

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.



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.

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 were 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 30th 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 your company to join the virtual-version of the Marathon and support Bharti Foundation's education programs especially in these challenging times through the 'Run for a Cause' initiative.

CORPORATE PARTICIPATION AT ADHM 2020

The Perfect Opportunity for Virtual Employee Engagement, Supporting a Cause, Having Fun!

The *Corporate Cares* category is a perfect opportunity to merge Support for Social Cause, HR and Marketing objectives of the company through ADHM 2020.

ADHM 2020 opens up opportunities to expand involvement of employees. Any individual associated with the company (employee families, vendors, clients, etc.) can participate in the event (as part of the company team) from the convenience of location/s chosen by the participants/company.

- For the 2020 edition, companies can choose as many employees as they want to engage with the Marathon. The company can then make a charitable contribution at the rate of **₹ 2,500 per employee** to Bharti Foundation. Example, if a company donates INR 5 Lakhs, then they can field 200 employees, that is, 500000/2500 = 200 (Donation cheque to be made in favour of India Cares Foundation)
- The per employee contribution amount by the company (as mentioned above) does not include the applicable event entry fees for individual team members. This needs to be paid additionally to the Event Promoter depending upon the number of participants fielded by each company, vide Bank Transfer, in favour of ‘*Procam International Pvt. Ltd.*’.
- Race Categories are 21km (half Marathon); 10km (Open 10K) and 5km (Great Delhi Run/ GDR); The entry fee for GDR-Great Delhi Run is Rs 299/runner; and for 21Km/Half Marathon and 10km Run Registration fees is Rs 499/runner (Please refer to section ‘Entry Fees’ for more details)
- Enrolment of individual team members will be done through an online link. Once the donation amount and entry fees are paid by the company, India Cares will share the process and link with the SPOC (special point of contact) of the said company.
- All formalities of registering a corporate team, including payment of donation amount, payment of entry fees and individual team member registrations, must be completed no later than 24th November 2020.
- Please refer to [page 3](#) for the Privileges a Corporate Cares team can look forward to, provided by Procam.
- India Cares gets 10% of the donated amount to Bharti Foundation (as mentioned above) as a donation for the support provided to Bharti Foundation and the Company.

Process to Register a Corporate Cares team

1. Fill the Corporate Cares registration form showcasing Company’s interest to support Bharti Foundation
2. Choose the number of employees Company will field at ADHM 2020
3. Submit the form along with the donation-cheque at the India Cares Foundation office
4. Company to transfer the applicable consolidated entry fees of its team members through Bank Transfer to “**Procam International Pvt. Ltd.**” for the event participation. The amount of total entry fees paid will depend upon the number of team members being fielded by the company.
5. On payment of applicable entry fees, India Cares will share the link to complete the online enrollment of individual team members in the event
6. **Final date to pay the applicable entry fees to Procam and submission of the runners’ registrations is on or before 24th November 2020.**

Timelines		
Category of Participation confirmation	Start Date	End Date
Corporate Cares Confirmations	ongoing	
Event run registrations	30-Oct	24-Nov
Corporate Cares Run Registrations	30-Oct	24-Nov
Trail runs and recording of official run through ADHM App	25-Nov	29-Nov
Race Day – Virtual Run		29-Nov
Last date to fundraise	Date of CSO reg	15-Dec

Date to submit details of funds raised		30-Dec
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Philanthropy Structure for Individual Fundraisers

PRIVILEGES TO CORPORATE CARES TEAMS PROVIDED BY PROCAM

<u>Overall privileges –</u>	
<ul style="list-style-type: none"> ▪ Regular communication from India Cares. ▪ Acknowledgement on India Cares Foundation’s website. ▪ Any company, contributing in excess of ₹ 1 lakh for Bharti Foundation and undertaking an innovative fitness challenge internally with a social-cause angle, can be featured them on the Finisher Mag (<i>this online mag has approx. unique 45,000 readers</i>). 	

<u>Additional privileges –</u>	
Where a company contributes a minimum of ₹ 1 lakh to Bharti Foundation	<ul style="list-style-type: none"> • Company name on employee bib. • Mention on the ‘Corporate Cares’ section of Philanthropy page on the event website. • Team acknowledgement in post Event Docket published.
Where a company contributes a minimum of ₹ 2.5 lakh to Bharti Foundation	<ul style="list-style-type: none"> • Company name on employee bib. • Social Call-Outs on twitter (<i>a welcome for 3 to 5 companies with their logos and/or names</i>). • Mention on the ‘Corporate Cares’ section of Philanthropy page on the event website. • Team acknowledgement in post Event Docket published.
Where a company contributes a minimum of ₹ 5 lakh to Bharti Foundation	<ul style="list-style-type: none"> • Company name on employee bib. • Featured with one post each on twitter & FB (<i>video not more than 45 seconds, with CSR focus and company participation in the event. Video to be hyperlinked to company CSR page</i>). • Included in the ticker on event homepage. • Mention on the ‘Corporate Cares’ section of Philanthropy page on the event website. • Team acknowledgement in post Event Docket published.
Where a company contributes a minimum of ₹ 7.5 lakh to Bharti Foundation	<ul style="list-style-type: none"> • Company name on employee bib. • Featured with one post each on twitter, FB & LinkedIn (<i>video not more than 45 seconds, with CSR focus and company participation in the event. Video to be hyperlinked to company CSR page</i>). • Included in the ticker on event homepage. • Featured on a Banner on the ‘Corporate Cares’ section of Philanthropy page on the event website. • Testimonials of Heads of Organisations (top management) on all social media handles – (FB, Twitter, LinkedIn). • Quarter page feature on post event docket published. • Framed appreciation certificate. • Invitation to 2 representatives of company’s top management to the ADHM 2020 Philanthropy Awards function.

Philanthropy Structure for Individual Fundraisers

<p>Where a company contributes more than ₹ 10 lakh to Bharti Foundation</p>	<ul style="list-style-type: none"> • Company name on employee bib. • Promotional banner on homepage of event website, on rotational basis, to promote participation in the event. • Featured on a Banner on the 'Corporate Cares' section of Philanthropy page on the event website. • Featured with two posts each on twitter, FB & LinkedIn (<i>video not more than 45 seconds, with CSR focus and corporate involvement in the event. Video will be hyperlinked to company CSR page</i>). • Testimonials of Heads of Organisations (top management) on all social media handles—(FB, Twitter, LinkedIn). • Featured with one post on Procams YouTube channel (<i>video not more than 45 seconds, with CSR focus and corporate involvement in the event. Video will be hyperlinked to company CSR page</i>). • Half page feature on post event docket published. • Framed appreciation certificate. • Invitation to 4 representatives of company's top management to the ADHM2020 Philanthropy Awards function.
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Important Notes:

- Promotion opportunities will also mention the NGO supported by the company.
- All promotional content to be cause led in relation to participation at ADHM 2020 and not brand/product led communication/promotion/advertising.
- All video content to be provided by the company as per the deadlines requested by Procams/India Cares. Specifications for each kind of content will be specified well in advance.

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.airteldehlihalfmarathon.procam.in for more information

Philanthropy Structure for Individual Fundraisers

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 nd 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 Procarn International.
- Entitlement to each award will be judged by India Cares and Procarn International, provided required data is provided by 30th December 2020.