messages and consider including any inspiring stories or personal anecdotes you have about the cause. ○ Remember to continue using social media! - it's more acceptable to frequently post updates 6. How do I make my mailer more effective? Include in your mail asking for donation in the first paragraph, which focuses on the donor's benefit of donating. Talk about the project you are fundraising for, give some stats for reference. Use a photo to convey better. |

Remember You are NOT asking for money for yourself —it's for the cause you have chosen! Every rupee you collect makes a difference! Be creative and remember to have fun!



| Sample Ask Letter | Sample Thank-you Letter |
|--|---|
| <p>Dear Friend,</p> <p>From an early age, throughout life till now, every now and then we wonder how we can change the world!</p> <p>Funny isn't it, we get sad, angry,, hopeful... helpless, when we see something that's not right in our society or a less fortunate who just needs a chance.....</p> <p>Well, I have decided to do something, take some action. On 19th November 2017, I will join with thousands of Indians to run in the Airtel Delhi Half Marathon</p> <p>As part of my participation, I have decided to raise (Rs xxx) to be donated directly to (<u>insert name of NGO/CSO</u>) to support (2-3 lines on utilisation of donations) Your donation of any amount would be a great help toward my reaching this goal.</p> <p>You can send me a check made payable to (name of organisation) or donate online at (insert your online page link). All donations are tax deductible, and your generosity will play a role in the efforts to support the cause.</p> <p>Thank you so much for your support. I will think of you proudly as I bravely pound the pavement.</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p><i>P.S. Your belief in your cause, commitment to following is all you need to reach your target.</i></p> | <p>Dear Friend,</p> <p>Thank you again for supporting my run for a cause!</p> <p>With your support I was able to raise Rs. _____. Your caring support for (name of CSO/NGO) will make a great difference to lives.</p> <p>Your gift is already being used for (utilisation of funds statement) There's no doubt that the need is huge; however, the support of donors like you is helping to make it possible for the less fortunate lead happier and fruitful lives.</p> <p>As I was running in the race, it felt great to be surrounded by so many other caring Indians, but even better was the feeling that I was supported in my efforts by so many friends!</p> <p>Thank you again for your support!</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p><i>P.S. For more information about the cause you have helped to support, please visit [insert CSO website]</i></p> |

Important dates for Care Champion Gold:

| | | |
|---------------------|---|--|
| 15 July 2017 | ⇒ | Start of Care Champion Gold registration |
| 20 September 2017 | ⇒ | End of Care Champion Gold registration |
| 20 October 2017 | ⇒ | Last date to reach & submit the fundraising threshold of Rs 2.50 lakh |
| 16-18 November 2017 | ⇒ | Get Active Expo – bib distribution for confirmed participants |
| 18 November 2017 | ⇒ | Pasta Party Bib distribution for confirmed outstation and overseas participants |
| 19 November 2017 | ⇒ | Race Day |
| 30 November 2017 | ⇒ | Last Day to raise funds in this edition (to go beyond your target) |

Care Champion Gold Registration Form



Champion's Details:

| | |
|--------------------------|---|
| Name: | |
| Email Id: | |
| Mobile Number: | |
| Your chosen CSO* : | |
| Date of Birth : | |
| T-Shirt Size - tick one: | XS <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> |
| Race Category | 21km-Half Marathon <input type="checkbox"/> ; 6km GDR <input type="checkbox"/> ; Sr Citizen <input type="checkbox"/> ; CWD <input type="checkbox"/> |
| Address: | |

*Choose a CSO from the list of participating charities on <http://icfn.in/ADHM/>

Care champion Gold's Profile (compulsory to fill) (5-6 lines for each aspect or at least one, can be sent in a separate sheet, but has to be sent with this form)

| |
|---------------|
| Professional: |
| Personal: |

Payment Details: Signup donation: Rs 7,000/- by cheque favoring "India Cares Foundation" which is included in your committed amount of Rs 2.50 lakh

| | |
|---------------------------|--|
| Amount: | |
| Cheque No: | |
| Drawn On: (Bank / Branch) | |

Please send a high resolution quality soft copy of your photograph to adhm@icfn.in and provide your appeal message in the box below. We will use both for promotional purposes during the event. (Not more than 225 words and attach a separate sheet if required)

Terms and Conditions:

- India Cares will facilitate your registration as a **Care Champion Gold** by submitting your Run Registration Form for Airtel Delhi Half Marathon 2017 to the race authorities.
- Your run registration charges will be paid by India Cares
- You have to send a high resolution photograph of yours along with this form
- You will receive an 80G tax exemption receipt from India Cares for your sign up contribution of Rs 7,000/-
- You are committing to raising a minimum of Rs 2.50 lakh for the CSO indicated.
- Donation cheques / drafts collected by you should be made out in the name of the CSO you support, and your donors will receive tax exemption u/s 80G from that CSO.
- For donations raised online through your appeal page on <http://icfn.in/ADHM/>
 - India Cares deducts 5% of the donation amount towards provision of the online platform. The remaining amount is forwarded to your chosen CSO post-event.
 - Donors get the appropriate 80G e-receipt from India Cares, within an hour of donating
- **Please submit evidence of your target reached by 20th October 2017 to India Cares.**
- All terms and conditions that apply to participation in the Airtel Delhi Half Marathon 2017, as indicated in the application form for the event, shall apply.

I have read through the terms and conditions and agree to abide by the same.

Champion's Name: _____

Signature: _____

Care

*This Form, filled soft copy should be sent to our event email id: adhm@icfn.in



Champion's Details:

Name: _____

Email Id: _____

Contact No: _____

Recipient CSO Name: _____

Collection Details:

Total Amount Raised: _____

By Cheque*: _____

By Cash**: _____

Online : _____

**All cheque photocopies must be submitted with this form.*

*** All collected cash should be submitted to the recipient CSO. But please give the proper details of your donors who donated cash to the CSO to get the appropriate 80G receipts. Keep an excel of these details and submit to India Cares.*

India Cares Foundation

No 227A, 1st Floor, Sant Nagar, East of Kailash, New Delhi 110065

011-41096623; adh@icfn.in; <http://icfn.in/ADHM/>



Care Champion Gold

Funds Collection Sheet

Champion's Name: _____

For CSO: _____



| Donor Name | Contact Details : Email id & Address | Amount Donated | Cash/ Cheque No. |
|--|--|---|---|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
|     |   |     |    |

Please keep extra photocopies of the funds collection sheet