

# BalUtsav

CHILD  
EMPOWERMENT  
FOUNDATION  
INDIA

Her Race To Getting Educated  
Is A Daily One.  
Let Us Pledge To Change That.



## EACH STEP THAT YOU TAKE AT THE TCS WORLD 10K BANGALORE FOR BAL UTSAV WILL HELP EDUCATE NON SCHOOL GOING CHILDREN

Even as India celebrates an impressive jump in the literacy figures, a staggering eight million children are still out of school. There is a huge need for effective school education to every child, thus the need to unite and supplement existing efforts.

Without an educated population, India will be unable to sustain a strong rate of growth. Without education, young boys and girls will never benefit from the country's progress and prosperity. Education is a chance for a better life and we want every child in India to be able to atleast read and write.

For that, it is crucial to understand the problem and then build effective strategies.

We at BalUtsav have been doing this by establishing and operating schools in communities where there is a critical need for quality education. The type of programs introduced in an area is based on the needs of that community, such as pre-school programs, learning support classes and urban-learning centres.

We now need your support.

We can make a difference - Are we in this together?

### You Can Also Make A Difference By

#### VOLUNTEERING

- Lend your time, skills & support by taking part in our programs.

#### SPREADING THE WORD

- There are many ways you can help, including educating your friends, colleagues and family through Facebook, Twitter and other social interactions.

#### DONATING

- Donate to our cause of Educating Non School Going Children by writing a Cheque to 'Child Empowerment Foundation India'

#### SUPPORT BAL UTSAV. BECOME A:

- Care Champion Gold
- Care Champion Silver
- iCare Runner
- Corporate Care 30
- Corporate Care 20

At Bal Utsav We Educate Non School Going Children With The Use Of Multigrade, Multilevel Pedagogy Thus Bridging The Gap In The Learning Levels And Ensuring That Learning Is Not About Just Being In School.

When You Decide To Run For This Cause Or Raise Pledges For Bal Utsav At The TCS World 10K Bangalore, You're Making Sure That By Putting Your Right Foot Forward You Will Be Helping These Children To Learn To Stand On Theirs.

# FAQ's

## WHO SHOULD YOU ASK?

- Everyone! Create a list of potential donors (i.e. family, friends, co-workers, neighbours, classmates, clients etc.) Ensure to remember everyone. Ask everyone to refer you to anyone who can make a difference.

## WHAT SHOULD YOU TELL YOUR DONORS?

- Tell them about your cause of Educating Non School Going Children. Tell them that their donations are tax deductible and that they will receive receipts.

## HOW MUCH DO YOU ASK FOR?

- Encourage everyone to give something, whatever is possible; give a specific range e.g. Rs 500, 1000, 1500 etc

## WHEN DO YOU NEED TO SUBMIT THE FUNDS YOU HAVE RAISED?

- All funds adding up to at least the committed amount of Rs 2 lakh/0.75 must be submitted by 30th April 2013.

## WHAT DO YOU DO FOR DONORS WHO KEEP DELAYING THE DONATIONS?

- Donors who won't donate now, give them the immediate benefit of donating while deferring the cost, ask for specific amounts, get them to commit an amount, people who commit an amount donate sooner or later.

## HOW DO YOU MAKE YOUR MAILER MORE EFFECTIVE?

- Make sure your call to donate is in the first paragraph, which focuses on the donor's benefit of donating/ making an investment to change a life at this moment. Give a brief about the NGO you are supporting, but not more than 10-12 lines, talk about the project you are fundraising for, give some statistics for reference, use a photograph of the our work to create more impact.

REMEMBER you are NOT asking for money for Yourself – it's for the NGO you have chosen- Bal Utsav!

Every rupee you collect makes a difference! Be creative and remember to have fun!

Circulate the appeal page link to your social circle, enabling online contributions to Bal Utsav' cause of educating Non School Going Children.

All your collections and completed fundraising forms, adding up to atleast the committed amount of Rs 2 or 0.75 lakh is to be submitted by 30th April 2013

## Care Champion Gold

Name and profile on the Homepages of the website of the Event and Bangalore Cares

Personalized online fundraising page on [www.bangalorecares.in](http://www.bangalorecares.in)

Special effort to highlight the Care Champion - Gold and their supported cause in media.

Official Event Kitting (Nike Track suit, T-shirt & cap)

Invite to Pre Event Party on Friday, 17th May 2013

Invite to the Event's Pasta Party on Saturday, 18th May 2013

Name of Care Champion - Gold on Running Number Bib

Invite to VIP Marquee with parking pass on Race Day, which is an opportunity to meet the International and National event ambassadors

Priority line-up if participating in the Majja Run, Senior Citizens' Run or in the 'Champions with Disability' category

Video clipping of the top 3 Care Champion Gold as on 30th April 2013 will be shot to be included as a part of race day live telecast.

Care Champion - Gold raising funds of above Rs. 10 Lakh on or before 5 May 2013 will receive a pair of Nike shoes as part of official event kitting.

Award of recognition for the highest fundraising Care Champion - Gold.

Pledge to raise a minimum of Rs 2 lakh for Bal Utsav.

Make an upfront non-refundable contribution of Rs 15,000/- in the name of 'Child Empowerment Foundation India' or 'Bangalore Cares Trust'. (This will be included in the total minimum amount to be raised by the Care Champion - Gold Participant)

## Care Champion Silver

Personalized online fundraising page on [www.bangalorecares.in](http://www.bangalorecares.in)

Special effort to highlight the Care Champion - Silver and their supported cause in media.

Official Event Kitting (T-shirt & cap)

Invite to the Event's Pasta Party on Saturday, 18th May 2013

Name of Care Champion - Silver on Running Number Bib

Invite to VIP Marquee with parking pass on Race Day, which is an opportunity to meet the International and National event ambassadors

Priority line-up if participating in the Majja Run, Senior Citizens' Run or in the 'Champions with Disability' category

Care Champion - Silver raising funds of above Rs. 10 Lakh on or before 5 May 2013 will receive a pair of Nike shoes as part of official event kitting.

Award of recognition for the highest fundraising Care Champion - Silver.

Pledge to raise a minimum of Rs 0.75 lakh for Bal Utsav.

Make an upfront non-refundable contribution of Rs 5,000/- in the name of 'Child Empowerment Foundation India' or 'Bangalore Cares Trust'. (This will be included in the total minimum amount to be raised by the Care Champion - Gold Participant)

# FAQ's

## WHAT DOES YOUR COMPANY NEED TO DO IN ORDER TO REGISTER FOR 'CORPORATE CARE TEAM'?

- In order to register for 'Corporate Care Team' you must send the following:
  - The completed 'Corporate Care Team' Registration Form signed by an authorised signatory from your company.
  - A cheque for Rs. 2.25/1.50 lakh made out to your chosen NGO (Child Empowerment Foundation India).

## HOW DO YOU REGISTER THE EMPLOYEES RUNNING 'CORPORATE CARE TEAM'?

- Once the Company registration process is complete, the HR/ SPOC will be provided with an online link, through which he or she can process registrations of the Company's 30 employees.

## HOW MANY EMPLOYEES CAN RUN AS PART OF 'CORPORATE CARE TEAM'?

- A maximum of 30 employees can participate with one Corporate Care Team 30 registration. However, your Company is welcome to enter as many teams as you would like as part of 'Corporate Care Team 30', at a donation of Rs 2.25 lakh per team for any NGO.

## CAN MORE EMPLOYEES PARTICIPATE IN THE RUN APART FROM THOSE IN THE 'CORPORATE CARE TEAM'?

- Yes, they definitely can. The 30 employees in your 'Corporate Care Team 30' team are guaranteed participation. Thereafter, participation will be on first come first served basis subject to availability and applicants will have to register directly with Procama as per the process given in the Entry Form.

## CAN EMPLOYEES RAISE FUNDS TOO?

- Absolutely! You can take a Fundraising Kit, with tips on raising funds and instructions on how to submit donations and raise funds for Bal Utsav.

## WHAT RECOGNITION WILL YOUR COMPANY RECEIVE FOR PARTICIPATING?

- Your Company will get special mention in all relevant reports related to the Run, a special page on Bangalore Cares website and processing /reconciliation support for all donations. Your team will have a special holding area on Race Day. The special holding area will showcase a banner of your Company and Bal Utsav during the three days of Event Expo.

## HOW CAN YOU GET YOUR EMPLOYEES EXCITED ABOUT PARTICIPATING IN THE EVENT?

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## Corporate Care Team 30

Separate holding area within the Sree Kanteerava Stadium for employees who are part of the Corporate Cares team and participant in the Majja Run

Banner showcasing the company and the NGO it is supporting within the Corporate Cares holding area during the event and a standee having all company logos in the three days of Event Expo

Priority holding area at the start of Majja Run

Special Running Bibs for all Corporate Cares team members

Special Fundraising page on Bangalore Cares' website for your company

Workshops on fundraising by Bangalore Cares conducted on request and Team Leaders' meeting (event update, fundraising tips, standardized presentations to motivate team members, etc.)

Processing, reconciliation and acknowledgment of all donation cheques received

Special Incentive: Companies where their Corporate Care Team/s have raised funds of an aggregate amount of Rs 75,000 on or before 20th April 2013 will be entitled to have 2 Runner Boards (size 10 ft X 4 ft) showcasing the Company name and logo of the NGO they are supporting displayed on race route.

Make an upfront non-refundable contribution of Rs 2.25 lakh to Bal Utsav and field a team of up to 30 employees.

## Corporate Care Team 20

Separate holding area within the Sree Kanteerava Stadium for employees who are part of the Corporate Cares team and participant in the Majja Run

Banner showcasing the company and the NGO it is supporting within the Corporate Cares holding area during the event and a standee having all company logos in the three days of Event Expo

Priority holding area at the start of Majja Run

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Make an upfront non-refundable contribution of Rs 1.50 lakh to Bal Utsav and field a team of up to 20 employees.

- Bangalore Cares and Bal Utsav would be happy to come over and do a one hour training session for your employees.
- We can also provide motivational tools such as a short video for your use upon request. Finally, we suggest that you connect with a representative from Bal Utsav who will be able to provide you with additional information about how your support will impact our work which is always a great motivator.

## CAN YOU CARRY/DISPLAY BRANDED MATERIAL AT THE EVENT?

- Yes. Your employees are welcome to wear Company T-shirts and carry signs and banners celebrating your Company's participation. You may also want to encourage the team to connect with your chosen NGO on this and wear costumes that reflect the NGOs cause

## iCare Runner

An iCare Runner is an individual who raises pledges of any amount and runs in support of Bal Utsav. Donation amounts can be raised with the help of pledge/fundraising kits available on the Bal Utsav and Bangalore Cares website as well as in our offices.

What the iCare Runners can look forward to:

- No Upfront payment.
- No minimum amount as pledges.
- First 10 iCare runners raising Rs.25000 by 30th April 2013, get the event T Shirt.
- Recognition will be given on [www.bangalorecares.in](http://www.bangalorecares.in) throughout the year to the top 10 iCare runners.
- Top Three iCare Runners will be recognized at the post event press meet.

## Distance Running and Charities - Come Together?

Distance running events all over the world are making a major impact for the well-being of society. They bring people together from different aspects of life, to run, to increase health & fitness, participate in a community event – and at the same time raise funds for a charity they believe in. The TCS World10K Bangalore does all of the above. Citizens join in – in thousands: Last year (2012) alone saw over 21,000 persons run and over Rs. 3 crore being raised for charities.

The event is now a landmark on the annual calendar – not only for the runners – but also of charities having grown into the third biggest running related, charity fundraising opportunity in India; and the biggest charity fundraising opportunity in Bangalore.

## About Bal Utsav

Bal Utsav is an initiative of Child Empowerment Foundation India (CEFI). CEFI is a fully incorporated, Not for Profit company registered under Section 25 of the Ministry of Corporate Affairs, Government of India, which operates without any government assistance. The organization relies solely on donations from generous donors, sponsors and bequests and revenue raised from fundraisers and events.

The funds generated during the TCS World 10K would be used to establish and operate Schools that focus on addressing the urgent issue of educating non school going children thus plugging the rising number of dropouts. All the children admitted to our Schools are from the economically weaker sections of society.

## TCS World 10k Bangalore 2013

Scheduled for Sunday, 19th May 2013. Some of the Salient features of the event include

- World's Richest World 10K (Prize Money USD 1,60,000)
- Ratified by International Association of Athletics Federation and Association of International Marathons and Distance Races
- Conducted under the aegis of the Athletic Federation of India and the Karnataka Athletic Association.
- Supported by the Government of Karnataka & DYSS

## Official Charity Partner

Bangalore Cares is a non-profit organization with the aim to collaborate with NGOs, primarily in Karnataka. The activities are centered around information sharing, improving services, increasing NGO income, ensuring accountability - through collaborating with individuals and organization who share the same aim. <http://www.bangalorecares.in>

## Promoted By

Procam International, is the country's leading sports and leisure management company, that has always stayed away from the trodden path, opting instead for events that would challenge the limits of marketing and organizational excellence.

Race Category	Distance	Eligibility	Fee
World 10K (includes Nation's Challenge)	10 km	Only for elite athletes (national & international)	₹ 1,300
Open 10K Run	10 km	15 yrs and above	₹ 1,300
Majja Run	5.7 km	12 yrs and above	₹ 1,000
Senior Citizens' Run	4 km	60 yrs and above	₹ 800
Champions with Disability	4 km	12 yrs and above	₹ 800
Corporate Challenge	10 km	Teams of 1 lady & 2 men participants open only to companies	₹ 6,000

The fees mentioned include application fees for the participants and a nominal donation of Rs.500/- towards supporting Bal Utsav' initiatives.

all donations are exempt  
under section 80g of the  
income tax act

**TO HELP A CHILD CELEBRATE**  
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