



tcs  
WORLD 10K  
BENGALURU  
26 April 2026

Philanthropy Partner



UNITED WAY  
BENGALURU

# TCS WORLD 10K BENGALURU 2026

## Philanthropy Structure



**MILES 2 MILES**



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## Introduction to TCS World 10K Bengaluru

Since 2008, Bengaluru has proudly hosted the world's premier 10K run, the TCS World 10K. It brings together elite international and Indian athletes, amateur runners, corporates, NGOs, and citizens in an unparalleled celebration of fitness, unity, and **community spirit**. The event has had the distinction of having some of the fastest international and Indian athletes competing for the coveted podium finish, and thousands of runners from across Bengaluru, the country and world, all soaking in the Bengaluru energy and camaraderie.

Over the years, the event has sparked a running revolution in the city of Bengaluru and beyond. More importantly it has led the **way for promoting an active and healthy lifestyle, and importantly social good.**

Race Category	Distance	Race Registration Fees	Min. Age Eligibility
Open 10K	10 KM	INR 2250	15 years (as on 25/4/2026)
Majja Run	5 KM	INR 950	12 years (as on 25/4/2026)
Champions With Disability	Participant 4.2 KM	INR 400	12 years (as on 25/4/2026)
	Buddy 4.2 KM	INR 400	18 years (as on 25/4/2026)
Senior Citizen Run	4.2 KM	INR 400	60 years (as on 25/4/2026)
Virtual Run	10 km	INR 499	15 years (as on 24/4/2026)
	5 KM	INR 499	10 years (as on 24/4/2026)

### Please Note

Race Fees are inclusive of GST and are payable to the event promoter, Procam International Pvt. Ltd. Event's run registrations will open on 13th February 2026 and close on 27th March 2026.

## Philanthropy at TCS World 10K

The TCS World 10K event in Bengaluru has a profound and far-reaching social impact, particularly through its dedicated philanthropy platform. It has established itself as **one of the largest sporting platforms for philanthropy in South India.**

The event has consistently helped NGOs raise substantial amounts for charity. **Since its inception in 2008, the event has enabled NGOs to raise a total of over INR 59.20 crores (as of the 2025 edition), making it a crucial source of funding for a wide range of social causes.**

**Funds raised support NGOs across diverse social issues:**

### Education

Digital classrooms, teacher training, improved school infrastructure

### Healthcare

Support for cancer, kidney care, and essential medical interventions

### Disability Inclusion

Mobility aids, inclusive sports, dignified livelihoods

### Child Welfare

Shelter, safety, education for vulnerable children

### Environment

Lake conservation, trees, water restoration

### Women Empowerment

Skill-building and educational opportunities

## Building a Culture of Giving



**Corporate Engagement** through socially responsible organization.



**Individual Empowerment**, enabling everyday citizens to champion causes



**Long-Term Impact** with funds raised and suitably invested in for future.

### Increased Visibility

- Enables NGOs to showcase their work to a large audience of participants, corporates, and other stakeholders of TCSW10K.
- Helps to attract new donors, volunteers, and supporters through increased exposure.
- Cause-neutral platform for NGOs.

### Capacity Building

- Training, guidance & support from the Philanthropy Partner to encourage fundraising efforts.
- Supports in creating effective appeals and campaigns.
- Helps smaller organizations build capacity and strengthen fundraising expertise.

### Building Relationships

- Enables meaningful interactions between NGOs, individual fundraisers, and corporates.
- Build lasting partnerships that extend beyond the event.

In essence, the **TCS World 10K is more than just a race; it's a powerful social movement** that leverages the popularity of running to create a widespread culture of giving and collective action. It has become a landmark event in Bengaluru, demonstrating that when individuals, corporates, and NGOs unite for a common cause, they can create significant and lasting positive change in the community.

**For 2026, United Way Bengaluru (UWBe)** proudly associates with TCSW10K **as the Philanthropy Partner**, building on a legacy of meaningful engagement and measurable community outcomes.



## United Way Bengaluru - The Official Philanthropy Partner

Founded in 2008, United Way Bengaluru (UWBe) is a registered non-profit organization that works to bring **together corporates, civic bodies, NGOs, and communities** to create sustainable change. Its presence spans across **17 states**, having an impact on over 20 million lives.

### Your Ideal Philanthropy Partner

#### Expertise in Corporate Social Responsibility (CSR)

UWBe has a proven ability in helping corporate partners design and implement effective CSR strategies.

#### Financial Transparency & Accountability

UWBe is recognized for its financial transparency and accountability, which has helped it win the trust of stakeholders.

#### Volunteer Mobilization

UWBe excels at fostering a sense of social responsibility by engaging a large number of corporate and community volunteers.

For more information, please visit [www.uwbengaluru.org](http://www.uwbengaluru.org)

## Philanthropy Structure for TCS World 10K 2026

The Philanthropy Structure (Fundraising Structure) for TCS World 10K 2026 is designed as a **guiding framework** for harnessing this sporting event for greater social good. It lays out the processes for fundraising and participation enabling every stakeholder to plan effectively, mobilize resources, and maximize their contribution. It also guides NGOs, Corporates, Institutions, and Individual fundraisers on **how to engage with the event's philanthropy platform**, offering clarity on opportunities, timelines, and recognition.

UWBe provides **comprehensive, step-by-step support** to all NGOs, Corporates, Institutions, and Individual Fundraisers. Our goal is to ensure you meet and exceed your philanthropic targets.



## 5 Fundraising Opportunities at TCS World 10K 2026

**NGOs are the primary beneficiaries of fundraising.** The 2026 edition of TCS World 10K Bengaluru presents a few primary avenues for fundraising for the registered NGOs -

- 1 Individual Fundraisers
- 2 Corporate Teams
- 3 Institutions & Community Groups
- 4 Contributing to a Cause
- 5 Charity Bibs

### Benefits



#### For NGOs

The event provides a platform to showcase your cause and projects and build visibility. You can effectively expand your outreach, and gain access to capacity-building support and networking opportunities.



#### For Individual Fundraisers

You can turn your running milestone into a powerful force for social good, making your run a personal challenge with a sense of accomplishment. As you meet milestones, you'll receive special recognition and exclusive perks.



#### For Institutions & Community Groups

Foster camaraderie by coming together for a common purpose and supporting a meaningful cause, as a group.



#### For Corporates

The event is a strategic tool for CSR, a powerful way to enhance brand value, and an effective method for boosting employee engagement and morale. You'll get access to exclusive networking opportunities with NGOs and other partners.

**Brand Value:** Enhance your reputation by aligning with a premier event that promotes fitness and social impact

# NGO Registration & Fundraising Process

## Registration

NGOs must register on the UWBe Philanthropic microsite and upload the following documents for verification and due diligence. To ensure smooth onboarding and compliance with statutory and financial due diligence standards, UWBe requires the following documents from each NGO partner. These documents are essential for verifying organizational legitimacy, financial discipline, and regulatory adherence.

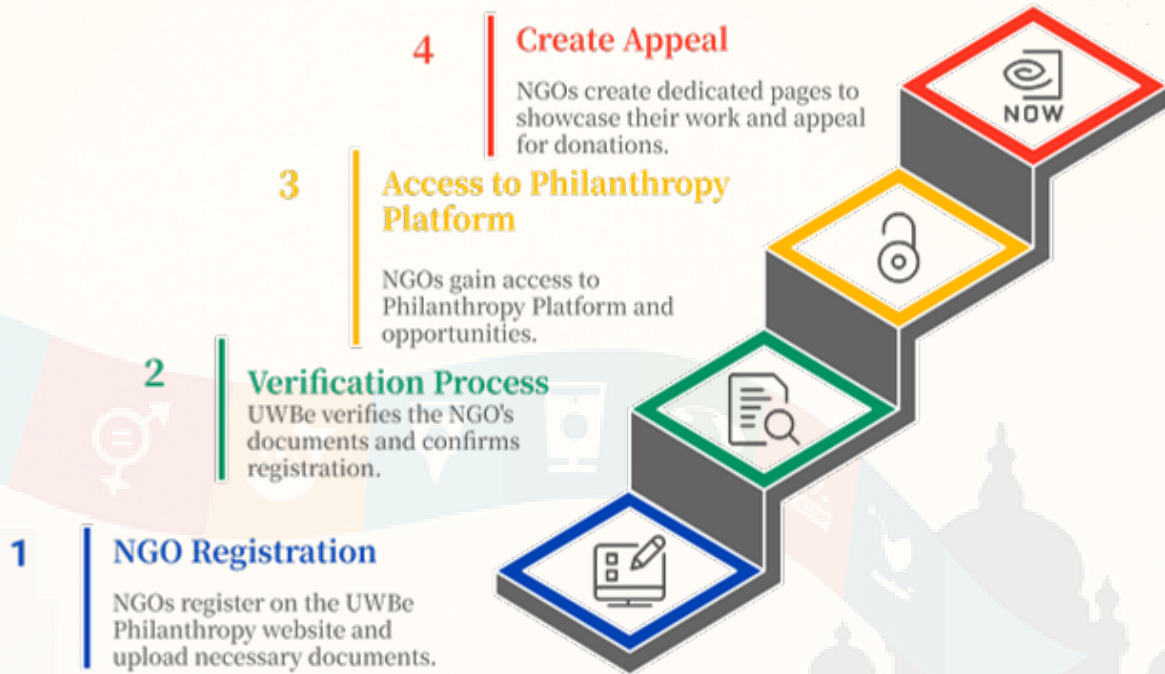
## Documents for Statutory & Financial Due Diligence

1. **\*Registration Certificate of the NGO** (Under Societies Registration Act 1860 / Indian Public Trust Act / Section 8 of the Companies Act).\*
2. **\*Renewed 80G Certificate** (Proof of eligibility for tax-deductible donations).
3. **\*Renewed 12A Certificate** (Verification of exemption status under the Income Tax Act).
4. **\*CSR-1 Form** (Required for receiving CSR funds from companies).
5. **\*PAN Card of the Organization**
6. **\*NGO DARPAN ID**
7. **\*Head of the Organisation** (CEO/ED/MD): Name, Email ID.
8. **\*Accounts/Finance Head:** Name, Email ID, and Contact Number
9. **\*Direct SPOC for this initiative:** Name, Email ID, and Contact Number
10. **\*Cancelled Cheque** (Domestic Account) (For validating bank details for fund disbursements).
11. **\*Registered Address Proof** (Recent and valid supporting documents - A copy of a recent utility bill (electricity, water, or gas bill) or house tax receipt or rental bill - no older than two months.)
12. **\*Authorized Signatory Name, ID** (To validate the identity and authority of the individual acting on the NGO's behalf; ID: Aadhaar, Passport, PAN, Driving License; Proof of Authorization: Board resolution, or NGO Darpan authorized list, or Signed authorization letter on NGO letterhead)
13. **FCRA Registration**
14. **List of Current Board Members** (Including designation, tenure, and professional background wherever available).
15. **\*Income Tax Return (ITR) Acknowledgements**
  - (a) (FY 2024-25)
  - (b) (FY 2023-24)
  - (c) (FY 2022-23)

**\*Mandatory Documents for Due Diligence**

On successfully registering, the NGO gains access to various fundraising opportunities and platforms associated with the event, helping raise critical funds and increase the visibility.

## How to Register?



Once UWBe completes the verification process, the NGO will receive an email confirmation with their portal page links. These dedicated NGO pages will allow the NGOs to showcase their work and appeal to their donors for donations.

UBWe will provide support and assistance to NGOs in setting up their pages. For assistance, please reach out to [tcs10k@uwbe.org](mailto:tcs10k@uwbe.org)



# Raising Funds

The 2026 edition of TCS World 10K Bengaluru presents multiple ways for NGOs to raise funds. These modes are further elaborated in this structure. UWBe encourages NGOs to recognize their own strengths and choose all or a combination of modes which will work best for the organization.

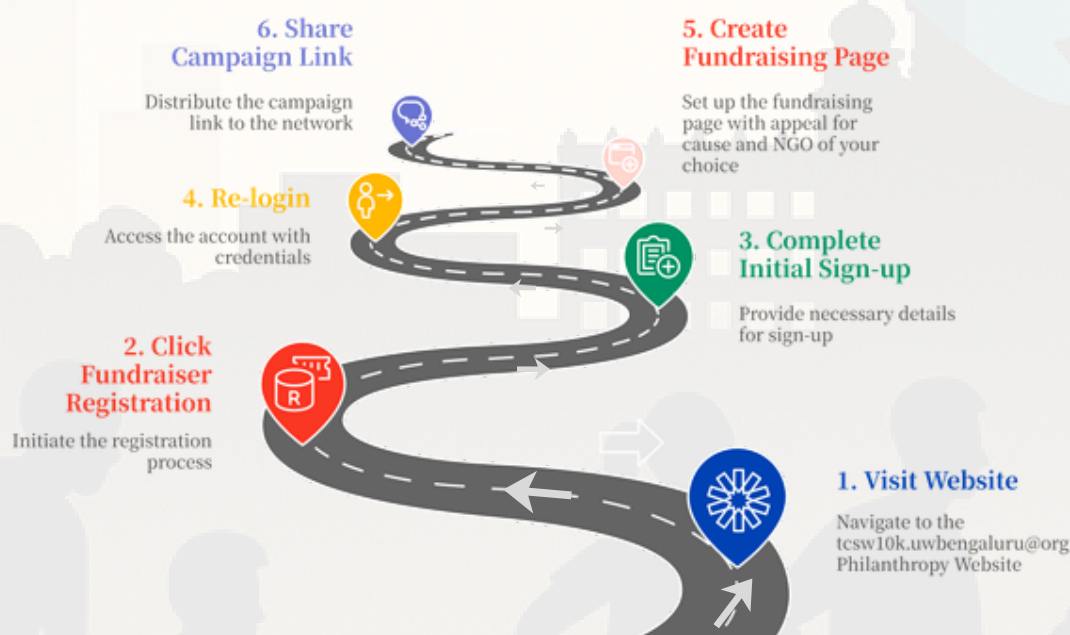
## 1. Individual Fundraisers

**An Individual Fundraiser**, is someone who seeks to make a difference by raising funds for an NGO of their choice, registered with the Philanthropy Partner, to support a cause the person is passionate about.

The platform recognises these individuals, and supports & encourages them to raise funds. As the fundraising amount increases, individuals can achieve higher levels of recognition.

As an Individual fundraiser, you have to create a your fundraising page on the official UWBe philanthropic portal. You can set a personal fundraising goal and commit to collecting donations for your chosen registered NGO.

### Individual Fundraiser Registration Process



Once the fundraising page is set up, you can request for donations from your friends, family, and colleagues (the "donors") and acquaintances. The donations are processed through the secure event-affiliated payment gateway and routed to your selected NGO.

NGOs that have successfully used this segment in past editions have tapped into their networks – including board members, staff, longstanding donors, volunteers, runners, students, and other supporters – to become fundraisers.



Anyone can be a successful fundraiser; all it takes is belief in the cause and the willingness to seek support on the NGO's behalf.

## Categories of Individual Fundraisers

### Base Category:

The philanthropy pillar empowers everyone to raise funds and create impact—no matter the amount. Based on minimum funds raised (as specified below), individuals are recognized under the Gold, Silver, and Bronze categories.

**Bronze:** ₹10,000- ₹24,999/-

**Silver:** ₹25,000-₹49,999/-

**Gold:** ₹50,000-₹99,999/-

### Level 1: INDIVIDUAL FUNDRAISERS

#### 1. CHANGE MAKER (₹1 Lac - > ₹2 Lac)

An individual who fundraises a minimum of ₹ 1 lakh in donations for a chosen NGO.

#### 2. TRAILBLAZER (₹2 Lac - > ₹4 Lac)

An individual who fundraises a minimum of ₹ 2 lakhs in donations for a chosen NGO.

### Level 2: INDIVIDUAL FUNDRAISERS

#### 3. IMPACT CREATOR (₹4 Lac - > ₹ 7Lac)

An individual who fundraises a minimum of ₹ 4 lakhs in donations for a chosen NGO.

#### 4. CHAMPION (₹7 lac & above)

An individual who fundraises a minimum of ₹ 7 lakhs in donations for a chosen NGO.

### Level 3: Young Fundraisers

This fundraising category celebrates young philanthropists and their commitment to make a difference.

**Fundraisers below the age of 18 years (as on 25th April 2026)** and fundraising a minimum amount of **₹10,000** for their chosen NGO/s fall under this category.

### Level 4: Young Achievers

A Young Fundraiser, fundraising a minimum amount of **₹25,000** for the chosen NGO/s, will be recognised as a **Young Achiever**.

Note - a Young Achiever, fundraising a minimum \_\_\_\_\_ (to be filled in, in a bit)

# Individual & Young Fundraiser Privileges

## Young Fundraisers Privileges

Privileges	Young Fundraiser INR 10,000- 24,999	Young Achiever INR 25000+
UWBe Website Feature	✓	✓
Shout-out on Social Media	✓	✓
Digital Fundraiser Level Badge		✓
Wall of Change ( Expo + Media Center & Procam Marquee (on race day)) *		Top 5
Event T-Shirt * (subject to sizes being available)		Top 10
Philanthropy Press Meet Invite *		Top 5
Event Ambassador Meet & Greet *		Top 5
Signed Souvenir by Event Ambassador		✓
Feature in the Event Docket		Top 3
Listed in the Event Docket	✓	
Invite to Philanthropy Awards Night		Self +1
Certificate of Appreciation	✓	✓

\* Race Day Benefits which will be extended provided minimum fundraising target is achieved on or before 8<sup>th</sup> April 2026 (including realisation of any bank transfers/cheques submitted to UWBe).

Note - Where a Young Achiever fundraised INR 1 lakh or more, such individual will also be entitled to privileges as listed against categories starting from Changemaker onwards.

## Individual Fundraisers Privileges

### Bronze Level (₹10,000 to ₹24,999)

- Featured on UWBe website

### Silver Level (₹10,000 to ₹24,999)

- Featured on UWBe website
- Shout-out on social media by UWBe

### Gold Level (₹10,000 to ₹24,999)

- Featured on UWBe website
- Shout-out on social media by UWBe and the Event
- Gold Level Badge on NGO's Profile Page on UWBe website
- Listed in the Event Docket (post race day)

Privileges	Changemaker INR 1L-1,99,999	Trailblazer INR 2L-3,99,999	Impact Creator INR 4L-6,99,999	Champion INR 7 Lakhs+
UWBe Website Feature	✓	✓	✓	✓
Social Media Story Shout-Out				
30 second video feature on social media			✓	
Digital Fundraiser Level Badge on Profile Page	✓	✓	✓	✓
Feature in the Event Docket		✓	✓	✓
Listed in the Event Docket	✓			
Wall of Change (Expo)*	✓	✓	✓	✓
Wall of Change (Expo + Media Center + Procam Marquee)*			✓	✓
Personalised 6 digit Bib number *		✓	✓	✓
Priority Lineup during Majja Run *	✓	✓	✓	✓
Event T-Shirt *	✓	✓	✓	✓
Event Track Suit *			✓	✓
Event Shoes *				✓
Grand Stand invite (non-transferable) *	✓	✓		
Procam Marquee Invite only for Self *			✓	✓
Invitee Car Park for race day (non-transferable) *				✓
Race day photograph (where captured by official photographer)*	✓	✓	✓	✓
Philanthropy Press Meet Invite *		✓	✓	✓
Event Ambassador Meet & Greet *				✓
Signed Souvenir by Event Ambassador			✓	✓
Leader Board on Live Telecast *			✓	✓
Invite to Philanthropy Awards Night			Self +1	Self +1

**Important Note:**

- \*Race Day Benefits which will be extended provided minimum fundraising target is achieved on or before 8<sup>th</sup> April 2026 (including realisation of any bank transfers/cheques submitted to UWBe).
- Running number bibs will be subject to availability in the desired race category and age qualification criteria. Please note, timing qualification criteria does not apply to Changemakers and above, who wish to run the Open 10K.

## 2. Corporate Participation

The Corporate Teams category enables companies to field employee teams at the TCS World 10K Bengaluru while supporting a cause or NGO of their choice through charitable contributions. It offers a powerful platform to boost employee engagement, promote well-being, and drive social impact. Participation is coordinated through a designated Single Point of Contact (SPOC) to ensure smooth execution. Companies may support any NGO listed with the philanthropy partner, UWBe. If a preferred NGO is not registered, UWBe will facilitate its onboarding and registration for the event.

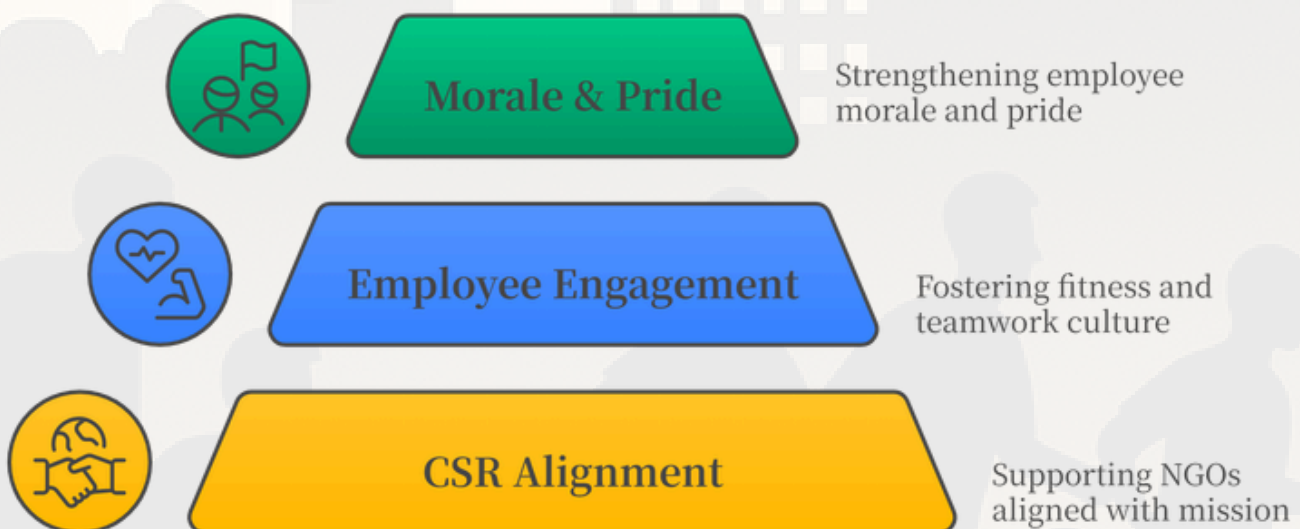
### Who is a Corporate Participant?

A Corporate, in the context of the TCS World 10K Bengaluru, is a registered business entity that formally participates by mobilizing employees to run and fundraise—aligned with its CSR and employee engagement objectives.

### Corporate participation is driven by:

- Demonstrating commitment to social responsibility by supporting a registered NGO aligned with their mission and statutory CSR objectives.
- Creating a culture of fitness, teamwork, and purpose-led participation, strengthening employee morale and pride.

They can make a direct financial contribution, often through an upfront, non-refundable lump sum contribution to secure guaranteed race slots for their employees (Corporate Teams).

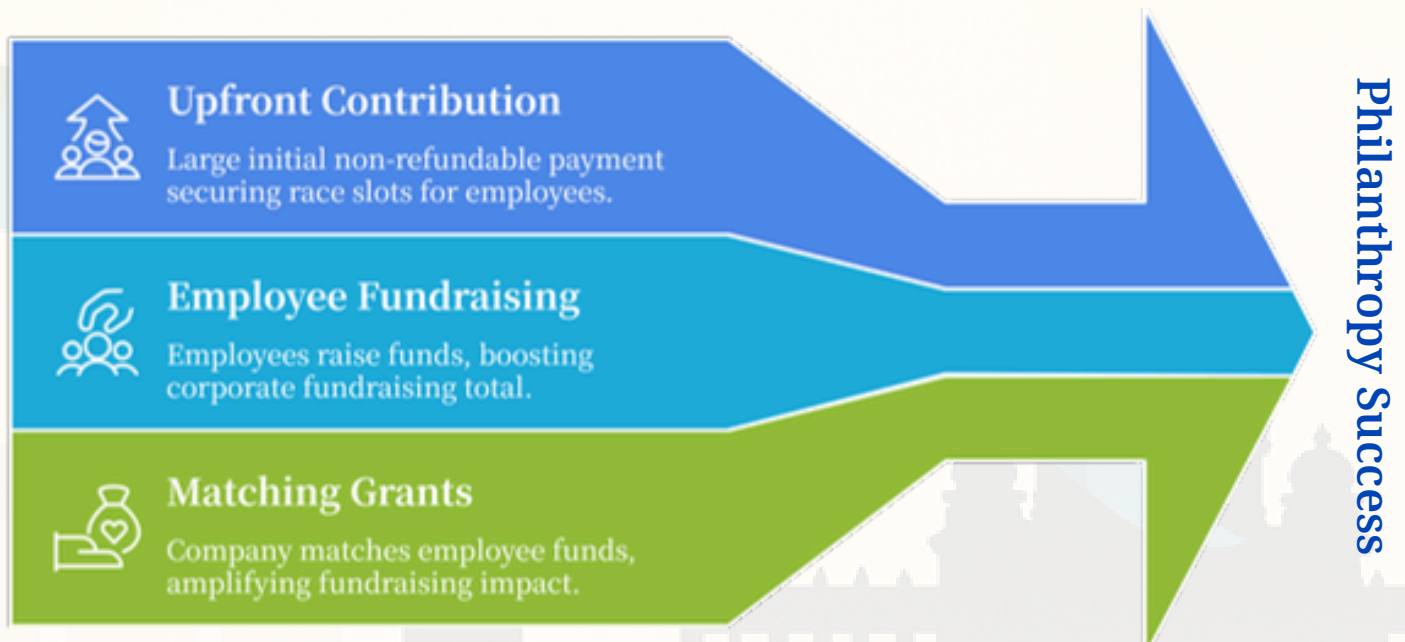


A SPOC (Single Point Of Contact) assigned by the Corporate registers the 'Corporate' on the UWBe philanthropic portal. They also select the specific registered NGO they wish to support and set a collective fundraising goal.

### How Corporates Mobilize and Contribute Funds?

Corporates use a combination of direct funding and mobilized employee fundraising, making their contribution distinct from individual or group efforts:

## Corporate Fundraising Strategies



**Tracking and Recognition:** The UWBe portal dynamically tracks the total funds raised by all employees, showcasing the Corporate's progress on a dedicated group leaderboard to qualify for recognition levels.

UWBe can provide details of all employee donations made through the philanthropic portal and the Corporate can match such donations through cheque/direct transfer to UWBe.

## Corporate Tent

This is a unique privilege for Corporate Teams participating through philanthropy. On race day, event promoters set up a dedicated Corporate Teams Tent in the holding area—serving as an exclusive engagement and networking zone for employees.

The tent functions as a one-stop destination for:

- Medal and refreshment collection
- Team networking and engagement
- Enjoyable activities including games, Zumba sessions, photo booths, and team challenges

This curated experience ensures that corporate participants enjoy a memorable and differentiated race-day journey at the TCS World 10K Bengaluru, extending their experience beyond just the run.







## Fielding Corporate Teams

By fielding your own Corporate Team, your company doesn't just participate in the TCS World 10K Bengaluru – it becomes a **visible force for good**. Teams unlock guaranteed race slots for employees, build pride and wellness, and rally the workplace around a shared cause.

**Every mile your employees run strengthens your brand's purpose, deepens CSR alignment, and helps your supported NGO accelerate real impact on the ground.** Whether you start with 10 or 75 runners, every team becomes a movement-builder, proving that collective action inside the workplace can transform communities outside it.

The table below mentions the minimum donation amounts to be made against each team size. Being part of a Corporate team, employees can choose to run in any of the race categories - Open 10K, Majja Run, Champions with Disability or Sr. Citizens' Run; such participation is subject to availability of running slots in desired race category, and on first come first serve basis.

Team Size	Corporate Contribution (₹)	Administrative Fees (₹) (Non-CSR to UWBe)	Funds Transferred to NGO (₹) (CSR)
10 	1,50,000	15,000	1,35,000
25 	3,60,000	36,000	3,24,000
50 	6,75,000	67,500	6,07,500
75 	10,00,000	1,00,000	9,00,000

To register, companies must confirm the team size/s they wish to avail of with United Way Bengaluru and make a non-refundable donation. This includes their donation to UWBe and the selected NGO/s (which must be registered with UWBe for the TCSW10K Bengaluru 2026).

Companies wishing to contribute from their CSR budget and in accordance with CSR law should opt for the split option. In this option, the contribution is made in two separate parts, with one part being transferred directly to the chosen NGO and a separate cheque to be issued to UWBe for the administrative fees. . Companies opting to contribute not from their CSR budget can make a single donation to UWBe, and UWBe will disburse the appropriate amount to the selected NGO. In either case, the contributed amount is verified.

\*Additional team members can be added at a cost of ₹10,000 per member beyond the specified team size and up to a maximum of 10.

The Corporate Teams Participation & Contribution Cost does not include the event's run registration fee for individual team members. These need to be paid additionally, depending upon the race category chosen by individual team members, to the event promoter (via cheque/ DD/ Bank Transfer) in favor of 'Procam International Pvt. Ltd.'. The applicable run registration fees must be paid to Procam on or before the deadline (to be informed) and it will be over and above the service charges.

Donations once made will not be refunded under any circumstances whatsoever.

## Corporate Privileges

Privileges	All Corporates	Team 25	Team 50	Team 75
UWBe Website Feature	✓	✓	✓	✓
Social Media Story Shout-Out	✓	✓	✓	✓
Visibility at the event launch for confirming their donation for NGO before 31st Jan 2026 + Invite to CXO+1 for launch	✓	✓	✓	✓
Invite to 1 event's pre-function sent to the CXO of the company			✓	✓
Wall of Change ( Expo )		✓	✓	✓
Wall of Change ( Expo + Media Center & Procam Marquee )			✓	✓
Company name on the Bib	✓	✓	✓	✓
Access to Corporate Tent	✓	✓	✓	✓
Charity Corridor			✓	✓
Corporate Wall inside Corporate Tent		✓	✓	✓
Priority Lineup Majja Run	✓	✓	✓	✓
Grand Stand invite (CXO+1 per company)			✓	
Procam Marquee Invite (CXO+1 per company)				✓
Philanthropy Press Meet Invite			✓	✓
Signed Souvenir by Event Ambassador*	✓	✓	✓	✓
Feature in the Event Docket				✓
Listed in the event Docket	✓	✓	✓	✓
Leaderboard on Live Telecast			✓	✓

\* For companies whose employees have fundraised or companies who have matched their employees' fundraising efforts, over and above, team contribution - minimum amount being INR 25,000.

Important - Qualification timing criteria for Open 10K race category is not applicable for corporate teams.

### 3. Institutions or Community Groups

Institutions and community groups—whether running clubs, RWAs, universities, schools, or collective associations—are at the heart of the TCS World 10K Bengaluru’s philanthropy movement. Their participation goes beyond running; it builds a shared culture of giving, friendship, and civic pride.

When neighbourhoods, campuses, fitness groups, and community circles unite around a cause, they unlock the power of peer influence, storytelling, and local leadership. These institutions mobilize runners across age groups, neighbourhoods, and student communities, turning a single event into a citywide movement of generosity.

As movement-builders, not just participants, they create community-driven philanthropy that expands beyond race day and strengthens Bengaluru’s identity as a city that runs—and gives—together.

#### Types of Institutions and Community Groups



##### **Educational Institutions**

Teams from colleges, universities, schools, and alumni associations. They include students, faculty, and alumni.



##### **Running Clubs & Fitness Centers**

Organized groups of runners or fitness enthusiasts. They train together and dedicate their race to a cause.



##### **Residential Groups**

Residential Welfare Associations (RWAs) organizing community members for the run.

A Team Representative/Leader registers the 'Institution/Community Group' on the **UWBe philanthropy portal**, selects their NGO partner(s), and sets a collective fundraising goal.

The Institution/Community Group can now invite their members and their extended network to donate to the cause selected by the group. Group can also encourage their members to start their own fundraising campaigns, whereby the member is not only recognised as an individual fundraiser, but the amounts so raised add up to the group's total. Some groups may also choose to make a direct lump-sum contribution to support their chosen cause.

Throughout the campaign, a live leaderboard on the UWBe portal tracks progress and visibility, helping groups qualify for recognition milestones.

**Bengaluru's strong culture of fitness and community spirit makes Institutions and Community Groups powerful champions of social causes through the TCS World 10K.**

## Institution Privileges

Privileges	Institutions & Run Clubs	Institutions & Run Clubs INR 2,00,000 Above	Institutions & Run Clubs INR 5,00,000 Above
UWBe Website Feature	✓	✓	✓
Social Media Story Shout-Out		✓	✓
Wall of Change (EXPO)*		✓	✓
Wall of Change (EXPO + Media Centre & Procum Marquee)*			✓
Philanthropy Press Meet Invite			✓
Event Ambassador Meet & Greet			✓
Signed Souvenir by Event Ambassador			✓
Certificate of Appreciation	✓	✓	✓
Feature in the Event Docket			✓
Listed in the event Docket	✓	✓	
Exempt Timing qualification Bib for members in Open 10K*		upto 3 members	Upto 5 members
Invitation to 1 pre-event 2 members of institution			✓

"Top 10 Giving Groups" showcased in portal leaderboard with live updates.



## 4. Contribute to A Cause (popularly called as Top-Up Donation)

All participants at the TCS World 10K Bengaluru are encouraged to make a contribution while registering for their run. “Contribute to a Cause” is a powerful way for runners to turn their participation into purpose. You can choose to support a cause close to your heart – whether by donating directly or fundraising for an NGO of your choice.

**Your run becomes a step toward social change.**

**During Registration:** Once the runner is registered on the Procam Runner Registration page, provide an option to donate on the registration portal itself along with the registration fees.

## 5. Charity Bib

To enable philanthropy at the TCS World 10K Bengaluru 2026, event promoter reserves certain number of bibs for charity A minimum amount of agreed between UWBe & NGO for designated charity or cause.

These Charity Bibs give runners a guaranteed entry even if general registrations are closed – by donating to a cause they believe in.

### Key Highlights

- **Direct Support:** Runners obtain Charity Bibs directly from NGOs, contributing to the cause they care about.
- **Guaranteed Entry:** Charity Bibs provide guaranteed race entry, even if general registration closes.
- **Exemption in Timing Criteria:** Runners with Charity Bibs enjoy exemptions from standard timing requirements.
- **Fundraising Flexibility:**
  1. Minimum donation per race category is set to ensure fairness among NGOs.
  2. NGOs can request higher donations from participants if desired.
- **Visibility for Causes:** Runners display the NGO’s name on their bibs, proudly showcasing their support.
- **Limited Availability:** Issued on a first-come, first-serve basis. NGOs can request additional bibs while they remain available with organizers.
- **Fundraising Agreement:** Minimum donation amounts are mutually agreed between UWBe and the NGO for the designated charity or cause.



### For NGOs:

NGOs can reach out to UWBe and request charity bibs for distribution to their patrons. The NGOs can include a mark-up over and above the minimum amount prescribed by UWBe.

UWBe will also reserve a certain number of bibs for the NGOs that performed well in the past years.



**Early Bird Incentive Bibs:** UWBe will reserve a certain number of charity bibs for NGOs completing their onboarding and secure their first 10 donations from their individual fundraisers for the first 5 NGOs.



**Performance-Linked Bonus Bibs:** UWBe will award bonus charity bibs to NGOs that reach specific fundraising milestones (e.g., ₹5 lakhs raised by January 31st).

Minimum amount prescribed for each charity bib: ₹5000. (UWBe retention per bib: ₹500)

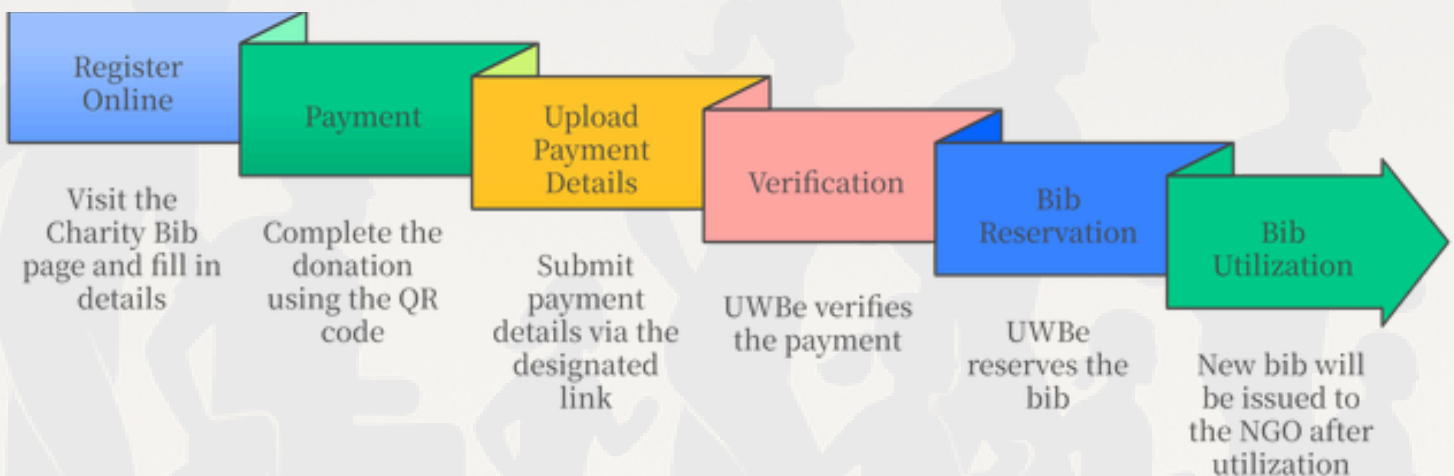
## Charity Bib Registration Process

In this edition, NGOs can utilize as many Charity Bibs as required, issued on a first-come, first-served basis.

### Key Guidelines:

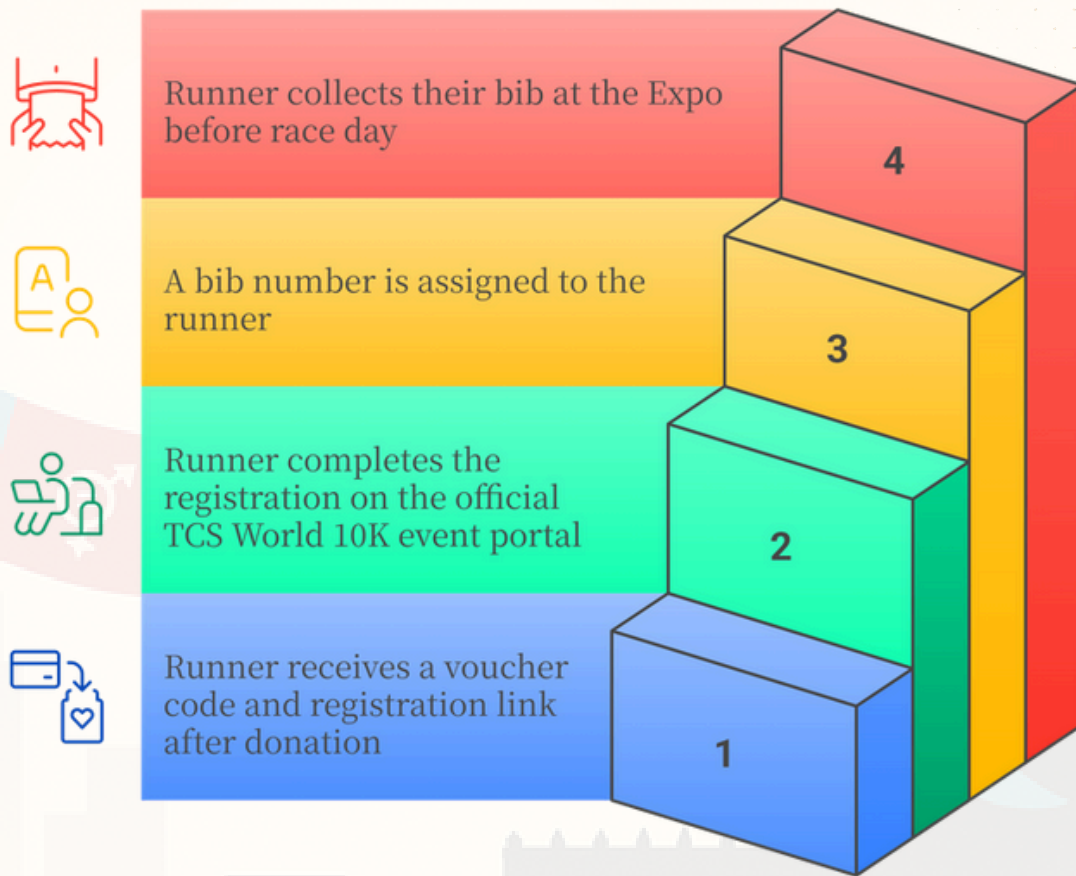
- Only 1 bib is allotted at a time. NGOs can convert this bib to any race category until bibs of that category are available. A new bib is issued only after the previous one is utilized.
- High Performing NGOs (from previous editions): Receive 2 bibs at a time.

## Charity Bib Reservation Process for NGOs



**Note:** This process ensures fairness and allows maximum participation while maintaining transparency in allocations.

## Charity Bib Registration Process for Runners



### Charity Bib Donation Modes

NGOs can receive contributions:

- Online through the UWBe fundraising portal
- Offline via cheque / direct bank transfer (with required details submitted to UWBe)

A donation receipt with tax exemption benefit will be issued to the donor by UWBe.

### Charity Bib Collection

- All Charity Bibs routed through NGOs will be handed over at the UWBe counter at the Expo.
- NGOs are encouraged to personally hand over bibs to supporters with a thank-you kit to build donor relationships.
- If an NGO cannot facilitate distribution, UWBe can support with advance intimation.

**Every bib unlocks real change**  
**Every step fuels a community**

## CXO Social Impact Grant

The CXO Social Impact Grant recognizes corporate leaders who drive exceptional fundraising, storytelling, and community outreach during the TCS World 10K Bengaluru. CXOs are positioned not just as runners or supporters, but as grant-makers who reward the most impactful NGOs on our platform.

### Why This Matters

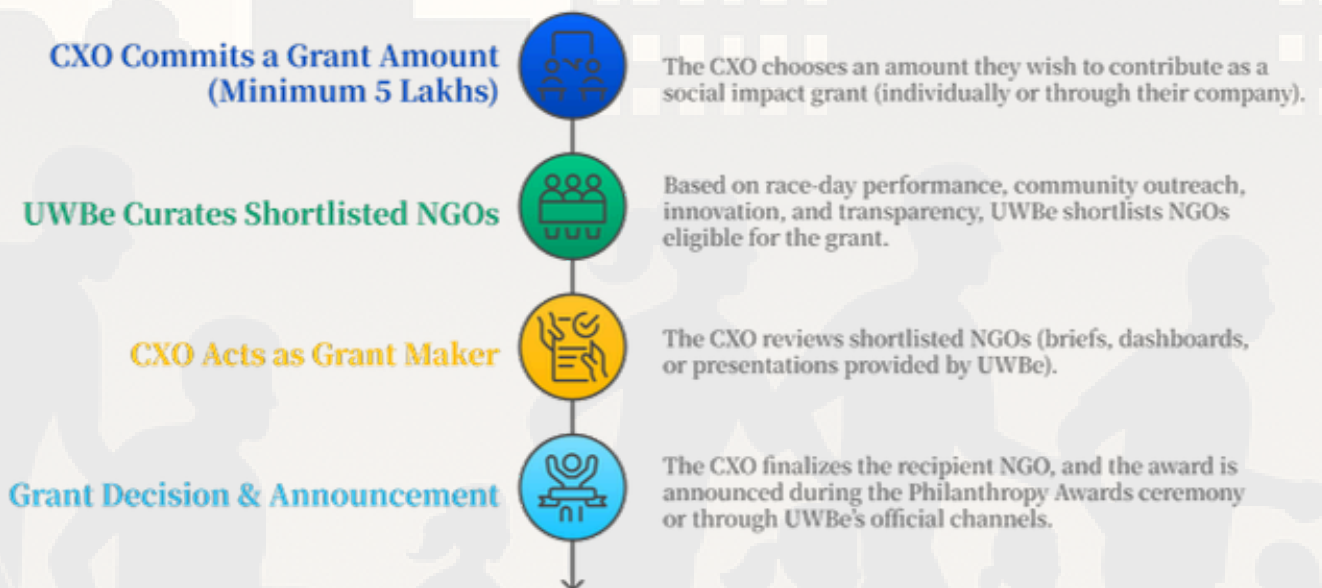
This grant helps high-impact NGOs:

- Bridge funding gaps for grassroots programs
- Pilot innovative ideas and community solutions
- Strengthen core capabilities such as leadership, data systems, training, and institutional capacity
- Sustain long-term impact beyond race day

Each CXO creates a personal impact grant, which is awarded to a shortlisted NGO after a transparent assessment of:

- Fundraising performance
- Community engagement
- Storytelling effectiveness
- Demonstrable impact and financial accountability

## CXO Social Impact Grant Process



### Grant Utilization & Transparency

NGOs use the grant for program expansion, innovation, capacity-building, or piloting new ideas. UWBe oversees reporting and ensures transparent use of funds.

**Every CXO runner becomes a force multiplier – a champion who fuels impact, rewards excellence, and accelerates innovation across Bengaluru's NGO ecosystem.**



## NGOs Privilege Levels

To reward NGOs that actively participate via the UWBe and TCSW10K platforms, a Privilege Level System has been introduced.

**Purpose:** Recognize NGOs based on their level of participation, not the quality of their work. Participating NGOs will qualify for the Privilege levels the basis of certain indicators, each carrying specific points. These points cumulatively determine an NGO's Privilege Level. Please note that the Privilege Level is not an assessment or rating of an NGO's programme work, but rather a reflection of its engagement and participation in the TCSW10K platform.

- NGOs can continue to improve their Privilege Level until **9th May, 2026**
- However, Race-Day benefits will be based on the Privilege Level as determined on **8th April, 2026**

The NGO page will mention the privilege level, which is not a rating of their work but indicates their TCSW10K participation level. Achieving a privilege level qualifies the NGO for various incentives during the event.





## NGOs Privileges

Privilege Level	Incentives
Bronze Level	<ul style="list-style-type: none"> <li>• Bronze badge displayed on NGO page Included on Wall of Change at the Expo (if achieved by 12th April 2026)</li> <li>• Invitation to the Philanthropy Awards</li> <li>• Identified as a Bronze Level NGO in the Event Docket</li> <li>• Eligible for Top-Up Donation Grant</li> </ul>
Silver Level	<ul style="list-style-type: none"> <li>• Silver badge displayed on NGO page</li> <li>• 1 complimentary Majja Run bib</li> <li>• Included on Wall of Change at the Expo (if achieved by 12th April 2026)</li> <li>• Featured on Branding Wall at the event venue on Race Day (if achieved by 12th April 2026)</li> <li>• Grand Stand invite for 1</li> <li>• Invitation to the Philanthropy Awards</li> <li>• Felicitation at the Philanthropy Awards</li> <li>• Quarter-page feature in the Event Docket</li> <li>• Eligible for Top-Up Donation Grant</li> </ul>
Gold Level	<ul style="list-style-type: none"> <li>• Gold badge displayed on NGO page</li> <li>• 2 complimentary Majja Run bibs</li> <li>• Included on Wall of Change at the Expo (if achieved by 12th April 2026)</li> <li>• Prominent feature on Branding Wall at the event venue on Race Day (if achieved by 12th April 2026)</li> <li>• Grand Stand invite for 2</li> <li>• Invitation to the Philanthropy Awards</li> <li>• Felicitation at the Philanthropy Awards</li> <li>• Half-page feature in the Event Docket</li> <li>• 90-second reel on event's social media handles covering NGO participation &amp; achievement</li> <li>• 90-second AV on event website</li> <li>• Eligible for Top-Up Donation Grant</li> </ul>

**“Verified Transparency Seal”** for NGOs that submit full utilization reports within 6 months of fund disbursal.

## Digital Recognition Tools

- **Impact Dashboard (Portal-based):** Live leaderboard by category (NGOs, corporates, individuals, institutions).
- **Digital Badges:** Auto-generated certificates and badges shareable on LinkedIn/Instagram.
- **Virtual “Wall of Impact”** post-event, highlighting names of contributors across all levels. This will be hosted on the philanthropy portal of UWBe.
- **E-mail “Thank You” Campaigns** personalized by contribution levels.

## Retention Fees

Retention fees are modest administrative charges applied to select donation streams (e.g., corporate contributions, contribute to a cause, charity bibs) to cover the operational costs of managing the philanthropy platform. These include donor servicing, NGO onboarding, payment gateway absorption, training, reporting, and audited disbursements.

Donation Stream	Retention Fee***	Why it's applied
Individual fundraising	2%	98% of the donation is routed to the NGO
NGO Registration	₹5,000	One-time fee covering validation and onboarding of the NGO
Top Up Donation	4.36%	Payment Gateway and UWBe Retention. These fees are deducted in the Procure Event website.
Offline	4.00%	UWBe retention fees on all transfers.
Charity Bibs	₹500	Covers bib management and donor routing
Corporate Team	10%	Covers UWBe Administrative Fees (Non-CSR)

\*\*\* A separate cheque to be issued to UWBe for the administrative fees.

## Key Takeaways

1. Fundraising can start immediately once the NGO page is set up and the “Donate” button is activated.
2. The last date to fundraise is Saturday, 9th May 2026
3. For donations made on UWBe philanthropy platform till 31st March 2026, NGOs would be responsible to file and dispatch the 10BE forms to their respective donors no later than 19th April 2026.
4. All donations received on and after 1st April 2026 will fall into the financial year 2026-2027. NGOs will be responsible for providing the 10BE to the respective donors.
5. All NGOs will be required to read and accept the Data Protection Policy of UWBe.
6. Terms and conditions as put out by UWBe at the time of NGO registration, and the event rules and regulations, will be applicable to all NGOs registered with UWBe for the 2026 edition of TCS World 10K Bengaluru.
7. Cash WILL NOT be accepted by UWBe.
8. UWBe will forward all legally required details of donors to respective NGOs within 15 days of the donations made.
9. Donations made will not be refunded for reasons whatsoever.
10. Procam International (Event Promoter) will oversee all event registration and event related queries.

Key Contact:

Email: [tcsw10k@uwbengaluru.org](mailto:tcsw10k@uwbengaluru.org)

## Philanthropy Awards Night

The Philanthropy Awards Night is the concluding event of the TCS World 10K Bengaluru 2026 cycle. Its purpose is to acknowledge the remarkable passion and contributions made by individuals, corporations, and participating NGOs.

The following awards will be presented at the awards function within 6-8 weeks of race day:

### Individual Fundraisers

- o Top 5 Fundraisers
- o Top 3 Young Achievers
- o Scroll of Appreciation to the Top 5 Young Leaders (certificate or framed certificate)
- o Invitation to the Top 5 fundraisers in each category for the Philanthropy Awards Night

### Corporate Teams

- o Top 2 Contributing Companies
- o Top 2 Fundraising Companies (with a minimum of INR 1,00,000 raised by employees)
- o Highest Individual Fundraiser from a Corporate Team (minimum threshold of INR 1,00,000)

### NGO Awards

- o Top 3 Fundraising NGOs

\*Awards will be finalized based on funds raised by Friday, May 9, 2026. The categories are subject to change at the sole discretion of UWBe and Procam International.



## Important Dates & Timelines

Activity	Start Date	End Date
NGO Meet	Dec 12, 2025	
NGO Registration	Dec 12, 2025	Mar 15, 2026
Individual Fundraisers Registration	Dec 23, 2025	Mar 31, 2026
Institutions Registration	Dec 23, 2025	Mar 15, 2026
Corporates Registration	Dec 23, 2025	Mar 15, 2026
Expo	Apr 23, 2026	Apr 25, 2026
Bib Collection for Outstation Runners	Apr 25, 2026	Apr 25, 2026
Race Day	Apr 26, 2026	
Last Date for all fundraising	May 9, 2026	



tcs  
WORLD 10K  
BENGALURU  
26 April 2026

Philanthropy Partner



UNITED WAY  
BENGALURU



Philanthropy Partner



UNITED WAY  
BENGALURU



[United Way Bengaluru Website](#)



[LinkedIn](#)



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Scan here to join the TCS World 10K Bengaluru 2026 WhatsApp group for NGO partners and receive regular important updates.



**MILES 2 MILES**