

**CHARITY**

Worldwide, distance running events have gained importance as fund raising platforms. Since events like these symbolize community spirit and melt barriers, they serve as a wonderful trigger for runners to do their bit for charity.

Fund raising is at the heart of the TCS World 10K Bangalore. 88 NGOs representing varied causes like arts, culture and sports, civic and community development, disability, education, environment and wildlife, health, human rights, social services, vocational training, and women, children and the aged, registered with the Event's official Charity Partner, Bangalore Cares. Some NGOs used this event as a platform to raise awareness for the work they undertake, and some to raise amounts for their charitable activities. Each NGO was empowered, under the able supervision of Bangalore Cares, to reach out to corporates and the citizens of Bangalore and India. Individuals and companies could choose a cause closest to their hearts and reach out to their friends, colleagues and family in their fund raising mission.

Fund raising is facilitated by an easy-to-use model designed for people of all walks of life to raise funds for their preferred cause/NGO.

Charity raising is encouraged through 'pledges'. Pledges are donations of any amount made by family, friends, colleagues, companies, associates, acquaintances of the runner, who wish to support his/her cause with their contributions.

# THE RAISING STRUCTURE

## Care Champions:

Care Champion is an individual who pledges to raise a minimum of ₹ 1 lakh for a cause/NGO of his/her choice.

## Corporate Cares:

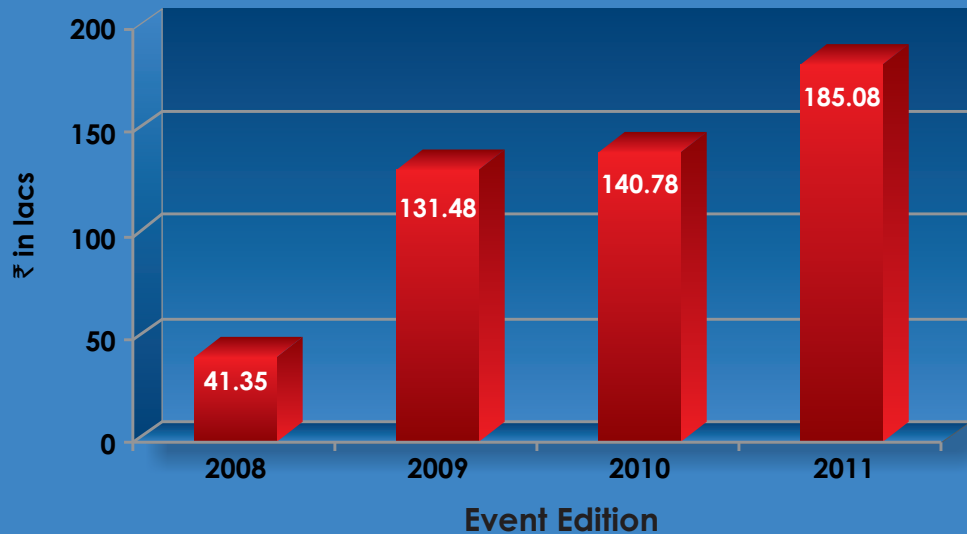
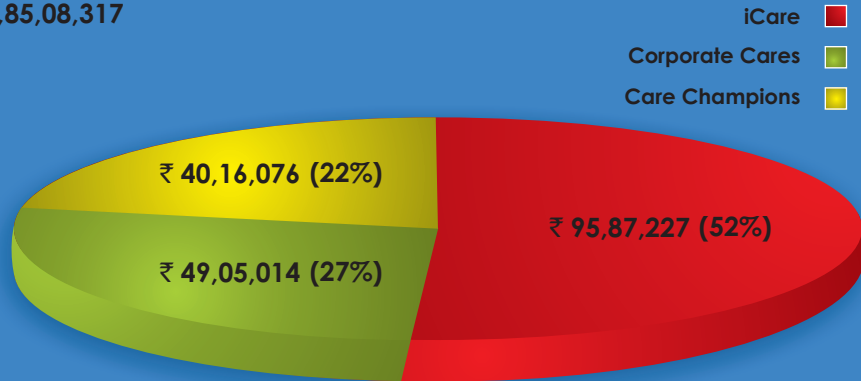
A group of companies that contribute a minimum of ₹1.75 lakh and send a group of upto 30 employees to participate in the event. Each employee is motivated to raise any amount in pledges.

## iCare:

These are individuals who run in support of a cause and raise pledges of any amount for a cause/NGO of their individual choice.

## TOTAL FUNDS RAISED AT TCS WORLD 10K BANGALORE 2011

₹ 1,85,08,317



# EDITION 2011 VS. 2010 COMPARISONS

## Funds Raised

Description	Edition 2011	Edition 2010
Total funds raised	₹ 185.08 lacs	₹ 140.78 lacs
No. of individuals who pledged money	5,849	4,279
Largest number of pledges raised by a single runner	580	129
Largest single pledge amount collected	₹ 5,00,000	₹ 5,00,000
Smallest single pledge amount collected	₹ 10	₹ 10
Aggregate funds raised by iCare runners	₹ 95,87,227	₹ 74,02,389

## Participating NGO's

Description	Edition 2011	Edition 2010
No. of Participating NGO's	88	109
No. of NGO's who raised funds	60	73
Highest fund raising NGO	₹ 50.13 lacs : Association of People with Disability	₹ 39.67 lacs: Association of People with Disability
2nd highest fund raising NGO	₹ 10.96 lacs: Mobility India	₹ 9.22 lacs: FLY
3rd highest fund raising NGO	₹ 10.75 lacs: Dream A Dream	₹ 6.71 lacs: GoSports Foundation

## Care Champions

Description	Edition 2011	Edition 2010
Total no. of regd. Care Champions	15	14
Aggregate funds raised by Care Champions	₹ 40,16,076	₹ 35,03,788
Highest funds raised by an individual Care Champions	₹ 7.29 lacs	₹ 9.22 lacs

## Corporate Cares

Description	Edition 2011	Edition 2010
Total no. of regd. Corporate Cares Teams	25	17
Aggregate funds raised by Corporate Cares Teams	₹ 49,05,014	₹ 30,17,330
Highest funds raised by a Company	₹ 3.76 lacs: Shell India	₹ 4.88 lacs: Fidelity India
Highest funds raised by an individual Corporate Cares' team member	₹ 21,750	₹ 1.13 lacs

# CARE CHAMPIONS



**Dr. A.N. Yellappa Reddy**  
Amounts raised in support  
of 'CMCA' - ₹ 1,00,000



**Mr Aroon Raman**  
Amounts raised in support  
of 'CMCA' - ₹ 1,00,000



**Ms Bharathi Kamath**  
Amounts raised in support of  
'Nightingales Medical Trust' - ₹ 1,00,000



**G M Row**  
Amounts raised in support  
of 'Anga Karunya Kendra' - ₹ 1,77,501



**Ms Vrunda Rao Bhaskar**  
Amounts raised in support  
of CMCA - ₹ 1,31,350



**Padmavathi Janardhanan**  
Amounts raised in support  
of 'Spastics Society of Karnataka' is ₹ 1,05,726



**Purushottam Mishra**  
Amounts raised in support  
of 'Future and Light for Young' is ₹ 6,68,841



**Sonia Sarathy**  
Amounts raised in support of  
'Compassion Unlimited Plus Action' is ₹ 5,40,500



**Shanigar**  
Amounts raised in support of  
'Association of People with Disability' is ₹ 3,00,229



**Louise Paris**  
Amounts raised in support of  
'Association of People with Disability' is ₹ 2,18,751

# CARE CHAMPIONS



**V S Basavaraju**

Amounts raised in support of  
'Association of People with Disability' is ₹ 7,29,000



**Ruchira Lukose**

Amounts raised in support of  
'Association of People with Disability' is ₹ 1,00,000



**Santhosh Kumar**

Amounts raised in support of  
'Association of People with Disability' is ₹ 3,52,630



**Dr. Hemalatha Krishnamurti**

Amounts raised in support of  
'Spastics Society of Karnataka' is ₹ 1,00,500



**Usha Rani**

Amounts raised in support of  
'Association of People with Disability' is ₹ 2,35,687

# CORPORATES

- 01 **Accenture**  
supported 'Mobility India'
- 02 **Assetz Property**  
supported 'proVision Asia'
- 03 **Capgemini India**  
supported 'Nanhi Kali'
- 04 **Centum Electronics Ltd**  
supported proVision Asia
- 05 **Ernst & Young**  
(2 teams) supported 'Prerana'
- 06 **Fidelity India**  
supported 'Assoaciation of People' with 'Disability & Karunashraya'
- 07 **First American (India)**  
supported 'India Literacy Project'
- 08 **Goldman Sachs**  
supported 'EnAble India'
- 09 **HSBC Bank**  
supported 'Tropical Research and Development Centre' & 'Association of People with Disability'
- 10 **Johnson & Johnson Ltd**  
supported 'EnAble India'
- 11 **KPMG**  
(2 teams) supported 'Association of People with Disability'
- 12 **Mothercare Sourcing India Pvt Ltd**  
supported 'Save the Children'
- 13 **Nike**  
supported 'Dream a Dream'
- 14 **Nokia Siemens Networks Pvt Ltd**  
supported 'Parikrma Humanity Foundation'
- 15 **Northern Trust**  
supported 'Dream a Dream'
- 16 **NVIDIA**  
supported 'Snehadeep Trust for the Disabled'
- 17 **SAP India**  
supported 'Hope Foundation'
- 18 **Shell India Markets Private Ltd**  
supported 'proVision Asia'
- 19 **SSgA Global Investment Operations**  
supported 'Association of People with Disability' & 'Dream a Dream'
- 20 **V S T Tillers Tractors Ltd**  
supported 'Association of People with Disability'

# Outstanding





# Initiatives

## All in the Family!!

A husband-wife duo coupled their fund raising efforts, together raising an amount of ₹ 17 lacs. The ₹ 1 lakh raised by Mrs Bharati Kamath as a Care Champion was for the benefit of Nightingales Medical Trust. Her husband, Mr Amarnath Kamath, complimented her fund raising efforts by donating ₹ 16 lacs, making Mr Kamath the single largest donor at the TCS World 10K Bangalore 2011. Amounts donated by him, went in support of following 11 NGO's –

**(i) GoSports Foundation; (ii) Nightingales Medical Trust; (iii) The Association of People with Disabilities; (iv) Bangalore Hospice Trust (Karunashraya); (v) Bharatiya Vidya Bhavan; (vi) Sankara Eye Care Institutions; (vii) CUPA; (viii) Mobility India; (ix) Anga Karunya Kendra; (x) Bangalore Cares Trust; (xi) BOSCO.**

## Marks & Spencer

Strategically, since 2006, Marks & Spencer (M&S) has been actively supporting and raising funds for the Association of People with Disabilities (APD). This conscious decision of supporting a single organization is to make a sustained contribution in the progress of the NGO's growth, rather than helping many organizations arbitrarily. Throughout the year, M&S colleagues are encouraged not only to donate money for APD, but also to make an extra effort to visit APD facilities and meet the beneficiaries, be it gifting a mobility aid bought from their donation or attend the lunch which they sponsored in APD in memory of their loved ones. Active involvement is given equal importance.

30 colleagues from M&S India Regional office in Bangalore participated in the TCS World 10K Bangalore on 5th June 2011. M&S has raised an amount of INR 980,000 (or 13,150 GBP) for APD through this Event. Many of M&S colleagues who were committed to run the 5.7 km distance got in touch with their friends, family and business partners to sponsor their run. Simple and clear communication about the cause did the trick. Fund raising efforts were not only restricted within the confines of M&S offices. Posters about the Event and about M&S supporting APD were put up in M&S Bangalore stores. Contributions were invited from the M&S loyal customers. Any customer contributing an amount of more than ₹ 1,000 towards this cause was gifted a special M&S-APD tee shirt. The response was overwhelming proving without a doubt, that there is a lot of goodness within every individual just waiting to be tapped.

Apart from the funds generated in the run, in the last 5 years M&S has sponsored 90 mobility aids, vocationally trained 236 physically challenged and helped them gain meaningful employment, supported 52 mentally challenged children to acquire life skills and sensitised 10,665 workers in the M&S supply chain on disability.

# AWARDS GOT TO... THE

## CARE CHAMPIONS

Highest Pledge Raiser (Men)

**V.S.BASAVARAJU**

raised ₹ 7,29,000 for Association of People with Disability with the help of 54 pledges.

Highest Pledge Raiser (Women)

**SONIA SARATHY**

raised ₹ 5,48,000 for CUPA with the help of 12 pledges.

## CORPORATE CARES

Highest Pledge Raising Company

**SHELL INDIA** raised ₹ 3,76,302

2nd Highest Pledge Raising Company

**ERNST & YOUNG** raised ₹ 3,74,000

Most Active Corporate

**NVIDIA** and 12 members of their team together raised ₹ 3,27,200

Highest Individual Pledge Raiser

**RAVINDRANATH** of Capgemini raised ₹ 21,750 for Nanhi Kali with the contribution of 67 pledges.

## iCARE

Highest Pledge Raiser (Men)

**ARVINDAN SRINIVASAN** raised ₹ 1,09,100 in support of Nanhi Kali with the help of 37 pledges.

Highest Pledge Raiser (Women)

**KUMARI PREMALATHA** raised ₹ 2,62,391 in support of Association of People with Disability with the help of 40 pledges.

Single Largest Donor

**AMARNATH KAMATH** donated ₹ 16 lacs benefitting 12 NGOs

Outstanding Initiative

**MARKS & SPENCER** raising ₹ 9.80 lacs in support of Association of People with Disability

## NGO Awards

Highest Pledge Raising NGO

**THE ASSOCIATION OF PEOPLE WITH DISABILITY** – raised ₹ 50,12,964

2nd Highest Pledge Raising NGO

**MOBILITY INDIA** – raised ₹ 10,96,212

# TESTIMONIALS

“It's my 4th year and to show my consistency towards various causes, I supported 23 NGOs, who are working dedicatedly for various issues through the TCS World 10K Bangalore. These causes are very dear to me and over the last 7 years I have been doing my bit in terms of service. My sole intention is to make the public at large aware on the various volunteering opportunities there truly are and causes for which one could volunteer and raise funds to the best of their abilities. This makes me feel so good to be part of the social sector, and so many organisations.”

**Prarthana Unkalkar**  
(Regional Head – iVolunteer)

“At Capgemini, the rule was simple – anyone who registers to be part of the Corporate Cares team had to raise a minimum of INR 2,400 (the minimum amount required to support one girl child's education for a year). My target was to raise Rs 10,000, i.e. sponsor 4 children for an entire year. To add a little excitement to my endeavour, I wanted to involve my friends, colleagues and relatives to contribute their bit and be part of this Program. I framed a nice email talking about the cause and requesting people to support me in helping Nanhikali Foundation. To my excitement, I received a lot of encouraging words, emails and money poured in to support this great cause. An overwhelming response from all my contacts continued to pour in, even after the run was over and even after I stopped collecting funds for the cause. I raised INR 21,750, which is more than double the amount I had initially planned to raise!

What excited me about the TCS World 10K Bangalore is that, it is not just any ordinary running event wherein the high is solely crossing the finish line, but there are strings attached to it – raising funds for a noble cause. It certainly was my time to do something for the society.”

**Ravindranath Gowda**  
(Capgemini Corporate Cares team member)

# FUNDS RAISED BY NGOs

NGO Name	Amt (In INR)
Aashraya Foundation	15,351
Aashwasan Foundation	53,500
ActionAid India	12,000
ADD - Action on Disability and Development India	5,300
AMC-Association for the mentally challenged	67,410
Anga Karunya Kendra (AKK)	2,10,501
Ashwini Charitable Trust	2,31,400
Association of People with Disability (APD)	49,29,633
Bal Raksha Bharat	1,50,900
Balajothi Centre for the Disabled	2,500
Bangalore Cares Trust	11,31,810
Bharatiya Vidya Bhavan - BBMP Public School	1,00,000
BOSCO-Bangalore Oniyavara Seva Coota	26,500
Child life Foundation(St. John's Hospital)	5,003
ChildFund India	6,500
CMCA	4,50,440
CRY - Child Rights & You	8,100
CUPA-Compassion Unlimited Plus Action	8,16,500
Dignity Foundation	4,500
Diya Foundation	3,71,241
Dream a Dream	10,75,944
Eco Club	36,990
EnAble India	3,32,750
FLY - Future and Light for Young	6,71,341
Freedom Foundation	1,03,500
Friendship Foundation	29,400
GoSports Foundation	7,06,376
Hippocampus Reading Foundation	81,000
Hope Foundation	1,51,500
Iksha Foundation	1,88,312
India Literacy Project (ILP)	1,50,000
iVolunteer - programme of Mitra Technology Foundation	17,600
Karunashraya - Bangalore Hospice Trust	6,91,688
Light a Life - Reena Raju Foundation	20,000
Make A Wish Foundation of India	25,000
Mobility India	10,96,212
Mythri Charitable Trust	5,00,000
Nanhi kali	3,85,401
Nightingales Medical Trust	5,95,000
One Billion Literates Foundation	81,800
Parikrma Humanity Foundation	1,50,000
Parivarthan, Counseling, Training and Research Centre	25,000

NGO Name	Amt (In INR)
Prerana	3,25,000
proVision Asia	7,64,605
Raza Educational and Social Welfare Society	2,100
Reaching Hand	6,687
SAAHAS	2,500
Saathi - assistance to children in difficult situation	15,271
Sama Foundation	6,000
Sankara Eye Care Institutions India.	1,00,000
Save My Ten Foundation	1,000
SDIE-Sahasra Deepika International Education	84,351
Sense International (India)	4,135
SICHREM-South India Cell for Human Rights, Education and Monitoring	1,40,326
Siksha Mehak Foundation	44,374
Snehadeep Trust for the Disabled	3,05,800
Spastics Society of Karnataka (SKK)	2,62,265
TRDC-Tropical Research and Development Centre	1,50,000
United Way of Bengaluru	50,000
We Are Children	30,000
<b>Total</b>	<b>1,80,08,317</b>
<b>Funds yet to be allocated</b>	<b>5,00,000</b>

**TOTAL  
FUNDS RAISED**  
**₹1,85,08,317**

# UTILIZATION OF FUNDS raised in W10K 2010 BY NGO'S

## ASSOCIATION OF PEOPLE WITH DISABILITY

Funds raised during 2010 Event: ₹ 39.47 lacs

### Programmes helped -

- Education of 140 children @ Rs 5000 per child = ₹ 7 Lacs
- Vocational Training of 110 youths @ ₹ 8000 per youth = ₹ 8.8 Lacs
- Procurement and Distribution of 150 World made Wheelchairs @ ₹ 8000 per wheelchair = ₹ 12 lacs
- Providing meals for Horticulture Trainees for 100 days = ₹ 2.5 Lacs (one full day meal for 60 Horticulture Trainees at ₹ 2500)
- Mobility Aids like Tricycle, Calipers, Crutches ,Gaiters, Footwear, Walkers = ₹ 9.37 Lacs

## CUPA (COMPASSION UNLIMITED PLUS ACTION)

Funds raised during 2010 Event: ₹ 6.93 lacs

### Programmes helped –

- The purchase of ambulance – ₹ 5 lacs (Giriraj Motors)
- Interiors Modification – ₹ 55,000 (Balaji Motors)
- Sonu's Nook (Area renovated for sheltering street puppies) – ₹ 1,33,304

## HIPPOCAMPUS READING FOUNDATION

Funds raised during 2010 Event: ₹ 2.55 lacs

### Programmes helped –

Fund raised last year were utilised to provide grants to partner NGO's for setting up libraries.

Partner NGO	No. of Centres	Amount
Makkala Jagriti	1	₹ 25,000/-
India Literacy Project	2	₹ 35,000/-
SCOPE Foundation	4	₹ 80,000/-
IMPACT Foundation	7	₹ 1,15,000/-

# BANGALORE CARES

## Bangalore Cares

Bangalore Cares encourages the voluntary sector i.e. non-government organizations (NGOs) particularly in Bangalore and Karnataka. Our initiatives aim to strengthen the sector; and disseminate information on the vital work being done to the general public, government agencies, the corporate sector and socially concerned individuals. Main activities include:

- Gather, document and disseminate information on NGOs and their main activities
- Identify areas of expertise within NGOs, companies and individuals in relation to enhancing quality of services; generating income and increasing accountability.

Improving the quality of services:

- Create opportunities through training courses, exchanges and meetings for expertise to be shared – thus improving the quality of services and enhancing a spirit of collaboration.

Increasing income:

- Promote the importance of individuals (primarily in India) as having potential to provide long-term and substantial income – through training and news sharing
- Provide training on writing appeals, email and mobile communication, web writing and making presentations
- Facilitate events such as the World 10K, to promote fundraising by engaging individuals and companies.

Ensuring accountability:

- Provide training in communication and reporting to individuals and institutional donors
- Promote membership of the Credibility Alliance, and thus the norms of good governance and public disclosure.
- Promote the production and distribution (web and print) of Annual Reports which are readable and include statements of income and expenditure.

Bangalore Cares is a registered Charitable Trust. We receive donations from different sources which enable us to meet our expenses. Sources include NGOs and Companies who directly benefit from the services we provide and individuals who believe in the importance of our services.