

# 2013



# CHARITY

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# DOCKET









### **Shri K Siddaramaiah - Hon'ble Chief Minister, Govt. of Karnataka**

"The TCS World 10K Bangalore is a sporting platform that brings together the entire city. It has also changed the thinking of the people, making them more conscious about health and fitness through running. I must mention that I am impressed the way this event has been organized. I was happy to know that there is also charity involved with the event. I'm looking forward to more editions of this event. Congratulations to all."

### **Dr. Somashekar, Secretary, Department of Youth Affairs and Sports, Govt. of Karnataka**

"A healthy and fit younger generation bodes well for the future of the country. Running events promoted by Procam International are helping spread this message. It was gratifying to see so many youngsters participate in the various Categories of the TCS World 10K Bangalore on May 19. A fit and health conscious younger generation will always work that much harder to gain success in different walks of life, which will benefit society. The colours of the Garden City shone vibrant in the Majja Run while the Senior Citizens and Champions With Disability showed their zest for life and their undying spirit."



### **Dr. M A Saleem, Additional Commissioner of Police, Traffic**

"It has always been the endeavour of the traffic department to provide the best possible route to the TCS World 10K Bangalore, even while keeping to the bare minimum the inconvenience caused to the general public. The Traffic Police did a wonderful job in providing a traffic-free route to this international event for the duration of the event, even while regulating traffic in the other parts of the city. I congratulate my team on a job well done and commend the organizers for bringing such a prestigious event to Bangalore city."

### **Adille Sumariwalla, President, Athletics Federation of India**

"It was wonderful to see India's best track and road runners participating in the Nation's Challenge of the TCS World 10K and getting an opportunity to compete against some of the world's leading athletes. It was a charged up atmosphere at the Sree Kanteerava Stadium and I am sure our athletes must have benefited from this experience. The running movement has definitely gained momentum in India and bodes well for the future of athletics."



### **Maria Mutola, International Event Ambassador**

"One of the most wonderful things for me was to see the shift in the priorities of the Indian people, to see thousands of them taking to running, understanding its benefits, learning about their own capabilities and expressing themselves. The TCS World 10K had the right mix of serious running and fun, with the Majja Run seeming to me more like a running festival, bringing so many people together. I was also inspired and impressed by the commitment and zeal of the people involved in the charity drive."

### **Anil Singh, MD, Procam International**

"It's truly a magical feeling to witness a dream turn into reality and then further into a 'Movement'. The TCS World 10K grows in leaps and bounds every passing year. This success can only be attributed to the people of Bangalore, the Govt. authorities involved and India as a whole. May we grow from strength to strength, and once again a warm 'Thank You' to every individual who has made this possible."





# NAMMA CITY. NAMMA RUN

In the relatively short period of six years, the TCS World 10K Bangalore, the World's Premier 10K run, has added to the Garden City's reputation as a 'Global Running Destination'. It has brought to Bangalore the world's leading distance runners, mobilised thousands of amateurs to become more health and fitness conscious and provided an exceptional platform for charity.

Namma City Namma Run was the mantra of the 6th edition of the Tata Consultancy Services World 10K Bangalore. Citizens of Bangalore and runners from other states embraced the event wholeheartedly with 23,000 participants registering in the different race categories. Several thousand more were seen cheering the runners alongside the race route. It was our privilege to have amongst us the three-time World Champion, Olympic Champion and a person who is arguably the greatest female 800 m runner of all time, Maria Mutola, as the Event's International Ambassador.

The increased participation in this edition also saw fund raising getting younger! It is a big boost for the voluntary sector, to see the younger generation getting more socially conscious and actively putting their young shoulders to the wheel and making a difference.

The Tata Consultancy Services World 10K Bangalore 2013 had a lot of firsts with respect to its fund raising paradigm – 49 new NGOs who joined the event, around 250 first-time fundraisers, 14 new companies, besides other new initiatives in fundraising. The impact – ₹ 3.71 crore being raised by 81 NGOs using the TCS World 10K. This is a 21% increase in funds raised as compared to the last edition.

Events like the Tata Consultancy Services World 10K Bangalore provide an opportunity for NGOs to spread the word about their work and seek the much needed financial support in a transparent manner. This Event has grown into the biggest charity fundraising platform in South India. The 81 non profits which directly benefitted from the funds raised by thousands of donors, work for a varied range of causes that include education, vocational training, health care, support to people with various disability related challenges, the environment, and human rights.

The successful organisation of the Event would not have been possible without the unstinted support provided by the Government of Karnataka, Dept. of Youth Services & Sports, BBMP, Bangalore Police, Karnataka Athletics Association and other authorities. We thank them all.

This docket sets out to capture the achievements and contributions of individuals and companies and record the wonderful work being done by the charities which participated. And finally our sincere thanks to all the participants, supporters, event sponsors and partners for making the Tata Consultancy Services World 10K Bangalore 2013, a memorable event.



Vivek B. Singh  
Procam International



Murray Culshaw  
Bangalore Cares





# CHARITY FUND RAISING STRUCTURE

For each edition, Bangalore Cares and Procam International create a fund raising structure to help non-profit organizations and the runners raise funds through the Event. This is an easy-to-use model designed for people of all walks of life to participate and contribute.

Some NGO's 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 is empowered under the able supervision of Bangalore Cares, Event's Official Charity Partner, to reach out to companies and the citizens of Bangalore and India.

Individuals and companies are free to choose any cause/NGO to support. Fund 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.

**CARE CHAMPION GOLD:** An individual who raised a minimum of ₹ 2,00,000 for a cause/NGO of his/her choice.

**CARE CHAMPION SILVER:** An individual who raised a minimum of ₹ 75,000 for a cause/NGO of his/her choice.

**CORPORATE CARES:** A group of companies that contributed a minimum of ₹ 2.25 lacs or ₹ 1.50 lacs and sent a team of up to 30 or 20 employees respectively, to participate in the event. Employees raised 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.



# FUNDS RAISED THROUGH THE EVENT

Summary of funds raised by NGOs at the Tata Consultancy Services World 10K Bangalore 2013

Amount raised by <b>Care Champions – Gold &amp; Silver</b>	₹ 1,11,31,038
Amount raised by <b>iCare Runners</b>	₹ 1,71,31,769
Amount raised by <b>Corporate Cares teams</b>	₹ 88,07,304
<b>Total amount raised via the Charity Partner</b>	<b>₹ 3,70,70,111</b>

## Causes benefitted through the funds raised

Cause	Amounts in ₹	% of total
Arts and Culture	1,59,000	0.43%
Children	15,52,417	4.19%
Community Development	18,96,079	5.11%
Disability	1,27,22,531	34.32%
Education	1,11,62,973	30.11%
Elderly	38,869	0.10%
Environment & Wildlife	4,43,766	1.20%
Girl Child	10,52,663	2.84%
Health	31,20,474	8.42%
Human Rights	1,51,478	0.41%
Social Services	1,19,894	0.32%
Sports	16,22,251	4.38%
Vocational Training	30,27,716	8.17%
<b>Total</b>	<b>3,70,70,111</b>	

## An Upsurge in Giving





# MEET THE CRUSADERS

## Care Champions Gold

Individuals who pledged to raise a minimum of ₹ 2,00,000 for a cause/NGO of his/her choice



**Binu Verma** for Bal Utsav. Raised ₹ 2,20,000/-

Binu Verma is a Masters in English Literature from New Delhi. She comes from a family that runs schools. She grew up in Delhi (India) and has travelled most parts of the country. She is into entrepreneurship, travel, languages, art, architecture, photography, reading, music & swimming. About 4 years ago, she gave up her job and started serving the underserved children. Her focus is to educate non-school going children and make schooling and skill development accessible to all children. In addition to starting a few companies (Bal Utsav and Facilitator Guide), she consults many startups as well.

**Devikala M L** for The Association of People with Disability. Raised ₹ 18,27,684/-

Devikala's relationship with APD began way back in 1992. As a baby affected with polio, she lost strength in both legs. For 10 years she crawled her way around and managed to attend school with the help of her sister. In 1992, she attended an APD camp where she learnt to find the Ability in her Disability. APD helped her with support tools and education. Today Devikala is a proud senior physiotherapist at APD and travels the globe educating people about the help that is now available for the physically disabled.



**G Manohar Row** for Anga Karunya Kendra. Raised ₹ 12,99,300/-

Mr Row, a finance professional, is a senior Rotarian and is associated with several NGOs after retirement. One of the pioneers of Bangalore Cares, GM is an enthusiastic fundraiser at the TCS World 10K. He raises funds for Anga Karunya Kendra, of which he is the Chairperson and has raised over Rs 30 lakhs, including this year's amount, through the last 5 editions of the World 10K.

**Jacqueline Calaco** for The Association of People with Disability.

Raised ₹ 7,70,106/-

The former state and national level hockey player, Jacqueline did not let her severe arthritis hamper her efforts to make the society inclusive for the disabled. She has been among the top fundraisers for APD, through the platform of the TCS World 10K Bangalore since past 4 editions.



**K Jairaj** for the Association for the Mentally Challenged. Raised ₹ 5,64,000/-

Mr K Jairaj has held many positions through the years in BIAL, AIMA, KSRTC, IIMs and currently works with the Government of Karnataka. He is also the President of The Association for the Mentally Challenged (AMC), the first institution in Karnataka for the care of intellectually challenged and the second national level institution serving this group of people.



**Kalyani Mani** for Ashwini Charitable Trust. Raised ₹ 4,96,513/-

Ms Kalyani Mani volunteers at Ashwini Charitable Trust to build the basics of English & Maths of the children, who are first generation literates, with mother working as maids and father alcoholics. This edition, she ran the majja run to raise annual school fees for these children.

**Michael Holland** for ProVison Asia. Raised ₹ 2,15,000/-

Mike is the CEO of Assetz Property and has been a supporter of ProVison Asia for quite some time. He has also got his company to register as Corporate Cares team. He has been appointed Chairman of ProVison Asia and decided to become a Care Champion to lead from the front in fundraising.



**Sha Nigar** for The Association of People with Disability. Raised ₹ 2,26,590/-

Sha Nigar is an engineering graduate in Electronics & Communication, from Jawaharlal Nehru National College of Engineering at Shimoga. She joined APD as the Principal in the Industrial Training Centre and presently works as a Senior Manager for Resource Mobilisation. "I am running to support, rehabilitate and include people with disability into mainstream economy and society" - is her mantra since 2009.

**Usha Baliga** for Sahasra Deepika International for Education.  
Raised ₹ 2,84,250/-

Usha Baliga is an E&C Engineer hailing from Mangalore and has 17 yrs of work experience in the Semiconductor domain. She started her career as a Computer Aided Engineer and has donned several roles such as FAE, Design Engineer and so on. Currently an Entrepreneur - she runs a business with her husband, which is into Manufacturing and Software Services. She is one of the founders of the CSR committee in her last Company. There she came across Sahasra Deepika and ever since she has been associated with them.



**V. M. Samuel** for Reaching Hand. Raised ₹ 11,60,844/-

"I am a social adventurer and have been on an adventure for the last 35 years" Sam is a philanthropist and a pastor who decided to fundraise for Reaching Hands, to help them extend their facilities.

**Vasanth Kumar** for Life Trust. Raised ₹ 9,71,700/-

With an illustrious marketing career spanning over 19 years, Vasanth has a rich and diverse career in Marketing, Sales and Retail Management in the Apparel, FMCG and Consumer Durable industries in India. Vasanth is the Executive Director of Lifestyle International Pvt. Ltd. He has decided to raise funds to help Life Trust set up more 'Tent Schools', a unique concept that educates the children in the migrant population of the country.





## Care Champions Silver

Individuals who pledged to raise a minimum of ₹ 75,000 for a cause/NGO of his/her choice



**Ashok Kamath**  
Raised ₹ 75,000 for "Akshara Foundation"



**B. Venkataramana**  
Raised ₹ 80,500 for "Life Trust"



**Brojen Nongmaithem**  
Raised ₹ 1,17,385 for "Baale Mane"



**Derek Dsouza**  
Raised ₹ 1,79,850 for "Reaching Hand"



**Emily Parkes**  
Raised ₹ 1,05,296 for "Reaching Hand"



**Gautam John**  
Raised ₹ 3,14,927 for "Akshara Foundation"



**Girisha Kundapur**  
Raised ₹ 1,23,880 for "Dream A Dream"



**Hermien Van Der Linden**  
Raised ₹ 3,06,940 for "ProVision Asia"



**Janet S.K. Yegneswaran**  
Raised ₹ 1,63,520 for "Trees for Free"



**Josephine Sequeira**  
Raised ₹ 1,27,500 for "Jude Felix Hockey Academy Charitable Trust"





**Kumar Raju**

Raised ₹ 1,23,591 for "Reaching Hand"



**Mark Bradbury**

Raised ₹ 75,000 for "ProVision Asia"



**Matt Weimann**

Raised ₹ 78,400 for "ProVision Asia"



**Patrick Pitchappa**

Raised ₹ 82,769 for "Reaching Hand"



**Ruby Kamdin**

Raised ₹ 1,30,000 for "One Billion Literates Foundation"



**Rupande Padaki**

Raised ₹ 3,45,543 for "Association for the Mentally Challenged"



**Sarah Santamaria**

Raised ₹ 1,53,200 for "Diya Foundation"



**Shalini Raj**

Raised ₹ 1,41,650 for "The Association of People with Disability"



**Sunil Kumar**

Raised ₹ 75,000 for "Bangalore Cares"



**Thomas Bobby Philip**

Raised ₹ 79,700 for "Nanhi Kali" & ₹ 1,23,400 for "Sightsavers"



## Corporate Cares

Companies that contributed a minimum of ₹ 2.25 lacs or ₹ 1.50 lacs and sent a team of up to 30 or 20 employees respectively, to participate in the event

**No of Companies 34; No of Teams 41**

Corporates	Supporting NGOs	Team 30	Team 20	Total Funds raised (in ₹)
3M India Limited	Diya Foundation	1		2,25,000
Accenture India	Mobility India	1		2,25,000
Analog Devices India Pvt. Ltd.	Akshara Foundation		1	1,66,100
Assetz Property Services Pvt. Ltd.	proVision Asia	1		2,25,000
AXA Business Services Pvt. Ltd.	The Association of People with Disability		1	1,50,000
Bharti AXA General Insurance	Bharti Foundation	1		2,25,000
Capgemini India	Nanhi Kali		1	3,35,412
Centum Electronics Ltd.	proVision Asia	1		2,25,000
CITRIX Systems	Association for the Mentally Challenged		1	1,50,000
Federal Bank	YWCA Bangalore City	1		2,25,000
Fidelity Business Services India Pvt. Ltd.	Karunashraya - Bangalore Hospice Trust		1	1,50,000
Goldman Sachs India	EnAble India		1	1,50,000
HDFC Ltd.	Association for the Mentally Challenged	2		4,50,000
HSBC Bank	Sightsavers	1		2,35,000
Infinite Computer Solutions (I) Ltd.	Reaching Hand		1	1,50,000



Corporates	Supporting NGOs	Team 30	Team 20	Total Funds raised (in ₹)
KPMG	The Association of People with Disability & Shishu Mandir	3		7,25,000
MOOG India Technology Center Pvt. Ltd.	proVision Asia	1		2,25,000
Mothercare Sourcing India Pvt. Ltd.	Save the Children	1		2,25,000
Northern Trust	SOS Children's Villages India		1	1,60,000
NVIDIA Graphics Pvt. Ltd.	Snehadeep Trust for the Disabled & Aashayain Foundation		2	6,37,804
Safran Engineering Services India	Bharti Foundation		1	1,50,000
SAP Labs India Pvt. Ltd.	IME - Centre for Indian Music Experience		1	1,50,000
Sasken Communication Technologies Ltd.	Vatsalya Charitable Trust	1		3,36,152
Shell India Markets Pvt. Ltd.	proVision Asia	1		4,86,836
SkillSonics India Pvt. Ltd.	Trees for Free		1	1,50,000
State Bank of India	Concern India Foundation		1	1,50,000
StateStreet Services India Pvt. Ltd.	The Association of People with Disability		1	1,50,000
Thomson Reuters	EnAble India	1		2,25,000
Unicel Technologies Pvt. Ltd.	SOS Children's Villages India		1	1,50,000
United Technologies	The Hope Home Children's Foundation/ SOS Children's Village India/ Nirmaan Organisation	3		6,75,000
Universal Electronics Pvt. Ltd.	EnAble India		1	1,50,000
UTC Aerospace Systems	EnAble India	1	1	3,75,000
Wells Fargo India	Nirmaan Organisation	1		2,25,000
XLHealth Corporation of India Pvt. Ltd.	Helping Hope		1	1,50,000
	<b>TOTAL</b>	<b>22</b>	<b>19</b>	<b>88,07,304</b>







# The CEO Dash

From the Boardroom to the Plexipave

Leaders of 7 Corporate Cares teams (companies which supported and raised funds for their chosen NGOs) pounded the synthetic track at the Sree Kanteerava Stadium during the Tata Consultancy Services World 10K Bangalore.

These pioneers on India Incorporated left their impressions on the track in the 400m "CEO Dash" on race day, 19th May, 2013; as they showcased their benevolence through this Event. Sharing the finish line with some of the fastest runners on planet, the 'Runner CEO's' were cheered by colleagues, friends, family and supporters.



**RAKESH SINGH**

MD | Citrix Systems

Fielded one team of 20 supporting 'Association for the Mentally Challenged'



**VAISHALI KASTURE**

MD | Goldman Sachs India

Fielded one team of 20 supporting 'EnAble India'



**G. P. CHANDRA KUMAR**

CEO | Skillsonics India Pvt. Ltd.

Fielded one team of 20 supporting 'Trees For Free'



**RAJIV C MODY**

CHAIRMAN & CEO | Sasken Communication Technologies Ltd.

Fielded one team of 30 supporting 'Vatsalya Charitable Trust'



**MAHENDRA JAIN**

MD | Universal Electronics Pvt Ltd.

Fielded one team of 20 supporting 'EnAble India'



**LINSEY SIMPSON**

INDIA HEAD | Thomson Reuters

Fielded one team of 30 supporting 'EnAble India'



**G. V. PRASAD**

CEO | AXA BUSINESS SERVICES PVT LTD

Fielded one team of 20 supporting 'The Association of People with Disability'



# FUNDS RAISED BY NGOs

SL no.	Logos	Organisation	Category	Focus	Amount in ₹
1		Aashayin Foundation	Education	Improve the education standards by supporting the children/schools. Branches in Bangalore, Mysore, Hyderabad	2,54,452
2		ABA India - Association for Behavior Analysis India	Disability	To advance the science of Behavior Analysis in India in fields like autism, developmental disabilities, mental health, education etc.	69,111
3		ADD-Action on Disability and Development	Disability	Capacity building of NGOs working for people with disabilities in rural areas of Karnataka, Tamilnadu, Kerala, Andhra Pradesh & Orrisa.	25,000
4		Agastya International Foundation	Education	Working for upliftment of economically disadvantaged children and low-income school teachers across India.	9,100
5		AIFO - Amici Di Raoul Follereau	Health	For the rehabilitation, inclusive development and empowerment of those with leprosy, disability and vulnerable children, poor women and tribal people.	8,000
6		AKK - Anga Karunya Kendra	Disability	Provides lower artificial limbs, calipers and other aids of amputees to the victims of polio in the southern states of India.	13,47,700

Sl no.	Logos	Organisation	Category	Focus	Amount in ₹
7		Akshara Foundation	Education	Committed to address the gaps in learning levels of children studying in Government Anganwadis and Primary schools in Karnataka.	7,12,876
8		AMC - The Association for the Mentally Challenged	Disability	AMC provides comprehensive services, free of charge to mentally challenged and their families; 90% of them are from lower income group.	14,19,543
9		APD - The Association of People with Disability	Disability	A 53 year old NGO committed to work for people with disabilities & make them independent with centres in four districts of Karnataka namely Chikkaballapur, Bangalore Urban, Davengere and Bijapur.	41,84,385
10		ASHA- Academy for Severe Handicaps and Autism	Disability	Endeavors to render exceptional love, care, hope and educational assistance to children with special needs to help them develop and utilize their potential.	94
11		Ashwini Charitable Trust	Education	Provides education, until gainfully employed, to underprivileged children in the Ulsoor slums.	5,15,813
12		Bal Utsav (Child Empowerment Foundation India)	Education	Educating 100's of non school-going children and offering comprehensive support and services to the children, parents and teaching staff, to facilitate empowerment of children.	3,49,401



SL no.	Logos	Organisation	Category	Focus	Amount in ₹
13		Bangalore Cares Trust	Social Services	To enhance the quality of services, income, and accountability of NGOs – through collaborating with individuals and organisations.	97,000
14		Bharti Foundation	Education	Committed to creating and supporting programs that bring about sustainable changes through education and the use of technology.	3,30,000
15		BOSCO- Bangalore Oniyavara Seva Coota	Children	Rescue and rehabilitate youngsters on the streets of Bangalore who need Care and Protection by providing the Food, Clothing, Shelter, Job training and Education.	2,04,950
16		Bubbles Centre For Autism	Disability	Works with children with developmental disabilities, especially Autism Spectrum Disorder and other neuro developmental disorder in the age group of 2 – 14 years.	10,351
17		Concern India Foundation	Community Development	To extend financial and non-financial support to grass root programs, while working in the areas of education, health and community development.	2,85,000
18		Development Focus	Community Development	Provides relevant and quality education for the most marginalized sections of society in the states of Orissa, Chhattisgarh and Jharkhand through grass root level organizations.	6,000



SL no.	Logos	Organisation	Category	Focus	Amount in ₹
19		Dignity Foundation	Elderly	To enable seniors across Bangalore, Chennai, Kolkata, Mumbai and Pune to lead a dignified life.	12,150
20		Divya Deepa Charitable Trust	Children	Turn opportunity-deprived children into self-reliant citizens by giving them Love, Care, Empathy & Quality Education by creating a model school for such "OUT OF SYSTEM" children through intense grass root level research.	16,015
21		Diya Foundation	Disability	Provides vocational training and sheltered employment to differently abled adults in Bangalore.	7,11,642
22		Dream a Dream	Education	Non-traditional educational opportunities designed to allow children to explore, innovate, and build important life skills in Bangalore.	7,35,757
23		EnAble India	Vocational Training	Economic independence and dignity for people with disability.	11,09,922
24		eVidyaloka Trust	Education	To be the best in class trusted organization in providing quality education services, bringing people and technology together.	16,182



SL no.	Logos	Organisation	Category	Focus	Amount in ₹
25		FEE - Foundation For Excellence India Trust	Education	Transform the lives of academically brilliant and financially needy students in India	4,743
26		Gift your organ	Health	The focus area involves organ donation	21,263
27		GOONJ	Social Services	Using material as a resource for Clothing, Recycling, Reuse, Education, Health & Hygiene and Income Generation Initiatives.	2,697
28		GoSports Foundation	Sports	To provide scholarships to junior athletes and an ecosystem level development of Indian Olympic sports.	12,91,350
29		Health Box India Trust	Health	To promote women's health and improve access to services for non communicable diseases namely Cancer cervix, cancer breast, anemia, diabetes and hypertension through enhanced health outreach.	50,000
30		Help Age India	Elderly	Established in 1978, HelpAge India works to improve the health and overall well being of the poor elderly all over India.	7,000

SL no.	Logos	Organisation	Category	Focus	Amount in ₹
31		Helping Hope	Education	Education for Underprivileged children	1,30,000
32		Hope Foundation	Education	From caring of orphans to education & vocational training for about 28,000 underprivileged children & youth across 25 locations in India.	6,030
33		Iksha Foundation	Health	Retinoblastoma (eye Cancer in children); to create awareness, to provide financial aid to underprivileged children for treatment and rehabilitation and to support research related to Retinoblastoma.	5,14,401
34		ILP - India Literacy Project	Education	ILP supports education and literacy projects predominantly in the rural, tribal and educationally backward regions across India.	59,951
35		IME -Centre for Indian Music Experience	Arts and Culture	Dedicated to advancing the understanding and appreciation of Indian music from traditional to contemporary	1,30,000
36		Isha Education	Education	Committed to raising the level of education and literacy in rural India by ensuring quality education for rural children and opening the door for them to participate in and benefit from India's economic growth.	1,48,535



SL no.	Logos	Organisation	Category	Focus	Amount in ₹
37		ISPTD - Indian Society for Performers and Teachers of Dance	Vocational Training	To provide dance education as a vocation to young adults from Socio economically impoverished backgrounds.	1,19,330
38		iVolunteer	Social Services	To bring volunteers and organizations together to share time, skills and passion to promote India's social development.	8,000
39		Jeevarathni Foundation	Education	Providing succor and dignity to destitute children of our society.	1,67,300
40		Jeevodaya Ashram	Girl Child	Reintegrate victims of trafficking or girls released from prisons and juvenile homes, into mainstream society.	3,900
41		Jude Felix Hockey Academy Charitable Trust	Sports	To develop hockey at the grass roots level and nurture talent through an organization of excellence.	3,17,901
42		Karunashraya - Bangalore Hospice Trust	Health	To provide free palliative care for advanced stage cancer patients at the facility in Bangalore.	12,39,961

SL no.	Logos	Organisation	Category	Focus	Amount in ₹
43		LIFE TRUST	Education	To partner and support the Public School System along with other agencies and like minded individuals in improving the quality of education through creative and effective programmes.	11,09,835
44		Make a Wish Foundation	Health	To work towards fulfilling the cherished wishes of children between 3 to 18 years with various life threatening illnesses like Cancer, HIV/AIDS, Heart Disease, Kidney Failure, Thalassemia Major and so on.	99,919
45		Makkala Jagriti	Education	To facilitate (non-formal) education and holistic development of children by augmenting the child's school education through diverse learning opportunities.	32,744
46		Mobility India	Vocational Training	To provide vocational training to people with disabilities, their families & other disadvantaged groups, especially women, children, the elderly and those living in urban & rural poverty	16,41,464
47		Nanhi Kali	Girl Child	To provide high quality learning, with guaranteed outcomes and educational interventions to underprivileged girls studying in government schools across 9 states in India.	4,20,006
48		Nature Conservation Foundation	Environment & Wildlife	Works for the conservation of tigers and other species in the Western Ghats of Karnataka.	14,570



SL no.	Logos	Organisation	Category	Focus	Amount in ₹
49		Need Base India	Girl Child	To provide protection to the vulnerable street girls, in the slums & streets of Bangalore providing shelter, food, health along with education.	12,739
50		Nirmaan Organization	Community Development	Promote grassroots social innovation, volunteerism, active citizenship and social leadership among the youth of the Nation.	9,73,720
51		One Billion Literates Foundation	Education	To impart basic English skills to children attending government run schools and the communities around them.	3,92,150
52		Parikrma Humanity Foundation	Education	Provides free education, nutrition, health care and family care for street, slum & orphaned children.	1,43,110
53		Provision Asia	Disability	To help differently abled individuals in and around Bangalore live more productive and meaningful lives, enabling them to make a valid contribution to our society.	35,08,651
54		Reaching Hand	Education	To transform the lives of vulnerable children & deprived women through quality education, health care services and skill development trainings.	43,37,539

SL no.	Logos	Organisation	Category	Focus	Amount in ₹
55		SAAHAS	Environment & Wildlife	To work with government, companies, households and schools to bring attention to the best practices in management of solid waste.	22,950
56		Sambhav Foundation	Disability	To serve people with developmental disabilities, people from vulnerable and economically low background, by creating opportunities, providing facilities and training, so as to become a contributory member of the society.	8,348
57		Sankara Eye Care Institution	Health	To work towards freedom from preventable and curable eye care.	2,00,000
58		SATHI	Children	Extend service to runaway children on railway stations with the objective of reintegrate them to family.	7,300
59		Save the Children	Children	Focuses on Children - improving health and nutrition status, access to inclusive quality education, protecting children from abuse, exploitation and neglect and disaster risk reduction.	2,00,000
60		SDIE - Sahasra Deepika International for Education	Education	To provide housing and education upto high school to impoverished children, empowering them with the tools to lead successful lives.	2,69,250



SL no.	Logos	Organisation	Category	Focus	Amount in ₹
61		Shishu Mandir	Education	To provides education, care and protection for orphaned, abandoned and neglected children.	2,25,000
62		SICHREM	Human Rights	To provide Human Rights Education to more than 50,000 students & 500 teachers in Govt. schools in Karnataka & Kerala and providing legal assistance to victims of human rights violations in Karnataka.	1,47,478
63		Sightsavers	Disability	To eliminate avoidable blindness and ensure that people who are irreversibly blind receive the support they need to lead lives of independence and dignity.	3,88,400
64		Siksha Mehak Foundation	Health	Believes in working like a 'honeybee', happy and carefree, collecting nature's bounty and carrying it from bloom to bloom, sharing and caring.	930
65		Sneha Charitable Trust-Sneha Care Home	Children	Sneha care home is a residential care facility for children living with HIV; taking care of their educational, nutritional, psycho-social, health needs and for the vocational training and skill development of these children.	77,000
66		Snehadeep Trust For the Disabled	Disability	To help children, mostly from rural Karnataka, to pursue their education by providing, free food, shelter, clothing, medicine, and education materials.	4,29,752

SL no.	Logos	Organisation	Category	Focus	Amount in ₹
67		SOS Children's Village	Children	Work with children with Special Needs (brain damage) from North-West Bangalore	5,05,000
68		Sparsh Foundation	Health	Provides free surgeries to underprivileged children with defects like hand and foot deformities, scoliosis, also provides free joint replacement for retired government teachers.	9,25,000
69		Sparsha Trust	Education	To bring back school drop outs, begging, single parented, childlabour to main stream education at Bangalore.	42,000
70		Tamahar Trust	Disability	Work with children with Special Needs (brain damage) from North-West Bangalore	52,553
71		The Baale Mane Trust	Girl Child	To provide shelter home for girls rescued from domestic violence, child labour and street dwelling outside Bangalore.	2,90,518
72		The Hope Home Children's Foundation	Girl Child	A children's home in Bangalore dedicated to the care of orphan girls.	2,60,500



SL no.	Logos	Organisation	Category	Focus	Amount in ₹
73		TRDC - Tropical Research & Development Centre Bangalore	Environment & Wildlife	Foster Sustainable Communities through Education, Community engagement and Natural Resources Conservation.	2,325
74		Trees for Free - Rajanet Yegnewaran Charitable Trust	Environment & Wildlife	To bring greenery back to Bangalore by planting, watering and nurturing tree saplings, also planting fruit trees for farmers to improve their economic standard.	3,65,520
75		U&I Trust	Education	To work with underprivileged children, providing them quality non formal, free education & also rehabilitate 86 mentally challenged orphan boys.	6,91,605
76		Vathsalya Charitable trust	Children	Our main focus areas are Adoption, Foster Care, Education sponsorship, Women's empowerment.	2,01,000
77		Vishranthi Trust	Elderly	Provide care and comfort to the lonely elderly & orphans, to impart skill development programs, thereby making a difference to the community.	7,719
78		Wildlife SOS	Environment & Wildlife	Protecting wildlife in India with a focus on sloth bears, leopards and elephants	4,300

Sl no.	Logos	Organisation	Category	Focus	Amount in ₹
79		WWF - World Wide Fund for Nature - India	Environment & Wildlife	To find and implement solutions so that human beings can live in harmony with nature, and leave for future generations a world rich in natural resources and wonders.	101
80		Yuva Global Foundation	Education	Yuva is working towards value based and quality education for under privileged children in Bangalore.	3,600
81		YWCA of Bangalore city	Community Development	YWCA cares, educates, nourishes children in the slum. It also provides health care; dental care to the children.	5,60,359





# EDITION 2012 vs EDITION 2013... A COMPARISON

Description	Edition 2013	Edition 2012
Total Funds Raised	₹ 3.71 crores	₹ 3.06 crores
No. of participating NGOs registered with Bangalore Cares, Official Charity Partner	100	84
No. of NGOs benefitted monetarily through the event	81	66
No. of people who pledged money	9,052	6,902
Largest number of pledges raised by a runner	181	70
Number of fundraisers	447	363
Largest Single Pledge amount	₹ 5,00,000	₹ 5,00,000
Smallest Single Pledge amount	₹ 10	₹ 10

Corporate Cares	Edition 2013	Edition 2012
Largest number of fund raisers from a company	Capgemini India	Marks & Spencer
Highest funds raised by a company	Nvidia Graphics Pvt Ltd	Marks & Spencer
Total funds raised by Corporate Cares teams	₹ 88,07,304	₹ 57,77,767

Highest Fund Raisers	Edition 2013	Edition 2012
Amongst the Care Champions – Gold	Devikala M L raised ₹ 18.27 lakhs	V. S. Basaraju raised ₹ 15.82 lakhs
Amongst the Care Champions – Silver	Rupande Padaki raised ₹ 3.45 lakhs	
From amongst Corporate Cares Teams	Nvidia Graphics Pvt Ltd raised ₹ 6.37 lakhs	Marks & Spencer raised ₹ 9.98 lakhs
Amongst the iCare runners	Amarnath Kamath raised ₹ 11.55 lakhs	Amarnath Kamath raised ₹ 7.85 lakhs

Funds raised by NGOs	Edition 2013	Edition 2012
Highest	Reaching Hand ₹ 43.37 lakhs	The Association of People with Disability ₹ 72.16 lakhs
2nd Highest	The Association of People with Disability ₹ 41.84 lakhs	ProVision Asia ₹ 20.14 lakhs
3rd Highest	ProVision Asia raised ₹ 35.08 lakhs	Dream A Dream ₹ 17.37 lakhs

Total Funds Raised	Edition 2013	Edition 2012
Care Champions	₹ 1,11,31,038	₹ 96,46,528
Corporate Cares	₹ 88,07,304	₹ 57,77,767
iCare Runners	₹ 1,71,31,769	₹ 1,51,48,739





# WE DOFF OUR HATS TO YOU...!!!

## CARE CHAMPION GOLD

Highest Fundraiser amongst men – **G. Manohar Row** raised ₹ 12,99,300 in support of "Anga Karunya Kendra"

Highest Fundraiser amongst women – **Devikala M. L.** raised ₹ 18,27,684 in support of "The Association of People with Disability"

## CARE CHAMPION SILVER

Highest Fundraiser amongst men - **Gautam John** raised ₹ 3,14,927 in support of "Akshara Foundation"

Highest Fundraiser amongst women - **Rupande Phadki** raised ₹ 3,45,543 in support of "The Association for the Mentally Challenged"

## CORPORATE CARES

Highest Company Contribution - **KPMG** raised ₹ 7,25,000 in support of "The Association of People with Disability & Shishu Mandir"

Company with Highest Employee Contribution - 100 employees of **NVIDIA** donated an aggregate of ₹ 3,37,804 in support of "Aashyein Foundation & Snehadeep Trust for the Disabled"

Highest Individual Fundraiser amongst Men – **Ravindranath Gowda** from Capgemini raised ₹ 1,17,612 in support of "Nanhi Kali"

Highest Individual Fundraiser amongst Women – **Cauvery Balamada** from Sasken raised ₹ 36,400 "Snehadeep Trust for the Disabled"

## iCARE RUNNERS

Highest Fundraiser - **Durgesh J.** raised ₹ 3,69,843 in support of "The Association of People with Disability"

2nd Highest Fundraiser - **Josephine Joseph** raised ₹ 3,10,450 in support of "Iksha Foundation"

3rd Highest Fundraiser – **Roshni D. Talera** raised ₹ 2,25,000 in support of "Karunashraya – Bangalore Hospice Trust"

## NGO AWARDS

Highest Fundraising NGO - **Reaching Hand** raised ₹ 43,37,539

2nd Highest Fundraising NGO - **The Association of People with Disability** raised ₹ 41,84,385

3rd Highest Fundraising NGO - **ProVision Asia** raised ₹ 35,08,651



# INNOVATIVE FUND RAISING INITIATIVES

## ProVision Asia

ProVision Asia, a participating NGO, used the global appeal of the event in an innovative fashion to involve their overseas supporters in their fund raising efforts. ProVision Asia organized runs in 7 different countries around the same time of the Tata Consultancy Services World 10K Bangalore 2013 race time. The result? Being the NGO with maximum of donors supporting their cause; a total of 473.

Methodology: Friends of the NGO were invited from various countries outside of India to run in collaboration with TCS World 10K Bangalore. ProVision secured a volunteer "Run Chairperson" in the United States of America to cater to those who were running there. They organized a running team (of less than 20 people) and raised funds through personal sponsorships in their respective countries.

### ProVision had teams running in:

1. Boston, USA, (despite of the recent bombings!)
2. Los Angeles, USA
3. Gates, North Carolina, USA
4. Wilmington, North Carolina, USA
5. Texas, USA
6. Bedford, UK
7. Faroe Islands, DENMARK
8. Singapore, MALAYSIA
9. Sydney, AUSTRALIA, running on the Sydney Harbor Bridge
10. Shanghai, CHINA, running on the Great Wall of China
11. Colombo, SRI LANKA
12. Minden, GERMANY

*"ProVision Asia was thrilled to have our very own 'Go Global Teams' participating in the Tata Consultancy Services World 10K Bangalore this year! There were 12 international teams that ran for our cause. All across the world, these teams spread awareness of disabilities and at the same time had a great time fundraising as well! This year we made the Event global, so that we could bring worldwide attention to our wonderful city and the great things being done in our city! We are glad that ProVision Asia could be a part of this exciting event!"*

- Dr. Chip Kingery  
Founder & Director of ProVision Asia





# Prarthana Unalkar Kaul

Prarthana has been an unswerving fund raiser since the 2010 edition of the TCS World 10K Bangalore, raising funds for more than 15 NGOs in each edition. This edition she raised ₹ 1,64,236 for 19 NGOs which were EnAble India, Karunashraya - Bangalore Hospice Trust, Vishranthi - Multifaceted Centre for Seniors, iVolunteer - Mitra Technology Foundation, Bubbles Centre for Autism, Makkala Jagriti, Jeevarathni Foundation, AKK-Anga Karunya Kendra, SATHI, SAAHAS, Sambhav Foundation, Mobility India, SICHREM, The Baale Mane, GOONJ, Need Base India, Nanhi Kali, Make a Wish Foundation and One Billion Literates.

Mrs. Prarthana Unkalkar Kaul is the Regional Head East and South of iVolunteer at Mitra Technology Foundation. Prarthana has worked as Senior Procurement Specialist with IBM. She has been a guest speaker at different institutes like IIT Chennai (Young Innovator Program, Unconventional 2011), TISS-Tata Institute of Social Science, Mumbai (Disaster management Workshop), NMIMS, Bangalore (Volunteering session), IIM, Bangalore Volunteering session.

She sets up online fund raising pages, reaches out to friends and family and chooses the NGOs she has volunteered through the preceding year.

*"I feel super cool, great and proud. I ran for 19 NGOs to show my consistency towards various causes dear to me and towards which I have been contributing for past 9 years. I participated in the TCS World 10K Bangalore with the sole intention to make thousands of people aware about the various social issues and how only a few like-minded people are trying to bring the change. I chose NGOs with whom I have volunteered, who are doing excellent work, are in need of funds and can utilize the money donated to the best... Heartfelt thanks to all the 39 donors who helped me."*





# OUR EXPERIENCE



**Bobby Thomas Philip**

– Care Champion Silver for 2 NGOs and works at Nokia Siemens Network

*"This year I ran for Nanhi Kali and Sightsavers. As always, raising funds is an enlightening experience. Challenge this year was higher, due to increased work pressure and a significantly higher target. Donors, as always are generous and encouraging. Many of my friends continued to donate this year again, and I was able to add many more new donors in my list to achieve my target of raising ₹ 2 Lakhs. The icing on the cake was achieving my personal best time of 41 mins 6 secs to complete the 10K."*

**Jude Felix**

– Founder, Jude Felix Hockey Academy

*"The TCS World 10K was a great experience for all participants. First of all it has been an honor to be the only other sporting NGO to showcase our program in an international platform as this. After a joyful first experience, members of JFHA are looking forward to the next years run with more innovative ideas to increase participants who would run for our cause. This run has definitely helped our cause and we are thankful for this opportunity."*



**Sharath Gayakwad**

- India's only swimmer at the London 2012 Paralympic Games.

Sharath enjoys the TCS World 10K Bangalore thoroughly and participates in it every year, supporting GoSports Foundation.

*"It felt great to be part of the TCS World 10K Bangalore, more so since there were a lot of runners this year. The donors have always been an integral part of the GoSports team and I always enjoy meeting them. Events like the TCS World 10K give me an opportunity to meet the people who are helping me realize my dream and to thank them personally. And let's not forget, it's a great cardio workout too!"*





# UTILIZATION OF FUNDS RAISED THROUGH EDITION 2012



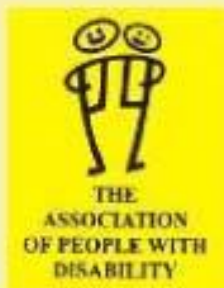
**Name of the NGO** - Dream A Dream

**Endeavor of the organization** - Empowering vulnerable children by developing life skills and sensitizing the community through active volunteering; leading to a non-discriminatory society, where unique differences are appreciated.

**Total amount raised in 2012 Edition** - ₹ 17, 56,212.31

**Deployment of Funds Raised** - The funds raised was utilized to continue to offer our Life Skills Programs to 4000 children and young people for the year 2012-13.

1. 1523 young adults from Bangalore's urban slum communities are enrolled in Dream Life Skills through Creative Arts Program.
2. 1880 young adults from Bangalore's urban slum communities are enrolled in Dream Life Skills through Football Program.
3. 272 young adults have been a part of our Outdoor Experiential Camps. These camps facilitate intensive development of specific life skills such as problem solving, decision making, team-skills and leadership; through adventure and experiential learning activities to create a positive impact on the young people and provide them a safe space to explore and express themselves.
4. 65 volunteers were engaged as mentors for 82 young adults through our Dream Mentoring Program. This program supports 14-18 year olds from vulnerable backgrounds through the critical phase of embracing adulthood. It guides them to make informed decisions about career, higher education, workplace and personal relationships and manage conflicts better, as they enter adulthood.
5. Average attendance of over 81% is maintained in our core programs.



**Name of the NGO** – The Association of People with Disability

**Endeavor of the organization** - A 53 year old NGO committed to work for people with disabilities & make them independent.

**Total amount raised in 2012 Edition** - ₹ 72.16 Lakhs

**Deployment of Funds Raised** - We have started a new project called District Disability & Development Programme; under which APD will work in four districts namely Chikkaballapur, Bangalore Urban, Davengere and Bijapur.

These four districts are APD's direct working areas and the plan is to cover the entire region, over a period of three years. The approach is working with the existing government or other individuals and organizations through capacity building. The purpose is to identify the present gaps and come out with a plan to bridge the gaps. We will work and empower children/people with disabilities.



The funds raised were utilized in following ways:

1. Education of 200 children @ ₹ 5,000 per child = ₹ 10 Lakhs
2. Vocational Training of 110 youths @ ₹ 8,000 per youth = ₹ 8.8 Lakhs
3. Horticulture Training of 100 youths @ ₹ 8,000/- per youth = ₹ 8 Lakhs
4. Procurement and Distribution of 310 Worldmade Wheelchairs @ ₹ 10,000/- per wheelchair = ₹ 31 lakhs (Davangere - 3.5 Lakhs, Bijapur - 2 Lakhs, Chikbalapur - 4 Lakhs, Bangalore Urban - 18 Lakhs, Kolar - 1 Lakh and Koppala - 2.5 Lakhs)
5. Mobility Aids like Tricycle, Calipers, Crutches, Gaiters, Footwear, Walkers, walking sticks = ₹ 14.36 Lakhs (Davangere - 4 Lakhs, Bijapur - 3.5 Lakhs, Chikbalapur - 1.5 Lakhs, Bangalore Urban - 5 Lakhs)



**Name of the NGO – Diya Foundation**

**Endeavor of the organization** - Diya Foundation provides vocational training and sheltered employment to differently abled adults in Bangalore.

**Total amount raised in 2012 Edition - ₹ 6,57,165**

**Deployment of Funds Raised -**

1. Trainers' salaries for the year - ₹ 4,04,361
2. Rent for the year - ₹ 1,22,510
3. Stipend of trainees - ₹ 1,30,294



**Name of the NGO – The Baale Mane Trust**

**Endeavor of the organization** - Baale Mane is a long-term shelter home for girl children rescued from domestic violence, child-labor and street-dwelling outside Bangalore.

**Total amount raised in 2012 Edition - ₹ 3,38,708.32**

**Deployment of Funds Raised** - The funds were used as an initial payment for construction work to begin on the new campus extension later this year (2013). The contribution of last year's funds goes towards the estimated total cost of ₹ 80,00,000/- for the construction of the new buildings. For this project we have recruited a local architect to design the extension and these plans are available on request. The new buildings will include improved living space for staff, additional dormitories for girls, kitchen and dining area and playground.



Name of the NGO - GoSports Foundation



Endeavor of the organization - GoSports Foundation envisions an India where young athletes with world-class potential receive all the support, knowledge and encouragement necessary to empower them to achieve their dreams.

Total amount raised in 2012 Edition - ₹ 6,12,000

**Deployment of Funds Raised** - We have directed our projects and programs toward providing crucial financial and non-financial support to our nation's most promising young athletes.

We believe that by supporting the development of Indian athletes who demonstrate world-class potential, we not only increase India's chances of winning medals on the world stage, but also create a potent tool to empower these athletes to create circles of excellence around them and within their communities.

With the help of the funds raised through the TCS World 10K Bangalore 2012, the following were achieved:

1. Monetary support to 21 athletes across various Olympics and Paralympics.
2. Running various fund-raising events for the Foundation.
3. Special support to 3 scholars who represented India at the Olympics and Paralympics.
4. Running campaigns during the Olympics and Paralympics about GoSports Foundation's athletes to help raise awareness as well as funds.





# 'Thank You'

## The words that can never entirely convey the impact made!

On behalf of the 100 charities which registered with us (Bangalore Cares, Event's Charity Partner) a big 'Thank You'. The support and donations received for the causes these charities are involved in has been motivating and many of them have been inspired to do much more with the hope of making our world a better place.

Namma City on race day showed that it was Namma Run not just for personal glory and pride, but also for a cause close to the heart of thousands. This edition, a total of 9,052 donors contributed. It was encouraging to see 125 first time fundraisers, whose average age is just 24 years. Alongside, there was the veteran Mr. G M Row, only 77 years young, who raised an amount of ₹ 12,99,300 through his excellent life-time relationship building skills.

All donation amounts were welcomed as individually they represent appreciation for the services being provided by the NGO community, irrespective of the cause. Whether it is the ₹ 50 donated to U&I Trust which imparts non-formal education to children living on streets or the ₹ 11.55 lakhs donated by the 6th time 'highest donor' Mr. Amarnath Kamath to a range of causes, especially to Bangalore Cares' new concept called 'Bonus Donations' – initiated to encourage fundraisers in their fundraising efforts. In total ₹ 3.71 crore has been raised, an increase of 21%.

Bangalore Cares does its best to help organisations and fundraisers. We encourage donors to make direct donations to their preferred organisation as a result of which most of the funds raised through the event do not pass through Bangalore Cares. We rely on an 'honor system' for NGOs to report how much funds have been raised and we are very pleased that this is respected. However one mode of donation for organisations which is facilitated by Bangalore Cares is online donations. We provide all organisations who register with us for the Event to raise funds using our website and online payment gateway. We are delighted to inform that this year 66 organisations used this facility, together raising ₹ 18.85 lakhs as online donations.

This docket is a tribute to the hard work of fundraisers; the confidence of donors which supported them and their causes they fundraised for. The funds raised are very precious. They enable organisations to pay their staff better salaries and enhance equipment; but more so to continue their work and expand services which respond to the needs of the disadvantaged in our society.

To all the supporters of causes and demonstrating that Bangalore really does care...

**Thank You...!!!**

## **BANGALORE CARES** **The Official Charity Partner**

Bangalore Cares is a registered trust that has grown as a friend who believes in, supports, encourages and promotes the NGO community. While we have a number of ideas to encourage and assist, we currently focus on two aspects – encouraging individuals to support NGOs and their cause through donations; and we encourage NGOs to enhance their accountability to society.

We are a small group. Currently we have a team of just three persons. One of our approaches is to collaborate wherever we can with others who share our vision of a stronger and more vibrant NGO community. In this connection to mention just three of the organizations we collaborate with: Procam International for the TCS World10K and the opportunity the event provides for NGOs to reach out and raise friends and funds; with Namma Bengaluru Foundation which strives to make Bangalore a better governed city with the help of resident welfare associations and civil society; and with the volunteers of the Joy of Giving week, held in October each year, which spreads and increases the culture of giving in India.

Through these and more collaborations we now together with thousands of citizens, and hundreds of NGOs, other institutions and companies combine together to serve society.





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