

**VEDANTA
DELHI HALF
MARATHON**

PHILANTHROPY STRUCTURE



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Introduction of Vedanta Delhi Half Marathon

The Vedanta Delhi Half Marathon (VDHM) is the World's Most Premier Half Marathon, a symbol of global prestige. Since 2005, Delhi has embraced the runner's spirit, attracting elite athletes and enthusiasts annually. The event pulsates with collective power, uniting participants in the pursuit of health, fitness, charity, and pride. Not only is VDHM the sole half marathon race in India awarded the prestigious World Athletics Gold Label, but it also serves as one of the largest sporting platforms for philanthropy in India, making a unique impact on both sports and a multitude of social causes. Over the last 18 editions, the event has been a platform for numerous NGOs to raise substantial funds. More than ₹ 81.24 crores have been raised by more than 500 NGOs since inception, through individual fundraisers and corporate contributions.

Race Categories

At VDHM 2024, participants can register and participate in 5 broad race categories as mentioned below.

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	TBD	Above 60 years
Champions with Disability	TBD	CWD Above 12 years Buddy Above 18 years



Official Philanthropy Partner: United Way Delhi

Since 2022, United Way Delhi (UWD) has served as the official philanthropy partner for VDHM. UWD offers a philanthropic platform to participating NGOs, enabling them to tap into the potential of VDHM and donations for their respective causes. In its role as the official philanthropy partner, UWD ensures a seamless interaction for NGOs and corporations to engage in philanthropic activities. Over the past two years, 100+ NGOs have successfully raised more than Rs.3 Crores and positively impacted thousands of people using the UWD's VDHM philanthropy microsite. UWD maintains a digital and offline engagement platform, providing participating NGOs with the means to utilize the half marathon for contributions through various channels such as corporate involvement, charity bibs, social impact contribution, and employee-driven initiatives. UWD guarantees a fair and transparent opportunity, and a neutral platform that serves all organizations, ensuring equal access to campaigning opportunities. Through strategic initiatives and extensive outreach efforts, UWD harnesses the event's spirit to uplift the underserved, significantly impacting the lives of many individuals and contributing to the strengthening of societal bonds.

VDHM 2024 Philanthropy Structure

The philanthropy structure details the processes for the 2024 edition of VDHM. This document provides a complete overview of the philanthropic potential of the event and encapsulates detailed information on opportunities to contribute to various causes, details processes for individual and corporate registration through philanthropy participation and benefits of each category, important dates, amongst other such details.



NGO Participation

All NGOs who wish to participate, engage, garner visibility and funds for their various projects through VDHM, must register with UWD as a Participating NGO.



01. Log on to the official microsite of VDHM on UWD: website vdhm.unitedwaydelhi.org/CSO-registration



Create the credentials and fill the registration form available on the micro-site

02.

03. Upload all the required documents



All the submitted documents will be verified by UWD

04.

05. Post the due diligence process the NGOs will be required to transfer the donation amount to UWD



After the successful payment the NGO page will go live and the share link

06.

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 2023)
- ▶ Balance Sheet (last 3 years)
- ▶ Cancel Cheque



NGO Participation Donation

The participation donation amount for all NGOs will be based on the previous year's turnover.

	Last Year Turnover	Donation Amount
Group 1	Below 10Cr.	Rs 4,500/-
Group 2	Above 10Cr.	Rs 10,000/-

Benefits to Participating NGOs

- Dedicated page for each NGO on the UWD-VDHM microsite
- Impact stories of Top NGOs in all cause categories will be featured on the VDHM and UWD social media platforms (the content will be provided by the respective NGO)
- Logo/name on the Charity Corridor on the race route (given the NGO has raised minimum of ₹ 25,000 by 23rd September 2024)
- Top 10 fundraising NGOs will be showcased on Live Telecast (to determine the top 10 NGOs, only funds raised by 23rd September 2024, including cheques/DD cleared in UWD bank account, will be considered)
- UWD will be providing outreach strategy, fundraising strategy and social media toolkit to all the partner NGOs (free downloadable material on the UWD-VDHM microsite)
- NGO partners with corporate donors will be granted access to the corporate tent for interaction and engagement. One representative from the NGO will have access, and if there are more than three corporate donors, three representatives will be allowed entry to the corporate tent.
- NGO partners who have more than 50 participants running in GDR will be given access to the event venue.



5 Ways for NGOs to Raise Funds

There are 5 ways for NGO partners to engage and raise funds at the VDHM. Every year, lakhs of enthusiasts want to participate in the event but due to the limited availability of slots, all cannot be accommodated. By reserving certain slots for NGOs, the philanthropy platform gives the registered NGOs an opportunity to leverage these and garner support for their causes through contributions. The following are the ways in which the NGOs can participate:

1

Direct Contribution to CSOs / NGO Pages:

NGOs will be able to register on the official UWD VDHM microsite and list their causes. The NGO page will display the details of the appeal, thematic areas of work, list of individual contributors, and the privilege level of the NGO.

2

Corporate Team participation:

Corporate companies who wish to participate in VDHM can contribute to selected NGOs and support their causes. This category lets corporate employees engage in community and social development; this also enables employee bonding.

3

Individual Contributions:

Any individual can raise donations for NGOs that they wish to support by registering as social impact contributors on <https://vdhm.unitedwaydelhi.org/>

4

Top-up Contributions:

During run registration, all the runners participating in the event are encouraged to make a top-up donation to a cause that they are willing to support.

5

Charity Bibs:

Running slots (bibs) are reserved across all running categories for NGOs. These bibs are assigned to NGOs who use them to seek donations from their supporters.



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. The features on the NGO page are:



Donate Button and Target Amount



About Section



Appeal and Cause Listed



Projects of the NGO



Impact Stories and Gallery



List of supporters



Charity Bibs

Due to the high demand of VDHM running places, special running slots (Charity Bibs) are reserved by Procam International (event's promoter) with United Way Delhi for NGOs participating in VDHM 2024. These Charity Bibs allow registration even after general registrations close. Runners can obtain them with a minimum donation to support NGOs and their causes. UWD sets a minimum donation amount per race category to ensure fairness among NGOs. NGOs can request higher amounts from donors. Runners with Charity Bibs proudly display the NGO's name on their running bibs, demonstrating their support for the cause. What's more, a half marathon runner who wants to avail a charity bib, is exempt from timing pre-qualification for the race category.

Bib Manager

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

Charity Bib Allocation

On registering with UWD, each registered NGO will be assigned one Charity Bib, which will appear on its Bib Manager section of individual NGO's page on the UWD-VDHM microsite. An NGO can use this Bib for any race category the donor wishes to participate in, provided the number of running places for the said race category are available with UWD. Once the NGO secures a donation, the donor needs to complete his/her run registration on the event website [<https://vedantadelhihalfmarathon.procam.in/>]. This will continue till 4th October 2024 or until Charity Bibs are available, whichever is earlier. Where an NGO wants more than one Charity Bib at a time, the NGO needs to send a request for the bibs through the Bib Manager by asking for a specific number of Charity Bibs for each race category, or write to us at vdhm@unitedwaydelhi.org. Once UWD confirms the request, UWD will allocate the requested bibs if they are available. These Bibs will appear in the group section of the NGO's Bib Manager.

Important: NGOs must ensure that they have confirmed donor/s for the Charity Bib/s requested. Charity Bibs will be available only on first come first served basis.



Charity Bib Allocation Amounts

Race Category	UWD Retention	Minimum Donation Amount		
		July	August	September
Half Marathon	10%	Rs. 6000	Rs. 7000	Rs. 8000
10K		Rs. 3000	Rs. 3500	Rs. 4500
GDR		Rs. 1500	Rs. 2000	Rs. 3000

Important: To qualify for the minimum donation amount, the donation must reach UWD on or before the last date of the respective month/period. Subsequently, the donation amount will increase progressively, as indicated above.

Assigning Charity Bibs to the Donor

- One Charity Bib will be assigned by UWD to the NGO, the NGO can view the same on its Bib Manager.
- NGO can now proceed entering details of the confirmed donor to the charity bib assigned and generate a donation link or provide offline donation details.
- Once a successful donation is made by the donor, a voucher code is emailed directly to the donor, allowing him/her to register on VDHM's website (<https://vedantadelhihalfmarathon.procam.in/>).
- A new bib is automatically assigned to the NGO on the Bib Manager after a successful donation is received against the earlier assigned Charity Bib. (A new bib will only be assigned once the already assigned bib is utilised)

Donations against Charity Bibs can be sought through the online mode, (i.e., through UWD's payment gateway), or through the offline mode (via NEFT, cheques, and DDs in favour of United Way of Delhi and sending them to the UWD office along with the Charity Bib summary sheet).



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Important:

- Offline donations i.e. either cheque, DD or NEFT mode, must reach UWD no later than 27th September 2024.
- The donor must complete the run registration process immediately on receiving the voucher code. Please note, running places for the desired race category will be available only until availability of slots or 4th October 2024, whichever is earlier. There will no refund of donation made due to noncompletion of the registration process by the donor.
- The intended runner and the donor can be different people, and thus NGOs need to provide the runner's email address in the Bib Manager to ensure they receive the voucher code on successful donation being made.
- The registration process on the VDHM website needs to be completed within 72 hours from receiving the voucher code.

Process for an Individual to avail of a Charity Bib

- Visit the UWD-VDHM website and requisition for a charity bib in the Charity Bib section.
- Donor to select the NGO/s he/she wishes to support.
- The selected NGO/s will reach out to the prospective donor. Alternatively, the donor can contact the NGO directly to check availability of desired run category and the donation amount.
- Donation payment against Charity Bibs can be made either online on UWD-VDHM website OR offline via NEFT, cheques, and DDs in favour of "United Way of Delhi" and sending them to the NGO supporting.
- After a successful donation, a voucher code will be emailed directly to the donor, allowing him/her to register on VDHM's runner registration portal.
 - The donation amount does not include the run registration fees, which need to be paid by the donor online while registering for the VDHM (refer to page 18 for run registration fees).
- The donor must complete the run registration process immediately on receiving the voucher code. Please note, running places for the desired race category will be available only until availability of slots or 4th October 2024, whichever is earlier. There will no refund of donation made due to non completion of the registration process by the donor.
- Running Number Bibs of confirmed runs will be available at the VDHM 2024 Get Active Expo (17th to 19th October 2024).
- 10% of the contribution received for each charity BIB will be utilized 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.



Social Impact Contributors

VDHM platform enables individuals to raise funds for the causes they are passionate about and want to support. Motivated individuals who are willing to contribute to social impact causes, choose NGO/s registered with UWD (VDHM philanthropy partner). All contributors begin their social impact journey by creating a campaign page on the UWD-VDHM microsite to raise awareness for the cause and NGO that they are supporting. As individuals keep progressing their journey, they get elevated to progressive levels.

Modes of Contributing for a Social Cause

Online: On creating a campaign page on the UWD-VDHM microsite, selecting an NGO and setting a target amount, a donate button gets active on the campaign page allowing Social Impact Contributors to receive contributions online through a payment gateway.

Offline: Social Impact Contributors also have the option to receive contributions offline by issuing a cheque or DD payable to 'United Way of Delhi' or through direct bank transfer to UWD's bank account.

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

Levels of Social Impact Contributors

Individuals, who decide to support their preferred NGO's cause at the Vedanta Delhi Half Marathon 2024, 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. The contributors receive recognition at VDHM based on the varying levels achieved.

Sr. No.	Category	Target	Contribution to UWD
01	Social Impact Young Leader (Below 18 years)	INR 75,000	4.00%
02	Social Impact Initiator	INR 10,000 to INR 99,999	
03	Social Impact Maker	INR 1,00,000 to 2,49,999	3.00%
04	Social Impact Uplifter	INR 2,50,000 to 4,99,999	
05	Social Impact Leader	INR 5,00,000 to 9,99,999	
06	Social Impact Champion	INR 10,00,000 & above	

Note: For each category there are incentives that can be availed by each contributor once they reach



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Benefits for Social Impact Contributors

Category/ Benefits	Social Impact Champion	Social Impact Leader	Social Impact Uplifter	Social Impact Maker	Social Impact Initiators	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
Digital Visibility						
Fundraising page on United Way Website	✓	✓	✓	✓	✓	✓
Promotion on United Way Social media	✓	✓	✓	✓	✓	✓
Mention in the 'Philanthropy' Section on the Official event website	✓	✓	✓	✓		
Banner on the UWD's Marathon website homepage (rotational basis)	✓	✓	✓			
Registration Related:						
*Complimentary run registration	✓	✓	✓			✓
Special bib number (customized bib number) by 28th sept	✓	✓	✓			✓



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Category/ Benefits	Social Impact Champion	Social Impact Leader	Social Impact Uplifter	Social Impact Maker	Social Impact Initiators	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
Get Active Expo						
Wall of Change	✓	✓	✓	✓		✓
Pasta Cookout	For self+1	For self+1				
Procam Marquee Invite	For self+1	✓	✓	✓		
Event Track Suit	✓	✓				
Event Tee	✓	✓	✓	✓		✓
Shoes	✓	✓				
Other Privileges						
Race Day Photograph (digital)	✓	✓	✓	✓		
Appreciation E-Certificate						✓
Mention in the post event docket published		Yes	Yes	Yes	Impact initiator raising a min. of INR 50,000 contributions for their chosen social cause	
Feature in the post event docket published	Full Page Feature	Highest Contributor Half page	Highest Contributor Half page	Highest Contributor Quarter page		Highest Contributor Quarter page
Invitation to VDHM 2024 Philanthropy Awards Night	✓	✓	✓	✓		✓

* Race day related privileges: Provided the minimum contribution target for respective Impact Contributor levels is achieved, and UWD has received the said contribution, on or before 23rd September 2024.

** Provided the minimum contribution target for respective Social Impact Contributor levels is achieved, and UWD has received the said contribution, on or before 1st November 2024

Young Leaders

Individuals 18 years old or younger as on 19th October 2024, are categorized as Young Leaders. When they successfully raise donations of ₹ 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 if they meet the event's eligibility criteria.

- 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 Social Impact Contributor level achieved..
- The top 10 Young Leaders are recognized on LinkedIn by United Way Delhi and VDHM.

***This bib is non-transferable.**

Important:

- Race day related privilege status will be as achieved by all impact contributors by Friday, 23rd September 2024.
- Event rules will be applicable on the additional guest bibs.
- Race day photographs will be available only for the participants of the Great Delhi Run through the official event photographer, provided captured on race day.
- Young Leaders have the same privileges as Social Impact Contributors, except they are eligible for a Special Number Bib with their name printed upon raising ₹ 75,000, instead of the ₹ 1 lakh required for other impact contributors.
- Donor details of social impact contributor will not be shared with the NGO to ensure data privacy.



Corporate Team Participation

Companies have the flexibility to form teams of 5, 15, 40 and 85 members by making a non-refundable contribution. This contribution includes donations to the selected NGO/s (which must be registered with UWD for VDHM 2024) and UWD.

Donation	Donation to UWD (Minimum donation)	Donation/Grant to CSO's	Team size
1,10,000	11,000	99,000	5
3,00,000	30,000	2,70,000	15
6,00,000	60,000	5,40,000	40
12,50,000	1,25,000	11,25,000	85

**The donation mentioned above does not include the run registration fee for team members to run on race day; this needs to be paid directly to the Event Promoter, Procam International, when submitting the final team.

Important: Corporates are urged to confirm their team slots and complete the team member run registration process at the earliest. **Participation slots in the Corporate Teams category will be available strictly on first come first serve basis, and subject to availability of running places in the desired race category.**

Note: Companies who contribute from their CSR budget are mandated to contribute directly to projects or programs for the NGO they are supporting.



Privileges for Corporate Teams:

- Corporates are eligible for a limited number of Half Marathon Bibs which need not fulfill the timing qualification criteria.
- Special Corporate Tent for all corporates fielding teams supporting charities (more details given below).
- Top 10 Corporates will get highlighted on the Leader Board during the Race Live Telecast.
- Charity Corridor presence for Corporates who contribute more than ₹5 lakhs.
- Top 5 Corporates will be showcased on the "Wall of Change" at the three day Get Active Expo.
- Representatives (up to 3 invites each) from Top 2 contributing Corporates will be invited to the Pasta Cook out held on 19th October 2024.
- Representatives of Top 2 Contributing Corporates (up to 2 invites each) invited to a pre-event gala held on 18th October 2024.
- Representatives of Corporates who contribute more than ₹ 10 lakhs will get access to the Grandstand (not more than 2 representatives) on race day.
- Corporate Name mentioned on Corporate Bibs (team members' registration has to be completed and the team submitted by the company before 20th September 2024 to avail this benefit).
- Corporate runners in the Great Delhi Run category will have line-up priority ahead of the general category on race day.
- Acknowledgment on post event docket.

Corporate Tent Benefits

This is a unique benefit for corporate participants. On race day the Event Promoter sets up a dedicated tent at the Jawaharlal Nehru Stadium premises (event venue) exclusively for Corporate Teams participating through philanthropy. The tent offers various enjoyable activities such as games, Zumba, art and craft, photo booths, team challenges, and refreshments which will be held by United Way Delhi. This ensures that corporate team participants have a memorable and distinct experience at the Vedanta Delhi Half Marathon, in addition to their run.

- Corporate Team runners will be hosted in a special Corporate Tent, separate from the general runners on race day.
- The company name, along with the NGO supported, will be acknowledged in the Corporate Tent.
- Exclusive engagement activities in the tent for team building.



Process of Participation for Corporate Teams

- 01.** Corporates wanting to field Corporate Teams, need to requisition the same on the Corporate section on the official UWD-VDHM micro-site.
- 02.** Corporate SPOC to fill in the official email address and other details as required.
- 03.** A link for participation will be shared with the corporate SPOC.
- 04.** After logging in, the Corporate SPOC will get access to the Corporate Dashboard: Corporate SPOC should monitor this page periodically.
- 05.** After logging in, the Corporate SPOC will get access to the Corporate Dashboard: Corporate SPOC should monitor this page periodically.
- 06.** The SPOC need to ensure that team members of the Corporate Team individually register for the run using this link.
- 07.** 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.
- 08.** Using the Corporate Manager page, the SPOC must fill out the details of the participating
- 09.** Supporting NGO: Corporate can choose or support more than one NGO by selecting NGOs
- 10.** Upload Logo: SPOC must upload their corporate logo (High Resolution)
- 11.** Donation: Corporate have to make the donation in favor of UWD through cheque, NEFT or RTGS

Note: Corporate will receive their running bibs only after completing the run registration fee payable to Procarn International (the Event Promoter). The deadline for payment completion is October 15, 2024.

If Procarn International rejects a runner's application for any reason, they will refund the entry fee paid by the applicant according to the entry rules. However, any amount donated or contributed to the NGO or United Way Delhi will not be refunded.



Employee Contributors

Individuals who belong to any of the participating Corporate Teams at the VDHM and decide to contribute and support different causes, can do so by selecting their corporate name while creating their campaign page in the individual section on the UWD-VDHM microsite. Such individual contributors are categorized as employee contributors.

- Employee Contributors can increase their philanthropic engagement in VDHM by advocating for chosen causes and NGOs, leading to a rewarding experience.
- Employee Contributors raising INR 1 lakh and more will be eligible for benefits as Social Impact Contributors.
- NGOs can leverage employee contributions to engage new supporters, facilitating direct interaction by arranging sessions with the Corporate SPOC to discuss projects and requirements. Additionally, UWD can offer guidance on the VDHM platform during these sessions upon request.

The Process of Registration for Employee Contributors

A corporate employee willing to raise funds for an NGO can participate by registering on the UWD microsite.

- 1** Register on the individual section, select the Employee Contributor option, enter the name of your corporate.
- 2** After registering the individuals will receive unique Login ID and password
- 3** Select the NGO that you are willing to support and create page along with:
 - A** Appeal and message
 - B** Target Amount
 - C** About the NGO



Benefits for Corporate Team Members

All other privileges attached to Social Impact Contributors will be applicable to employee contributors

- Highlight the highest contributor in the Event docket
- The top 5 Employee Contributors, raising a minimum of INR 50,000 for their chosen social cause, will get a shout-out on LinkedIn from United Way Delhi &VDHM.
- TopEmployee Contributor, from amongst all Corporate Teams, will be recognized at the Philanthropy Awards Night, provided he/she has fundraised a minimum of ₹ 2.50 lakhs.

Top-up Donations




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 NGOs listed with United Way Delhi. Only local contributions will be accepted.

At the time of registration, a runner can choose to donate any amount to an NGO they want TO support. If no NGO is selected, the donation will be added to a shared pool with UWD. The donations in the shared pool will be distributed among NGOs based on privilege levels attained.



NGO Privilege Levels

To reward participating NGOs that make maximum use of VDHM as a philanthropy platform, we have identified indicators that translate into points for each NGO. These points determine the NGO's privilege level at VDHM 2024. The privilege level is not a rating of the NGO's work but simply reflects their level of participation. NGOs can aim to improve their privilege level until Friday, 1st November 2024. However, the benefits on race day will be based on the privilege level determined on Wednesday, 25th September 2024.

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

An NGO will need to achieve the indicators mentioned in A or B section in order to be entitled to privileges of respective privilege level.

Incentives for each NGO Privilege Level:



GOLD

- ★ Gold Level badge recognition on the UWD Official website
- ★ Complimentary Great Delhi 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, will be played on rotational basis.
- ★ Procam Marquee Invite for upto two senior representatives of the NGO
- ★ Philanthropy Award Night Invitation for NGO's representatives (upto 2).
- ★ Half-page feature in the Event Docket published post race day.
- ★ Signed memento from Event Ambassador Autograph
- ★ Invite for the Pasta cookout to CEO of the top NGO.





SILVER

- ★ Silver Level badge on the UWD-VDHM Official microsite
- ★ 2 Complimentary Great Delhi Run Bibs
- ★ 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 representatives (upto 2).
- ★ Quarter-page feature in the Event Docket.



BRONZE

- ★ Bronze Level badge on the UWD-VDHM Official microsite
- ★ 1 Complimentary Great Delhi Run Bib
- ★ 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
- ★ Achievement of Bronze Level will be highlighted against the NGO in the Event Docket.



Fund Disbursement Schedule

UWD will disburse all the donations by 10th December 2024.

- Corporate Team Donations by 2nd week of December 2024.
- Charity Bib Donations by 1st week of December 2024.
- Online Donations will be done in batches in the first week of August, September and last week of November.

Disbursements will be through direct bank transfer, hence NGOs are requested to update UWD of any changes in the bank details at the time of registration. Following FCRA Rules, UWD will not accept any donation from a foreign source meant for a participating NGO and thus will not disburse any FCRA funds to any participating NGO. NGOs must submit Audited financials for FY 23- 24 prior to disbursement, along with any updates to their due diligence documents.

Donation Receipts

For online donations, receipts are emailed immediately through an automated system. For offline donations, receipts will be emailed within 7 working days of realization of the cheque. Form 10BE certificates will be sent by January 2025 for the donations received for FY 2024-25.

- All donations made to UWD will be entitled for 10BE certificates. 10BE certificates to donors will be emailed to the ID which was provided while making the donation from vdhm@unitedwaydelhi.org. Donors are requested to add this email ID to the safe sender list to avoid the mail going to spam.
- Receipts for Charity Bib donations are system generated and are emailed to the email ID

Important:

All donations made through the VDHM platform are non-refundable






VDHM 2024 Run Registration Fees

Race Category	INR	USD
HM	2400	55
10K	1600	45
GDR	700	20
SCR	350	10
CWD (Participant & Buddy)	350	10








Important Timelines at a Glance

Macro VDHM 2024 Related

 19th July 2024	→	Start of event's run registrations on https://vedantadelhihalfmarathon.procam.in/
 20th September 2024	→	End of event's run registrations
 17th to 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






VEDANTA DELHI HALF MARATHON




Charity Bibs

-  17th July 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**

Corporate Teams

-  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 privileges**
-  1st November → **Last day to raise contributions**



Philanthropy Awards

The Vedanta Delhi Half Marathon Philanthropy Awards, organized by Procam International, is the concluding event of the VDHM 2024 cycle. Its purpose is to acknowledge the remarkable passion and contributions made by individuals, corporations, and participating NGOs. 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 2024 Philanthropy Award Night:

1. The top 3 fundraising NGOs
2. Top 3 Contributors in the in the Social Impact Contributors category
3. Highest Contributing Young Leader
4. Top Contributing Corporate
5. Top 2 Fundraising Corporates
6. Highest Contributing Individual amongst all Corporate Teams

Other Recognition for NGOs:

- NGO with highest number of Young Leaders will receive a accolade scroll.
- NGOs with highest number of social impact leader and uplifter will receive a accolade scroll.
- NGO with most Charity Bib runners will receive a accolade scroll.
- Highest fundraising NGO in each cause category will receive a accolade scroll.
- Corporate with the highest number of runners will receive a accolade scroll.
- Corporate with highest number of Employee Contributors will receive a citation roll.
- All Social Impact Makers, Uplifters, Leaders and Champions will receive appreciation certificate.

Disclaimer: Procam International Pvt. Limited, the driving force behind the Vedanta Delhi Half Marathon, will undertake all necessary actions to promote, manage, and organize the event, as well as commercially leverage all associated rights. PIPL will also ensure compliance with all legal requirements for the event. United Way Delhi serves as the official Philanthropy Partner for the marathon, exclusively handling all philanthropic initiatives during VDHM 2024. While United Way Delhi does not engage in providing services, products, or branding through paid channels at the event, any donations made to them are directed towards project implementation and capacity building within the development sector. Event-related benefits and incentives for participating NGOs, corporates, and individuals are solely managed by the event promoter and remain at their discretion, separate from United Way Delhi's involvement.

