



## ABOUT BHARTI FOUNDATION

Bharti Foundation, the philanthropic arm of Bharti Enterprises, implements and supports programs in the field of primary, secondary, higher education as well as Sanitation.

**The Satya Bharti School Program**, the flagship program initiated in 2006, provides free and quality education to underprivileged children in rural India across six states, with a focus on the girl child. Students are also provided free uniforms, text books, note books, stationery and mid-day meals.

**The Satya Bharti Quality Support Program**, initiated in 2013, engages school leadership, teachers, students and communities for enhancing overall schooling experience in the partnered government schools by incorporating good practices from Satya Bharti Schools.

### Bharti Foundation Ensures Rural Children Continue to Learn Even During the COVID Pandemic

The current pandemic has resulted in schools being closed since March 2020 to contain spread of the virus. Students and teachers have not been able to physically attend school. However, in this phase of social distancing, to ensure that learning continued for underprivileged children without any impediments, Bharti Foundation adapted online methods to facilitate remote learning for students.

Close to 1,000 class-wise WhatsApp groups have been created to reach out to Satya Bharti School students on their parents' mobile phones. Homework and assignments are shared over the phone based on simple tasks and activities that can be performed at home. Virtual Summer Camps, online teacher's training, telephonic Parent-Teacher Meetings are a few of the examples of how our schools have adopted new ways of working.



## BHARTI FOUNDATION AT AIRTEL DELHI HALF MARATHON 2020



Due to COVID-19, the 16th edition of Airtel Delhi Half Marathon, will be held as a Virtual Run on Sunday, 29th November 2020.

Ministry of Youth Affairs & Sports, World Athletics and the Athletics Federation of India have given permission to a few elite runners to participate in a physical run.

Thousands of participants from across India will take part in the virtual run. Run registrations have started from 30<sup>th</sup> October.

We at Bharti Foundation have been a part of the Airtel Delhi Half Marathon for more than 10 years now. Through the platform, we have connected with corporates and philanthropic individuals who have supported our education programs and have showcased their solidarity by running for us at the Marathon.

Over the years, thousands of individuals and employees from several corporates have supported Bharti Foundation through ADHM. The fund raised, through the Marathon, are used to support provision of quality education for underprivileged children.

**For the year 2020, we invite you to join the Marathon and support Bharti Foundation's education initiatives as our star 'CARE CHAMPION'**

## **INDIVIDUAL FUNDRAISERS CATEGORY**

### **SUPPORT BHARTI FOUNDATION AS A 'CARE CHAMPION' AT ADHM 2020**

*Care Champions are usually high profiled individuals who commit to raise a pre-specified amount for Bharti Foundation's philanthropic programs.*

Individual Giving has been the strongest pillar of the philanthropy aspect of ADHM since inception. And now, more than ever, the role of individuals and the need to reach out to individuals to support, participate and fundraise/donors, is heightened.

Given below are the ways in which individuals can support and fundraise for Bharti Foundation through ADHM 2020. The different levels identified below are basis the amount of funds raised, and thereby the privileges one can get through the event.

#### **Care Champion Silver**

A **Care Champion Silver (CCS)** is an individual who undertakes to raise a minimum of ₹ 1 lakh in donations for Bharti Foundation. In order to start the fundraising journey as a CCS, one needs to register with India Cares by making a contribution of ₹ 3,000 in favour of 'India Cares Foundation', which will be included in the total minimum amount to be raised by the CCS.

#### **Care Champion Gold**

A **Care Champion Gold (CCG)** is an individual who undertakes to raise a minimum of ₹ 2.50 lakh in donations for Bharti Foundation. In order to start the fundraising journey as a CCG, one needs to register with India Cares by making a contribution of ₹ 6,000 in favour of 'India Cares Foundation', which will be included in the total minimum amount to be raised by the CCG.

#### **Care Champion Diamond**

A **Care Champion Diamond (CCD)** is an individual who undertakes to raise a minimum of ₹ 5 lakh in donations for Bharti Foundation. In order to start the fundraising journey as a CCD, one needs to register with India Cares by making a contribution of ₹ 9,000 in favour of 'India Cares Foundation', which will be included in the total minimum amount to be raised by the CCG.

#### **Care Champion Platinum**

A **Care Champion Platinum (CCP)** is an individual who undertakes to raise a minimum of ₹ 10 lakh in donations for Bharti Foundation. In order to start the fundraising journey as a CCP, one needs to register with India Cares by making a contribution of ₹ 12,000 in favour of 'India Cares Foundation', which will be included in the total minimum amount to be raised by the CCP.

*Note: Please refer to page 4 for different Privileges a Care Champion (from different categories – Silver, Gold, Diamond & Platinum) can look forward to, provided by Procam International, ADHM Promoter (Procam), along with relevant fundraising timelines.*

#### **Other Individual Fund Raisers' Category**

##### **COVID Care Fundraiser** (Change of name from iCare Fundraiser for this edition)

This is an individual who sets his/her target and raises funds for Bharti Foundation to be best of his/her ability. Where the individual raises a minimum of ₹ 75,000, he/she will be recognized as a BeyondCOVID Champion.

Before remitting the amount to Bharti Foundation, an amount of ₹ 1,000 will be retained by India Cares from the total funds raised by a BeyondCOVID Champion as a donation to service the event's philanthropy aspect,

Please refer to page 4 for the Privileges a BeyondCOVID Champion can look forward to.

### Millennial Champion

A **Millennial Champion (MI)** is an individual below the age of 21 years, who has decided to raise a minimum of ₹50,000 in donations for Bharti Foundation. The MI needs to make an upfront contribution of ₹ 2,000 in favour of 'India Cares Foundation', which will be included in the total minimum amount to be raised by the MI.

Please refer to page 4 for the Privileges a Millennial Champion can look forward to, provided by Procam, along with relevant fundraising timelines.

*Note: Please refer to page 4 for different Privileges a BeyondCOVID Champion or Millennial Champion can look forward to, provided by Procam International, ADHM Promoter (Procam), along with relevant fundraising timelines.*

<b>Individual Fundraisers: Donation Structure</b>		
<b>Category</b>	<b>Minimum Amount To Be Raised Per Category*</b>	<b>Donation to India Cares Foundation (non-refundable) To Be Paid Upfront Along With Registration Form</b>
Care Champion Platinum	₹ 10 Lakhs	₹ 12,000
Care Champion Diamond	₹ 5 Lakhs	₹ 9,000
Care Champion Gold	₹ 2.5 Lakhs	₹ 6,000
Care Champion Silver	₹ 1 Lakhs	₹ 3,000
Millennial Champion	₹ 50,000	₹ 2,000
BeyondCOVID Champion	₹ 75,000	₹ 1,000

*\*Note: Amount/donation raised by Care Champions (once received and realized in bank accounts of either Bharti Foundation or India Cares Foundation) are non-refundable.*

<b>TIMELINES</b>		
<b>Category of Participation confirmation</b>	<b>Start Date</b>	<b>End Date</b>
Care Champions	ongoing	20 Nov*
Event run registrations	30-Oct	
Care Champions to achieve Target	Date of reg	20-Nov
Trail runs and recording of official run through ADHM App	25-Nov	29-Nov
<b>Race Day – Virtual Run</b>		<b>29-Nov</b>
Last date to fundraise	Date of CSO reg	15-Dec
Date to submit details of funds raised		30-Dec

\*Care Champions to reach their minimum fundraising targets to avail race day related benefits

**Privileges for Individual Fundraisers**

Category/ Benefits	CC Platinum	CC Diamond	CC Gold	CC Silver	Millennial Champion	Beyond COVID Champion
<b>Digital Visibility:</b>						
- Fundraising page on India Cares Website	✓	✓	✓	✓	✓	✓
- Promotion on India Cares & Bharti Foundation's social media	✓	✓	✓	✓	✓	✓
- Highlight on India Cares social media	✓	✓	--	--	✓	--
- ** Mention on the 'Champions' section of Philanthropy page on the event website.	✓	✓	✓	✓	✓	✓
- ** Part of Banner (on rotational basis) on the 'Champions' section of Philanthropy page on the event website.	✓	✓	--	--	--	--
- ** Banner on homepage (rotational basis)	✓	--	--	--	--	--
- ** Celebrating the Champion on Event FB platform (one post) on achieving minimum fundraising target.	✓	✓	✓	✓	✓	--
<b>Registration Related:</b>						
- Run registration paid by India Cares	✓	✓	✓	✓	✓	--
- *Special e-bib number (customized bib number)	✓	✓	✓	✓	✓	--
<b>Other **privileges:</b>						
- Appreciation certificate	✓	✓	✓	✓	✓	✓
- Feature in the post event docket published	Full page feature	Full page feature	Highest Fundraiser	Highest Fundraiser	Highest Fundraiser	Listed
- Invitation to ADHM 2020 Philanthropy Awards	✓	✓	✓	Top 5	Top 3	Top 2
- ADHM 2020 Philanthropy Award	Highest	Highest	Highest	Highest	Highest	Highest (appreciation)
<b>Additional India Cares' Support:</b>						
- Prominent on India Cares' Event Homepage	✓	✓	✓	✓	✓	✓
- Pre and Post race day communications	✓	✓	✓	✓	✓	✓
- Team Support on call / e-mail	✓	✓	✓	✓	✓	✓
- Post event mention on Social Media	✓	✓	✓	✓	✓	✓

\* Provided minimum fundraising target is completed by 20<sup>th</sup> November 2020.

\*\*Provided respective fundraising minimum targets are completed, and submitted and reported (in the desired format) to India Cares by or before 30<sup>th</sup> December 2020.

## **ENTRY FEES**

Race Categories are 21km (half Marathon); 10km (Open 10K) and 5km (Great Delhi Run/ GDR).

- GDR- Great Delhi Run registration fees is Rs 299/runner and
- 21Km/Half Marathon and 10km Run Registration fees is Rs 499/runner.

An amount of ₹150 (50%) out of the Great Delhi Run entry fee will be treated as a \* donation going towards a common pool managed by the Philanthropy Partner, India Cares. The funds in the common pool will be distributed, equally, amongst all participating CSOs to strengthen them during these times where their basic requirements are difficult to fund. Applicable donation receipts/80G certificates will be issued by India Cares to each entity/ individual when the registration fee is paid.

*\* 100% of fees paid by foreign nationals will be treated as entry fees going to the event promoter, with no part going as a donation component to India Cares. Foreign nationals cannot donate/fundraise through the registration process.*

Amateur runners can choose to participate in any one of the three race categories – half marathon, 10 km and Great Delhi Run (5 km).

- A runner needs to download and use the ADHM App (will be available for download on iOS and Android platforms soon) to record their run.

The ADHM App will allow participants to do multiple trial runs (so that one can get used to the App), however a participant can choose to do its official ADHM run, basis the run category chosen, anytime, on any one of the days from Wednesday 25th to Sunday 29th of November 2020.

This one official recorded run will form part of the respective category leaderboard.

- There are attractive gratifications (terms and conditions will apply) in store for all participants, including group participants. Log on to [www.airteldehlihalmarathon.procam.in](http://www.airteldehlihalmarathon.procam.in) for more information

### **Common Pool**

*Participants across run categories are encouraged to make additional donations towards charity (top-up donation) at the time of registration for any race category. Furthermore, 50% of the Great Delhi Run (5km) entry fee will be treated as a donation amount.*

*The above donation amounts will go to India Cares and form part of a Common Pool, to be equally distributed by India Cares amongst all CSOs registered for the Event .*

**Important – Foreign nationals will not be able to donate through the registration fees.**

Top-up donation at the time of registering for the Event will be disabled for a foreign national. Furthermore, 100% of Great Delhi Run (5 km) entry fees paid by foreign nationals will be treated as entry fees going to the event promoter, with no part going as a donation component to India Cares.

## **THE ADHM 2020 PHILANTHROPY AWARDS**

The following awards will be presented at an awards function within 8-10 weeks of race day.

Care Champions	Highest fundraising Care Champion Platinum
	Highest fundraising Care Champion Diamond
	Highest fundraising Care Champion Gold
	Highest fundraising Care Champion Silver
	Highest fundraising Millennial Champion
	Highest fundraising COVID Champion
Corporate Cares	Highest Contributing Corporate in Corporate Cares Category
	2 <sup>nd</sup> Highest Contributing Corporate in Corporate Cares Category
	Highest Fundraising Corporate in Corporate Cares Category

CSO Awards	Top 3 fundraising CSOs

Please note:

- The categories given above are subject to change without any prior intimation at the sole discretion of India Cares and Procam International.
- Entitlement to each award will be judged by India Cares and Procam International, provided required data is provided by 30<sup>th</sup> December 2020.