



VEDANTA DELHI HALF MARATHON 2024 NGO DECK



What is VDHM?

- A celebration of community, fitness, and giving
- Five race categories flagged off on race day
- World's Premier Half Marathon
- Conferred with World Athletics Gold Label
- Live Telecast on leading channel
- A unique platform that combines athleticism with social responsibility
- ₹ 81.21 crore raised by over 650 NGOs across 18 editions.
- ₹ 1.86 crore raised by 50 NGOs at the 2023 edition.



United Way Delhi

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. United Way Delhi (UWD) since 2008, is working actively to advance the ‘common good’ for the local community through innovative interventions and partnerships. United Way Delhi has been the official philanthropy partner of VDHM since 2022.

VDHM's Philanthropic Partnership Benefits

- ❖ Cause Neutral Platform
- ❖ Accountability
- ❖ Low cost of raising funds
- ❖ Equal level playing field for all



SDG Goals Fulfilled in 2022 and 2023



+3 Crore
Total Amount Raised

100 NGOs
NGOs Participated



Race Categories

Race Categories		
Category	Distance	Age Criteria
Half Marathon (HM)	21.097 KM	Above 18 years
Open 10K	10 KM	Above 15 years
Great Delhi Run (GDR)	4.5 KM (approx)	Above 12 years
Senior Citizen's Run		Above 60 years
Champions with Disability		CWD Above 12 years Buddy Above 18 years

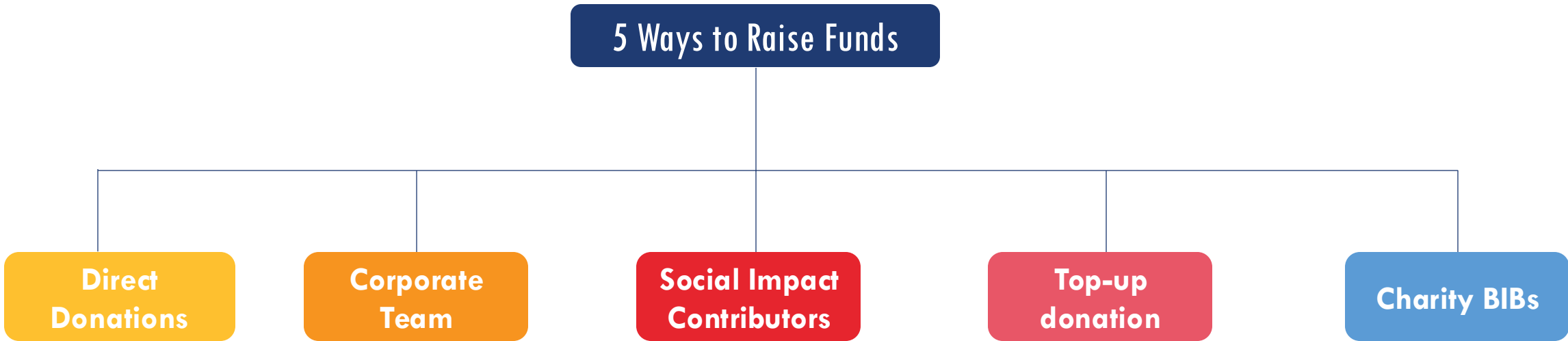


Why should NGOs Participate?

- The Philanthropy platform helps NGOs to leverage transparency, popularity and prestige to raise funds.
- Facilitates NGO-donor relationships, fostering credibility and equitable opportunities.
- The Vedanta Delhi Half Marathon provides global exposure for NGOs, serving as a prestigious event with extensive media coverage. Participation enhances visibility and promotes awareness of their mission and impact.
- VDHM acts as a platform enabling NGOs to engage individuals, high-net-worth individuals (HNIs), and corporations in fundraising for their causes.
- Improve NGOs ability to fundraise through peer learning



Mediums to raise funds in VDHM 2024



NGO Pages

All the NGO registered at the official website of VDHM will have personalized pages that will showcase the causes and all the related information. (Page No. 4-7 in Philanthropy Structure)

-  Donate Button and Target Amount
-  About Section
-  Appeal and Cause Listed
-  Projects of the NGO
-  Impact Stories and Gallery
-  List of Supporters



Corporate Team Participation

NGOs can engage Corporates to support their causes that will:

- Guaranteed Participation in the event*
- Promote Employee engagement
- Foster team bonding among employees
- Platform for brand-building
- Visibility in an international sporting event
- Enables Corporates to create a significant impact in social welfare

Team Size	Donation	Donation to UWD	Donation/Grant to CSOs
5	₹1,10,000	₹11,000	₹99,000
15	₹3,00,000	₹30,000	₹2,70,000
40	₹ 6,00,000	₹60,000	₹5,40,000
85	₹ 12,50,000	₹1,25,000	₹11,25,000

- The run registration fee (not included in the donation amount) for team members to be paid directly to the Event Promoter, Procam International
- Details on Page No. 13 in Philanthropy Structure



Why should the Corporates Participate in VDHM



Visibility in the sole Indian half marathon with the World Athletics Gold Label



Cause neutral platform that allows to support the 17 sustainable developmental goals



Reputation and credibility of raising Rs. 81.21 Cr in 18 editions



Fulfillment of the CSR mandate



Access to privileges on the race day and employee engagement



Mention in the charity docket



How to on-board Corporates

- Compile list of past collaboration companies.
- Research recent CSR involvement of potential supporters.
- Involve your board to introduce you to the right person
- Build connection with the right corporates, meet multiple corporate partners and pitch your organization.
- For past VDHM NGOs, reach out to supporting corporate partners.
- Share impact details to showcase fund utilization and impact.

Prepare a pitch

- Introduction of your organization and VDHM
- Benefits for the corporate
- VDHM as employee engagement tool
- VDHM will fulfill the CSR requirements
- Proposal for how the funds will be utilized
- Show the benefits the company and its employees will receive
- What are the engagement activities that you can have with corporate employees beyond the race day.
- Volunteering opportunities that the corporate can partake.
- Details of the race day corporate tent and exclusive activities provided.
- Make a race day plan for these runners



Social Impact Contributors

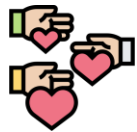
- Social Impact Contributors are individuals who are champions for the NGOs to further their cause.
- These individuals support the NGO to mobilise support
- The contributors receive recognition at VDHM based on the varying levels of their dedicated support, highlighting their passion.

Sr. No.	Category	Minimum Target
01	Social Impact Young Leader(Below 18 years)	INR 75,000
03	Social Impact Initiator	INR 10,000 to INR 99,999
04	Social Impact Maker	INR 1,00,000 to 2,49,999
05	Social Impact Uplifter	INR 2,50,000 to 4,99,999
06	Social Impact Leader	INR 5,00,000 to 9,99,999
07	Social Impact Champion	INR 10,00,000 & above



Maximize Individual Fundraising

The UWD online platform is ideal for raising funds for a cause – it is easy to set up and provides transparency and fair opportunity to all.



Who are social Impact Contributors?

Board Members of the NGO, Existing Donors, Running Club Members, RWA Representatives, Professional Runners etc.



Who are Young Leader?

Beneficiaries from existing programs, school students, volunteer supporting the NGO



Who are Employee Contributors?

CEOs, MDs, to boost employee participation corporates can have internal contests



Young Leader

Criteria:

- Individuals 18 years old or younger
- Raise donations of INR 75,000 or more.

Benefits

- Complimentary running bib for the Great Delhi Run
- Personalized 6-digit number of their preference
- Certificate in recognition.
- The top 10 Young Leaders are recognized on LinkedIn by United Way Delhi and VDHM.



Charity Bib

PROCAM allocates charity slots for runners, available upon minimum donation to support NGOs.

A half marathon runner who wants to avail 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).

Assigning Charity Bibs to the Donor

- One Charity Bib will be assigned to each NGO
- NGO needs to have a donor to avail the charity bib
- In case an NGO wants to avail more charity bibs they should ensure that they have donor
- The run registration fee has to be paid to Procram International by the runner
- Until running slots are available NGOs can avail charity bibs
- If a donor fails to complete run registration then their participation is cancelled (All donations are non-refundable)



Top-up Donations

- During run registration at <https://vedantadelhihalfmarathon.procam.in>, participants can now contribute to listed NGOs with United Way Delhi.
- Only local contributions are accepted.
- Runners can donate any amount to their chosen NGO during registration; unselected donations go to a shared pool with UWD.
- Donations from the shared pool are distributed among NGOs based on privilege levels attained.






Benefits of NGO Participation

- Dedicated page on the UWD-VDHM microsite.
- NGOs' impact stories showcased on VDHM and UWD social media platforms
- Presence in the Charity Corridor
- Top 10 fundraising NGOs will be showcased on Live Telecast on Race Day
- Access to the corporate tent on Race Day



NGO Privilege Level

Metrics to award points to NGOs leveraging VDHM for philanthropy. These points determine privilege levels at VDHM 2024, solely reflecting participation.

Category	No. Of Companies	Social Impact Champion	Social Impact Leader	Social Impact Uplifter	Young Leader	Charity Bib		Fund Raised
 GOLD	3	1			2	5	OR	>35L
 SILVER	2		1		1	3	OR	>15L
 BRONZE	1			1	1	2	OR	>7.5L





GOLD

- ★ Gold Level badge recognition on the UWD Official website
- ★ Complimentary Dream Run Bib – 3
- ★ Wall of change recognition – Prominent Display of your organization Name & logo on "Wall of Change" at VDHM 2024 Get Active Expo.
- ★ *30 sec NGO AV (provided by the NGO) at the Event's Media Center and at the Get Active Expo, on rotational basis.
- ★ Procam Marquee Invite for two representatives of the NGO
- ★ Philanthropy Award Night Invitation for the NGO's CEO
- ★ Half-page feature on Post event Charity Docket.
- ★ Signed memento from Event Ambassador Autograph
- ★ Invite for the Pasta cookout to CEO of the top NGO.





SILVER

- ★ Silver Level badge on the Official website, UWD
- ★ Complimentary Dream Run Bib - 2
- ★ Wall of change recognition - Prominent Display of your organization Name & logo on "Wall of Change" at VDHM 2024 Get Active Expo.
- ★ Grandstand Invite for 2 representatives of the NGO
- ★ Philanthropy Award Night Invitation for the NGO.
- ★ Quarter-page feature on Post event Charity Docket.










BRONZE

- ★ Bronze Level badge on the Official website.
- ★ Complimentary Dream Run Bib-1
- ★ Wall of change recognition-Prominent Display of your organization Name & logo on "Wall of Change" at VDHM 2024 Get Active Expo.
- ★ Philanthropy Award Night Invitation for the NGO's CEO
- ★ Quarter-page feature on Post event Charity Docket.



Important Timelines

Macro VDHM 2024

-  19th July 2024 → **Start of event's run registrations on <https://vedantadelhihalfmarathon.procam.in/>**
-  20th September 2024 → **End of event's run registrations**
-  17th–19th October 2024 → **Get Active Expo + Running Number Bib Collection**
-  20th October 2024 → **Race Day – VDHM 2024**
-  1st November 2024 → **Last day to fundraise/donate on vdhm.unitedwaydelhi.org**



NGO Related



6th June 2024

→ **Start of NGO Registrations with UWD**



10th September 2024

→ **Last day for NGOs to register with UWD for VDHM 2024**



23rd September 2024

→ **Last day to fundraise for race day related benefits**



25th September 2024

→ **Last day for an NGO to achieve a Privilege Level for race day benefits**



1st November 2024

→ **Last day to fundraise/donate on vdhm.unitedwaydelhi.org – for NGOs and individuals**



Charity Bibs



17th June 2024

→ **Start of Charity Bib Allocations and Donations on vdhm.unitedwaydelhi.org**



1st October 2024

→ **Final date for charity bib donation submission (online and offline)**



4th October 2024

→ **Last date for charity bib donor to complete run registration process on VDHM's event website, or until running places for desired race category are available, whichever is earlier.**

Corporate Teams



16th September 2024

→ **Corporate Team Registration with UWD ends, or until corporate teams are available, whichever is earlier.**



20th September 2024

→ **Last date for corporate team members to complete their run registration**



15th October 2024

→ **Last date for corporate teams to pay applicable run registration fees to Procam International**



Social Impact Contributors



17th June 2024

→ **Start date for creating campaign pages on vdhm.unitedwaydelhi.org and garnering contributions for chosen cause**



23rd September 2024

→ **Last date for raising contributions for race day privilege**



1st November 2024

→ **Last day to raise contributions**

