

INDIVIDUAL FUNDRAISERS

CHANGE MAKER

A Change Maker is an individual who makes a commitment to raise a minimum of INR 75,000 for his/her chosen charity/cause using the TSK25 2022 vehicle. Individuals with a wide social network or individuals who work or have seen the work of your organization can become 'Change Makers'. Young adults too can be excellent ambassadors for your work and thereby effective fundraisers as Change Makers. To register as a Change Maker, one needs to fill in and sign the registration form, which can be downloaded from marathon.uwkolkata.org. A Change Maker can register to participate in any of the race categories on race day. A Change Maker is not required to pay an additional amount as Event entry fees; this will be taken care of by the Philanthropy Partner. Race categories and event entry fees are mentioned on page 7 of this note.

PRIVILEGES FOR CHANGE MAKERS

Successful Change Makers, who raise the minimum fundraising threshold of INR 75,000 on or before **10th Dec 2022**, can look forward to the following privileges at the Event:

- Name and quote on the official event website
- Mention on branding at the Get Active Expo
- Kitting – official Event Tee
- Invitee car park sticker for race day
- Invite to the Procum Marquee on race day (the invite is non-transferable)
- Priority line-cup at Ananda Run (4.5 kms)
- Invite to TSK25 2022 Charity Awards ceremony (post event)

REGISTRATION & FUNDRAISING PROCESS FOR A CHANGE MAKER

- To register as a Change Maker, an individual needs to –
 - o Fill the Change Maker Registration form
 - o Choose the NGO/charity on wishes to fundraise for
 - o Submit the form along with the cheque to UWK.

- The management donation of UWK (i.e. INR 5000) must be paid by the NGO to UWK.

- Once these documents and payment are received from the Change Maker/NGO, UWK will create a fundraising page and provide access of such page to the Change Maker and NGO. The Change Maker can now appeal to his/her network database and starting fundraising for the chosen NGO.

- All funds raised will be in the name of 'United Way Kolkata', specifying the benefitting NGO, and submitted at the UWK office. UWK will in turn deduct its management donation, as mentioned in this document, and disburse the balance donation to the respective NGO.

- All individual fundraisers will need to submit documents as may be required by Income Tax Rules/KYC.

- To be confirmed as a Change Maker, the individual must have raised a minimum of INR 75,000 on or before 10th December 2022. Where an individual does not raise the minimum required amount, such person will not be entitled to the privileges of a Change Maker; however will be entitled to participate in the Event as a normal runner. Please note UWK shall retain its management donation of INR 5000.

CHANGE LEADER

A Change Leader is an individual who makes a commitment to raise a minimum of INR 1,50,000 for his/her chosen charity/cause using the TSK25 2022 vehicle. Individuals with a wide social network or individuals who work or have seen the work of your organization can become 'Change Leaders'. Young adults too can be excellent ambassadors for your work and thereby effective fundraisers as Change Leaders. To register as a Change Leader, an individual needs to fill in and sign the registration form, which can be downloaded from marathon.uwkolkata.org. A Change Leader can register to participate in any of the race categories on race day. A Change Leader is not required to pay an additional amount as Event entry fees; this will be taken care of by the Philanthropy Partner. Race categories and event entry fees are mentioned on page 7 of this note.

PRIVILEGES FOR CHANGE LEADERS

Successful Change Leaders, who cross the minimum fundraising threshold of INR 1,50,000 on or before **10th Dec 2022**, can look forward to the following privileges at TSK25 2022.

Change Leader and his/her chosen cause will be featured on the official event website and the Event Social Media community – Video Format (Video to be provided by Change Leader)

Kitting – official event tee + Tracksuit

Featured at the Get Active Expo

Invitee car park sticker for race day

Invite to the Grand Stand on race day (the invite is non-transferable)

Invite to the Procam Marquee on race day + 1 (the invite is non-transferable)

Priority line-up for the Ananda Run (4.5 kms)

Invite to TSK25 2022 Charity Awards ceremony (post event)

REGISTRATION & FUNDRAISING PROCESS FOR A CHANGE LEADER

To register as a Change Leader, an individual needs to –

- o Fill the Change Leader Registration form
- o Choose the NGO/charity on wishes to fundraise for
- o Submit the form along with the cheque to UWK.

The management donations of UWK (i.e. INR 7,000) must be paid by the NGO to UWK.

Once these documents and payment are received from the Change Leader/NGO, UWK will create a fundraising page and provide access to such pages to the Change Leader and NGO. The Change Leader can now appeal to his/her network database and start fundraising for the chosen NGO.

All funds raised will be in the name of 'United Way Kolkata', specifying the benefitting NGO, and submitted at the UWK office. UWK will in turn deduct its management donation, as mentioned in this document, and disburse the balance donation to the respective NGO.

All individual fundraisers will need to submit documents as may be required by Income Tax Rules/KYC.

To be confirmed as a Change Leader, the individual must have raised a minimum of INR 150,000 on or before 10th December 2022. Where an individual does not raise the minimum required amount, such person will not be entitled to the privileges of a Change Leader; however will be entitled to participate in the Event as a normal runner. Please note, UWK shall retain its management donation of INR 7,000.