

Philanthropy Partner



TCS WORLD 10K BENGALURU 2026

Philanthropy Structure



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Contents

1. TCS World 10K Bengaluru	3
2. Philanthropy at TCS World 10K Bengaluru	4
3. United Way Bengaluru - The Official Philanthropy Partner	5
4. Fundraising Opportunities at TCS World 10K Bengaluru 2026	6
5. NGO Registration & Fundraising Process	7-8
6. Individual Fundraisers & Young Fundraisers (<18 years).....	9-13
7. Corporate Participation	14-20
8. Institutions and Community Groups	21-22
9. Contribute to a Cause (Top-Up Donation).....	23
10. Charity Bibs	23-25
11. Program Management Cost	26
12. Key Takeaways.....	27
13. Philanthropy Awards Night	28
14. Important Dates & Timelines	29

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 Citizens' 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 **Friday, 13th February 2026** and close on **Friday, 27th March 2026**.

*Open 10K has a **mandatory timing criteria** that runners should meet.

Philanthropy at TCS World 10K Bengaluru

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

Philanthropy Structure of the TCS World 10K Bengaluru 2026

The Philanthropy Structure (Fundraising Structure) for the TCS World 10K Bengaluru 2026 serves as a guiding framework to harness the power of this sporting event for greater social good. It outlines the processes for fundraising and participation, enabling all stakeholders to plan effectively, mobilize resources, and maximize their impact.

The structure also provides clarity for NGOs, Corporates, Institutions, and Individual Fundraisers on how to engage with the event's philanthropy platform—highlighting opportunities, timelines, and recognition pathways.

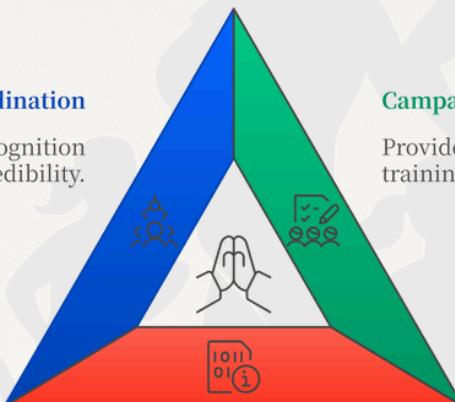
United Way Bengaluru (UWBe) offers comprehensive, step-by-step support to NGOs, Corporates, Institutions, and Individual Fundraisers throughout this journey. Our objective is to help you plan confidently, mobilize support effectively, and achieve meaningful philanthropic outcomes.

Visibility & Coordination

Offers a single point of contact and recognition to increase visibility and credibility.

Campaign Strategy & Skills

Provides a clear fundraising roadmap and training to enhance fundraising effectiveness.



Financial Integrity & Reporting

Ensures transparency and accountability in fund transfers and reporting.

5 Fundraising Opportunities at TCS World 10K Bengaluru 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 offers you a powerful platform to showcase your cause and projects, strengthening visibility and outreach. Through this engagement, you can expand your supporter base while gaining access to capacity-building support and meaningful networking opportunities.



For Individual Fundraisers

You can turn your running milestone into a powerful force for social good—transforming your run into a personal challenge with purpose. As you achieve fundraising milestones, you'll receive special privileges and be recognized for the impact you create.



For Institutions & Community Groups

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



For Corporates

More than an event, this is a high-impact CSR engagement that enables you to demonstrate purpose in action. It fosters stronger employee participation, pride, and well-being, while facilitating meaningful connections with NGOs and like-minded partners.

Brand Value: Strengthen your brand's credibility and visibility by aligning with a flagship platform that brings together fitness, social responsibility, and measurable community impact.

Charity Bibs

The event reserves a limited number of running slots across race categories specifically for charity participation. These are known as Charity Bibs. Charity Bibs are allocated to participating NGOs, who may offer them to supporters interested in raising funds for a cause. Supporters who choose to run for charity are assured entry into the event—even after general registrations close—provided they meet the event's eligibility requirements. To ensure fairness and consistency, United Way Bengaluru (UWBe) sets a minimum donation amount for each race category. NGOs may choose to encourage higher contributions from donors based on their fundraising goals. This model enables NGOs to raise funds while building new relationships with individuals who are motivated to combine fitness with social impact.



NGO Registration & Fundraising Process

Registration

NGOs are required to register on the UWBe Philanthropy Portal and upload the documents listed below as part of the verification and due diligence process. To enable smooth onboarding and ensure compliance with statutory and financial requirements, UWBe requests these documents from each participating NGO.

The information provided is used to verify organizational legitimacy, financial discipline, and regulatory compliance.

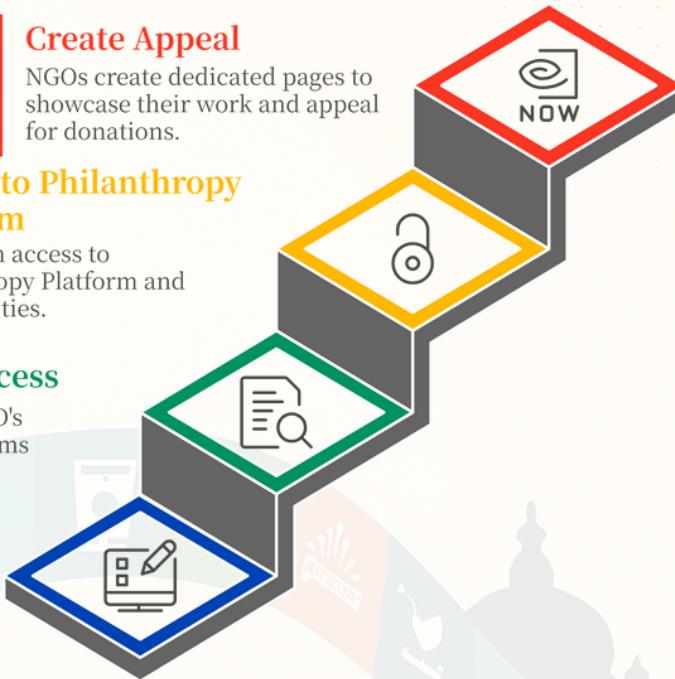
Documents for Statutory & Financial Due Diligence

<ol style="list-style-type: none"> 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 PAN Card Number - should be entered in the portal. PAN Card - Scanned copy should be uploaded 6. NGO Darpan ID 7. Head of the Organisation (CEO/ED/MD): Name, Designation, Email ID, and Contact Number 8. Accounts/Finance Head: Name, Designation, Email ID, and Contact Number 9. Direct SPOC (Single Point Of Contact) for this initiative: Name, Designation, Email ID, and Contact Number 10. Income Tax Return (ITR) Acknowledgements <ul style="list-style-type: none"> ○ AY 2025-26 (FY 2024-25) ○ AY 2024-25 (FY 2023-24) ○ AY 2023-24 (FY 2022-23) 	<ol style="list-style-type: none"> 11. Audited Financials (Receipts & Payments, Income & Expenditure, Balance Sheet, and Supporting Schedules (if any)) 12. Cancelled Cheque (Domestic Account) (A scanned copy of the cancelled cheque to be uploaded for validating bank details for fund disbursals) 13. Registered Address Proof (Recent and address proof - A copy of a recent utility bill (electricity, water, or gas bill) or house tax receipt or rental bill) - no older than two months. 14. Authorized Signatory Name, ID (To validate the identity and authority of the individual acting on the NGO's behalf) ID: One of the following: Aadhaar, Passport, PAN, Driving License; 15. Proof of Authorization: Board resolution, or NGO Darpan authorized list, or Signed authorization letter on NGO letterhead 16. List of Current Board Members (Including designation, tenure, and professional background wherever available in the below format).
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SL No	Board Member / Trustees	Father's Name	Position in NGO	Date of Joining the Board	Address	Nation- ality	Designation & Company	DOB	E-Mail ID	Mobile No.

How to Register?

- 1 **NGO Registration**
Admin registration (sign-up and re-login)
NGO registration on the UWBe Philanthropy website and upload of necessary documents
- 2 **Verification Process**
UWBe verifies the NGO's documents and confirms registration
- 3 **Access to Philanthropy Platform**
NGOs gain access to Philanthropy Platform and opportunities.
- 4 **Create Appeal**
NGOs create dedicated pages to showcase their work and appeal for donations.



Registration & Due Diligence Process

- Visit www.tcs10kuwbe.org
- Click on “Start Fundraising”
- Create your account by signing up
- Once you sign up, this will be your NGO Admin account
- Sign in to your account
- Select “Create NGO Page”
- Enter your organization’s basic details
- Upload the mandatory documents required for due diligence
- UWBe reviews and verifies the submitted documents
- Our team will keep you informed at each step of the verification process.
- Once your NGO is verified, you can create your appeal page and publish it

UWBe will provide guidance and support to NGOs in setting up their pages.

For assistance, please write to tcs10k@ub Bengaluru.org

These dedicated NGO pages enable organizations to showcase their work and engage donors by sharing their appeal and fundraising goals.

NGOs performing exceptionally during their fundraising efforts will receive recognition by the Philanthropy Partner and Event Promoter. More information on the recognitions for NGOs will be informed shortly.

Raising Funds

The 2026 edition of TCS World 10K Bengaluru offers multiple fundraising avenues for NGOs, which are detailed in this structure. UWBe encourages NGOs to assess their strengths and choose one or more fundraising modes that best align with their goals and capabilities.

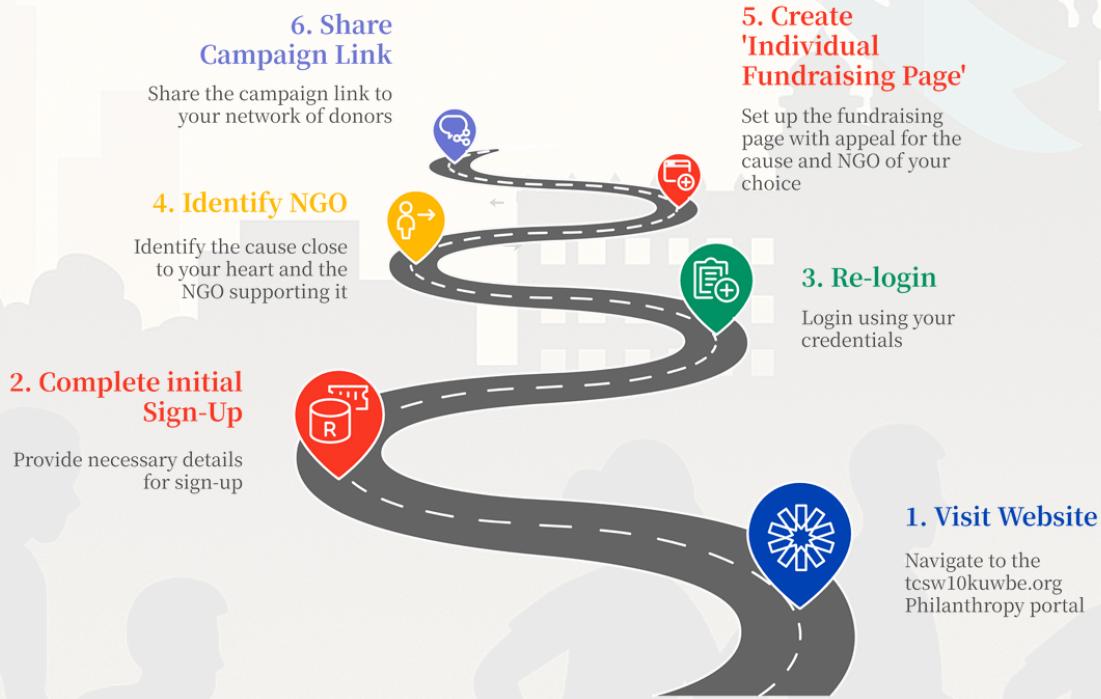
1. INDIVIDUAL FUNDRAISERS

An Individual Fundraiser is someone who chooses to make a difference by raising funds for an NGO registered with the Philanthropy Partner, in support of a cause they are passionate about.

The platform recognizes and supports these individuals, encouraging them throughout their fundraising journey. As fundraising milestones are achieved, individuals become eligible for higher levels of recognition.

To participate, an Individual Fundraiser must create a fundraising page on the official UWBe philanthropy portal. They can set a personal fundraising goal and commit to collecting donations for their chosen registered NGO.

Individual Fundraiser Registration Process



Once the fundraising page is set up, fundraisers can reach out to their friends, family, colleagues, and other contacts (the “donors”) to seek contributions. Donations are processed through the secure, event-affiliated payment gateway and routed to the selected NGO.

In previous editions, NGOs have successfully strengthened this segment by activating their existing networks – including board members, staff, long-standing donors, volunteers, runners, students, and other supporters – and encouraging them to participate as individual fundraisers.

Your belief in the cause, combined with a willingness to reach out to your network on behalf of the NGO, plays a key role in making your fundraising journey successful.

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 on the right), individuals are recognized under the Bronze, Silver and Golden categories.

Bronze: ₹10,000 - ₹24,999/-

Silver: ₹25,000 - ₹49,999/-

Gold: ₹50,000 - ₹99,999/-

Beyond the Base Categories the following recognitions are applicable

1. CHANGE MAKER (₹1 Lakh to >₹2 Lakhs)

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

2. TRAILBLAZER (₹2 Lakhs to >₹4 Lakhs)

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

3. IMPACT CREATOR (₹4 Lakhs to >₹7 Lakhs)

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

4. CHAMPION (₹7 Lakhs & above)

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

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

Junior Changemaker

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.

Rising Star

A Junior Changemaker, fundraising a minimum amount of ₹25,000 for the chosen NGO/s, will be recognised as a **Rising Star**.

Note - a Rising Star, fundraising ₹1 lakh & more will be entitled to privileges set aside for **Change Maker** and higher, depending upon the amount of funds raised.

Individual Fundraiser Privileges



Silver Level
₹25,000 to ₹49,999
. Featured on UWBe website
. Shout-out on social media



Gold Level
₹50,000 to ₹99,999
. Featured on UWBe website
. Shout-out on social media
. Gold Level Badge on NGO's Profile Page
. Listed in the Event Docket



Bronze Level
₹10,000 to ₹24,999
. Featured on UWBe website

Privileges	Change Maker 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 for Philanthropy Awards			Self +1	Self +1

*Race Day Benefits which will be extended provided minimum fundraising target is achieved on or before 8th 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 Change Makers and above, who wish to run the Open 10K.

Young Philanthropists Privileges

Privileges	Junior Changemaker INR 10,000-24,999	Rising Star 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 * <i>(subject to sizes being available)</i>		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 for Philanthropy Awards		Self +1
Certificate of Appreciation	✓	✓

Note - A **Rising Star** fundraising **₹1 lakh or more** will also be entitled to privileges starting from **Change Maker** onwards as mentioned in the Individual Fundraiser privileges section.

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

2. Corporate Participation

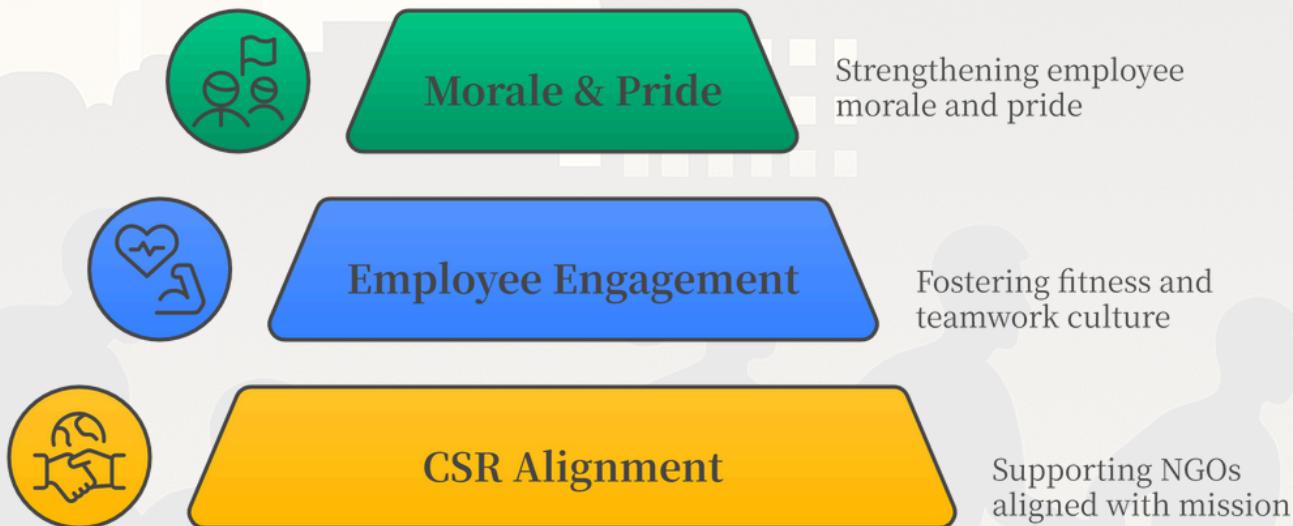
A **Corporate**, in the context of the TCS World 10K Bengaluru, is a registered business entity that participates formally by mobilizing employees to run and fundraise, aligned with its CSR priorities and employee engagement objectives.

Corporate participation is typically driven by:

- **Demonstrating commitment to social responsibility** by supporting a registered NGO aligned with the company's mission and statutory CSR objectives.
- **Fostering a culture of fitness, teamwork, and purpose-led participation**, thereby strengthening employee morale, pride, and well-being.
- **Making a direct financial contribution**, often through an upfront, non-refundable lump-sum contribution, to secure guaranteed race slots for employees participating as **Corporate Teams**.

The **Corporate Teams** category enables organizations 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 enhance employee engagement, promote wellness, and create measurable social impact.

Corporates are required to support an NGO registered with the Philanthropy Partner, United Way Bengaluru (UWBe). If a preferred NGO is not already registered, UWBe will facilitate its onboarding and registration for the event, subject to due diligence requirements.

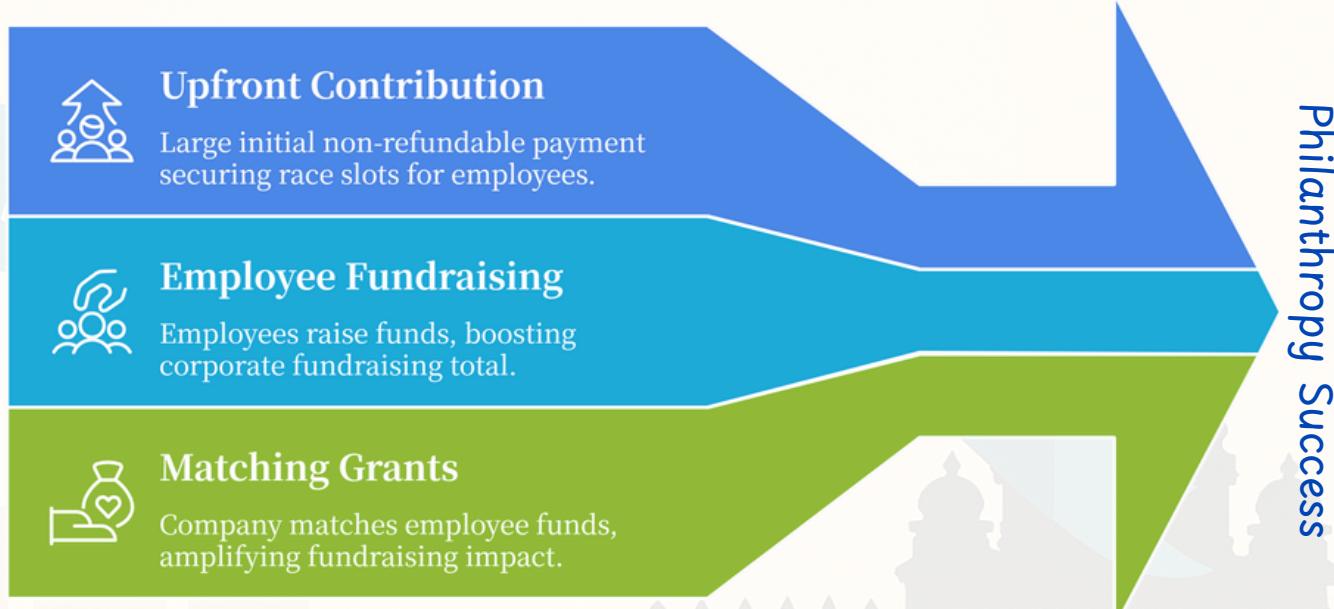


A SPOC (Single Point Of Contact) assigned by the Corporate registers the 'Corporate' on the UWBe philanthropy portal. They also select the specific registered NGO they wish to support and set a collective fundraising goal.

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



Fielding Corporate Teams

By fielding a Corporate Team, your organization does more than participate in the TCS World 10K Bengaluru – it becomes a visible force for good. Corporate Teams unlock guaranteed race slots for employees, foster 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 meaningful impact on the ground. Whether you begin with 10 runners or 75, each team contributes to building a movement – demonstrating how collective action within the workplace can create positive change beyond it.

The table below outlines the minimum donation amounts applicable for different team sizes. Employees participating as part of a Corporate Team may choose to run in any of the following race categories: Open 10K and Majja Run. Participation is subject to the availability of slots in the chosen race category and will be allotted on a first-come, first-served basis.

Team Size	Corporate Contribution (₹) (Single Contribution (A))	Donation to UWBe (₹) (Non-CSR (B))	Donation to Chosen NGO (₹) (CSR (C))
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

Corporate Teams Contribution

To register, corporates are required to confirm the team size(s) they wish to avail of with United Way Bengaluru (UWBe), by making a non-refundable upfront contribution.

CSR and Non-CSR Contribution Options

Corporates intending to contribute from their CSR budgets, in compliance with applicable CSR laws, can opt for the split contribution option. Under this option:

- One part of the contribution is sent to the chosen NGO [column **(C)** of above table] and
- A separate cheque is issued to UWBe towards Program management costs [column **(B)** of above table]

Corporates choosing to contribute outside their CSR budgets, may make a single consolidated contribution to UWBe as given in column **(A)** of above table - UWBe will disburse the applicable donation amount [as in column **(C)** in the above table] to the selected NGO(s). In all cases, the contribution received will be duly verified and recorded.

Please note: Contributions made are non-refundable under any circumstances.

Additional team members may be added at a cost of **₹10,000 per member**, over and above the confirmed team size, subject to a maximum of 10 additional members.

Verification of Contributions

For companies choosing to contribute via cheque or demand draft (DD) to the NGO **(C)**, the copy of the instruments should be submitted to United Way Bengaluru (UWBe) for verification.

In the case of direct bank transfers, NGOs are required to share their bank statements as evidence of donations received.

Only on completion of due process of verification, the Corporate Team will be accepted and duly allocated.

Corporate Teams Runner Registration Process

Runner Registration Fees (Important)

The Corporate Team Contributions do not include the individual's event run registration fees. These fees must be paid separately by corporates, on behalf of participating employees, based on the race category selected directly to the event promoter, Procam International Pvt. Ltd. Such fees need to be paid via cheque / DD / bank transfer within 30 days of generation of the invoice or **before 8th April 2026**, whichever is earlier.

The qualification timing criteria for the Open 10K race category do not apply to Corporate Team participants.

Corporate Team Runner registrations are processed exclusively through the official online portal managed by the Event Promoter, Procam International Pvt. Ltd. Eligible participants must register using their company-specific unique registration codes.

Many corporates have internal selection processes like interdepartmental competitions, weight-loss challenges, and internal runs to select the most suitable runners to represent the corporate at the TCS World 10K Bengaluru 2026.

- The Corporate SPOC will sign-up on the philanthropy portal.
- The Corporate SPOC will be provided a unique corporate code alongwith a registration link, and a step-by-step process to share with their employees.
- Employees are required to register only through the provided registration link using corporate specific unique registration code.
- The Corporate SPOC will receive a weekly report with the total number of applications and a daily report on the last week of the submission deadline.
- Once all the applications are received, the Corporate SPOC needs to verify the applications, make a final selection and submit them to the Event Promoter through the corporate registration portal.
- After the team submission, the Event Promoter will generate an invoice based on the selected race categories. The corporate has 30 days from the invoice generation date or until 8th April, 2026, whichever is earlier, to make the payment. If payment is not received by the Event Promoter, running number bibs of the corporate team will not be issued at the Expo. In this case, the donation made to the chosen NGO/s and/or UWBe will not be refunded.
- Final confirmation of team registrations rests with Procam International Pvt. Ltd., in accordance with event rules and slot availability.
- If any changes need to be made in the runner application, the Corporate SPOC must request UWBe for the same. If possible, UWBe, in consultation with the Event Promoter - Procam International, will allow such request on a case to case basis before 8th April 2026.

Employee Fundraisers Enrollment

Employee Participation as Individual Fundraisers

Corporates may encourage their employees to participate as Individual Fundraisers. Interested employees can register using the process outlined under Individual Fundraisers and link their fundraising page to the respective Corporate page.

Once registered, employees may reach out to their personal networks – including friends, family, and colleagues – to solicit donations. While donations are collected through the individual employee's fundraising page, they are aggregated and reflected under the Corporate's overall fundraising total.

All other incentives and recognitions applicable to individual fundraisers are detailed on Page 11 of this document, will be applicable to employee fundraisers also.

Tracking and Recognition

The philanthropy 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 philanthropy 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.

Corporate Privileges

Privileges	Criteria
UWBe Website Feature	All Corporates
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 pre-race function sent to the CXO of the company	Top 2 Corporates as of 8th April 2026
Wall of Change (Expo)	Top 10 Corporates as of 8th April 2026
Wall of Change (Media Center & Procam Marquee)	Top 5 Corporates as of 8th April 2026
Corporate name on the Bib	All Corporates
Access to Corporate Tent	
Charity Corridor	Min team size 25 or donation above 3 Lakhs as of 8th April 2026
Corporate Wall inside Corporate Tent	All Corporates
Priority Lineup Majja Run	
Grand Stand invite (CXO+1 per company)	Min team 50 or donation above 7 Lakhs as of 8th April 2026
Procam Marquee Invite (CXO+1 per company)	Min team 75 or donation above 10 lakhs as of 8th April 2026
Philanthropy Press Meet Invite	Top 2 Corporates as of 8th April 2026
Listed in the event Docket	All Corporates
Feature in the Event Docket	Top 2 Contributing Companies and Fundraising Companies (with a minimum of INR 1,00,000 raised by employees) and Highest Individual Fundraiser from a Corporate Team (minimum threshold of INR 1,00,000)
Leaderboard on Live Telecast	Top 10 Corporates as of 8th April 2026
Signed Souvenir by Event Ambassador*	Min team 50 or donation above 7 Lakhs as of 8th April 2026



Important to Note

Contribution Structure, Fees & Regulatory Clarifications

The contribution amount includes:

- A non-refundable donation to the selected NGO(s) registered with United Way Bengaluru (UWBe) for the TCS World 10K Bengaluru 2026, and
- A donation to UWBe towards Program management cost.

Run registration fees are separate from the donation amount, and must be paid to the Event Promoter, Procam International Pvt. Ltd., based on the number of participating employees and the race category individually selected. These fees are payable upon team submission, as per the invoice issued by Procam, and must be paid within 30 days of invoice generation or 8th April 2026, whichever is earlier.

CSR & Regulatory Clarifications

- As per the Ministry of Corporate Affairs circular dated June 18, 2014, one-off events such as marathons do not qualify as CSR expenditure under Section 135 of the Companies Act, 2013.
- Accordingly, corporates are solely responsible for ensuring compliance with applicable CSR provisions for all amounts paid towards participation in the TCS World 10K Bengaluru 2026.

Tax Treatment

- All contributions made towards NGOs and UWBe (excluding event registration fees), irrespective of the contribution option chosen, are eligible for tax exemption as per applicable laws.
- Form 10BE will be issued by UWBe via email for all donations made to UWBe.
- NGOs are responsible for issuing the 10BE for the donations made to them.

Operational & Payment Notes

- In the event that Procam International rejects a runner's application for any reason, the race registration fee paid by the applicant will be refunded in accordance with Procam's entry rules.
- Donations or contributions made to NGOs or UWBe are strictly non-refundable under all circumstances.

3. INSTITUTIONS OR COMMUNITY GROUPS

Institutions and community groups, including running clubs, RWAs, universities, schools, and collectives, play a vital role in driving the TCS World 10K Bengaluru philanthropy movement. Their participation goes beyond the race itself, nurturing a shared spirit of giving, belonging, and civic pride.

By bringing together neighborhoods, campuses, and fitness communities around a common cause, these groups amplify peer influence and local leadership. They transform individual efforts into collective impact, helping shape the event into a citywide expression of generosity and purpose.

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.

How do Institutions/Community Groups Fundraise?

A designated Team Representative or Group Leader registers the Institution / Community Group on the UWBe philanthropy portal, selects a registered NGO, creates an appeal page, and sets a collective fundraising goal for the group.

Once the group page is live, the Institution or Community Group can:

- Invite members and their extended networks to donate to the selected cause, and
- Encourage members to start their own individual fundraising campaigns.

Members who initiate individual campaigns are recognized as Individual Fundraisers, and the funds they raise are aggregated toward the group's overall fundraising total, strengthening collective impact.

In addition, Institutions and Community Groups may choose to make a direct lump-sum contribution in support of their chosen cause.

Throughout the campaign, a live leaderboard on the philanthropy portal tracks progress, 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 Bengaluru.

Institution Privileges

Privileges	Institutions & Community Groups	Institutions & Community Groups INR 2,00,000+	Institutions & Community Groups INR 5,00,000+
UWBe Website Feature	✓	✓	✓
Social Media Story Shout-Out		✓	✓
Featured on Wall of Change (at Expo)*		✓	✓
Wall of Change (Expo + Media Centre & Procam 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	✓	✓	
Invite to the Philanthropy Awards		✓	✓
Invite to the Champions Dinner on Race Day		Upto 2 members	Upto 3 members
Timing qualification exempt for Open 10K category*#		upto 3 members	Upto 5 members
Invitation to 1 pre-event function			Upto 2 members

Subject to availability of running slots in the Open 10K category.

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

4. CONTRIBUTE TO A CAUSE (popularly called as Top-Up Donation)

All participants in the TCS World 10K Bengaluru are encouraged to make a contribution while registering for their run. This is a powerful way to turn participation into purpose. Applicants can choose to support an NGO of their choice by donating over and above the applicable run registration fees at the time of their event registration process.

- Donations are non-refundable, regardless of runner registration acceptance.
- As this donation is facilitated outside UWBe's platform, payment gateway charges amounting to 2.36% will be levied. Thereafter, UWBe shall disburse the balance amount, post deduction of 2% towards Program Management costs, to the chosen NGO.
- 10BE will be issued for the total donation amount to the donor by UWBe.

5. CHARITY BIB

Charity Bibs are ***guaranteed race entries** allocated to NGOs to raise support and receive donations from hopeful participants of the event.

A runner has to commit to donate/fundraise a minimum amount as agreed between the donor and NGO to be allotted a Charity Bib.

**Charity Bibs are available subject to availability of running slots in the chosen race category.*

Why choose a Charity Bib?

Runners who participate through a Charity Bib can look forward to:

- Guaranteed entry to the event (even after general registrations close)
- The name of the supported NGO printed on the running bib
- Waiver of qualification timing criteria for the Open 10K category

Minimum Donation Requirement

Race Category	Minimum Donation Amount January & February	Minimum Donation Amount March & April	Retention on Donation
Open 10K	INR 5000	INR 6000	INR 500
Majja Run	INR 3000	INR 4000	INR 300

A minimum donation amount per Charity Bib is defined by the Philanthropy Partner (UWBe) for each race category.

- This minimum ensures fairness and consistency across all NGOs.
- NGOs are encouraged to request higher donation amounts from donors based on their fundraising goals.

Important:

The run registration fee (based on race category) is separate from the donation and must be paid directly to the Event Promoter.

Charity Bib Manager (For NGOs)

Each NGO has access to a Charity Bib Manager within their dashboard on the UWBe Philanthropy Portal.

This tool allows NGOs to:

- View allocated Charity Bibs
- Assign bibs to donors
- Request additional bibs
- Track donations linked to each bib

Charity Bib Allocation Rules (For NGOs)

- Upon registration, each NGO is initially allocated one (1) Charity Bib.
- This bib may be used for any race category, subject to availability of running slots.
- Once a bib is used and a donation is secured, a new bib is automatically allocated.
- NGOs will continue to receive bibs until **3 April 2026** or until bibs in the required race category are exhausted – whichever is earlier.

Important:

If an NGO wants more than one Bib at the same time, they can send a request for Bibs by writing to us at tcs10k@uwbengaluru.org. Once UWBe confirms the request, these Bibs will appear in the NGO's Charity Bib Manager.

[A] How NGOs reserve a Charity Bib

NGOs reserve Charity Bibs after identifying a prospective runner or donor who has agreed to support their cause.

Step 1: Identify a Runner / Donor

The NGO identifies or confirms a runner who is willing to:

- Use a Charity Bib, and
- Commit to the minimum donation amount (or higher) for the chosen race category.

Step 2: Submit a Charity Bib Reservation Request

The NGO visits the Charity Bib page on the UWBe Philanthropy Portal and submits a reservation request, providing:

- Runner details (as applicable), and
- The desired race category.

Step 3: Donation Completion by the Runner

The runner completes the offline donation (NEFT, Cheque, DD drawn in favour of United Way of Bengaluru). The NGO informs UWBe by email once the donation is made providing details.

Step 4: Verification and Bib Reservation

United Way Bengaluru verifies the donation and confirms the reservation of the Charity Bib for the NGO.

Step 5: Bib Utilisation

Once the reserved bib is utilized (i.e., assigned to the runner and processed), the NGO becomes eligible to request the next Charity Bib, subject to availability.

[B] Process for Runners to secure Charity Bib

Step 1: Request a Charity Bib

Runners may request a Charity Bib through www.tcsw10kuwbe.org, either via:

- The Charity Bib tab, or
- The chosen NGO's fundraising page

Step 2: NGO Review

- The NGO receives the request and aligns with the Runner on the donation amount
- The NGO shares the account details with the Runner

Step 3: Complete the donation

The runner completes the offline donation (NEFT, Cheque, DD drawn in favour of United Way of Bengaluru) and informs the NGO of the same.

Step 4: Registration Code Issued

Once the donation is confirmed, UWBe releases a voucher code and a registration link for the runner.

Step 5: Complete Race Registration

The runner completes run registration on event website <https://tcsworld10k.prociam.in> using the provided voucher code on the registration link provided, along with payment of run registration fees, on or before **8th April 2026**.

Step 6: Bib Collection

The runner collects the bib at the Expo from the NGO or from the UWBe counter.

Charity Bib Collection at the Expo

- Charity Bibs routed through NGOs will be handed over to NGOs at the UWBe counter at the Expo for onward distribution.
- NGOs are encouraged to personally hand over bibs to donors as part of relationship-building.
- If an NGO is unable to distribute bibs, UWBe can support this with prior written intimation before 15th April 2026. In such cases, runners must collect their bibs directly from the UWBe counter.

Program Management Cost

Program Management Costs (PMC) are applied to select donation streams (e.g., corporate contributions, contribute to a cause, charity bibs) to cover the operations of managing the philanthropy platform. These include donor servicing, NGO onboarding, payment gateway charges, training, reporting, and audited disbursements.

Donation Stream	PMC	Why it's applied
NGO Registration	₹5,000	One-time cost to cover due diligence and onboarding of the NGO to be paid after documents upload on the philanthropy portal
Contribute to a cause (Top-Up Donations)	4.36%	Payment gateway charges (2.36%) in the Procam Event website and UWBe PMC (2%) deducted
Offline Donations	4%	UWBe PMC
Corporate Team	10%	UWBe PMC
Charity Bib	₹500 for Open 10K and ₹300 for Majja Run	Covers bib management and donor routing

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. All NGOs will be required to read and accept the Data Protection Policy of UWBe.
4. 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.
5. Cash WILL NOT be accepted by UWBe.
6. Donations made will not be refunded for any reason whatsoever.
7. Procam International (Event Promoter) will oversee all event registration and event related queries.

Donation Receipts

- For online donations, receipts are emailed immediately through an automated system. For offline donations, receipts will be emailed within a week of realisation of the funds.
- Form 10BE certificates will be sent by mid-April 2026 for the donations received by 31st March 2026 (FY 2025-26).
- Form 10BE certificates will be sent by June 2026 for the donations received from 1st April 2026 (FY 2026-27).
- Form 10BE is issued by the entity (UWBe/NGO) that first receives the donation
- PAN Number is mandatory for all donations
- Ensure that the email ID is filled in correctly for all donations along with the PAN Number.

Contact Info

Phone Number: **+91 9187094343**

Email: **tcs10k@uwbengaluru.org**

Philanthropy Awards

The Philanthropy Awards is the concluding event of the TCS World 10K Bengaluru 2026 edition. 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 3 Fundraisers (raising a minimum of INR 1 Lakh - Change Maker and above)
- o Top 2 Rising Stars

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)

Institutions and Community Groups

- o Top fundraising Educational Institution (fundraising a minimum of INR 2,00,000)
- o Top fundraising Run Club/Fitness Center (fundraising a minimum of INR 2,00,000)
- o Top fundraising RWA (fundraising a minimum of INR 2,00,000)

NGO Awards

- o Top 3 Fundraising NGOs

In addition to the above, **Recognition Scrolls** will be given to -

- o Top 5 Rising Stars (raised INR 25,000+)
- o Top fundraising NGO in each cause category (fundraised minimum of INR 50,000)

Note: Awards will be finalized based on funds raised by Saturday, 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 Registration	Dec 31, 2025	Mar 14, 2026
Individual Fundraising	Jan 6, 2026	
- For race day privileges		Apr 8, 2026
Corporate Teams		
- Corporate Team Confirmation	Jan 15, 2026	
- Corporate Team Submission		Apr 3, 2026
- Payment of Run Registration Fees to Procam		Apr 8, 2026
Institution & Community Groups	Jan 6, 2026	May 9, 2026
- For race day privileges		Apr 8, 2026
Charity Bibs	Feb 13, 2026	
- Last date for allocation to NGOs		Apr 3, 2026
- Last date for completion of run registration process on event website		Apr 8, 2026
Expo	Apr 23, 2026	Apr 25, 2026
Race Day		Apr 26, 2026
Last date for fundraising/ donations (Individuals, Institutions & Community Groups, Corporates)		May 9, 2026

Philanthropy Partner



Philanthropy Partner



 [United Way Bengaluru Website](#)

 [LinkedIn](#)

 [Instagram](#)

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 [X \(formerly Twitter\)](#)

 [YouTube](#)



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

