

Support Bharti Foundation at Airtel Delhi Half Marathon

Sunday, October 21, 2018

#Run For a Cause. Become our STAR 'CARE CHAMPION' today



Employees cheer for Bharti Foundation at ADHM 2017



The noticeable exuberance of students of Satya Bharti Schools



Employees from various Corporates (ADHM Supporters) volunteering at Satya Bharti Schools

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Introduction

The 11th edition of Airtel Delhi Half Marathon is scheduled for October 21, 2018 (Sunday). The Marathon is a great team building exercise to motivate, inspire and promote health and fitness among your employees. It is also an opportunity for corporates to support social causes and help raise funds.

We at Bharti Foundation have been a part of the Airtel Delhi Half Marathon for the past 9 years. Through the platform, we have connected with corporates and philanthropic individuals who have supported our cause and have showcased their solidarity by running for us at the Marathon.

Over the last nine ADHMs, 7000 plus employees from more than 90 corporates supported Bharti Foundation. The funds raised through the Marathon are used by Bharti Foundation to provide quality education to underprivileged children through its various educational initiatives across rural India. More information is available at www.bhartifoundation.org

For the year 2018, we invite you to join the Marathon and support Bharti Foundation's education initiatives through our 'Run for a Cause' initiative.

Your contribution of funds to Bharti Foundation through the ADHM platform would qualify for 50% Tax Exemption under Section 80 G of Income Tax Act, and receipts would be issued accordingly.

Why Bharti Foundation?

Bharti Foundation, the philanthropic arm of Bharti Enterprises, was established in 2000 with a vision 'To help underprivileged children and young people of our country realize their potential.' Since 2006, the foundation's flagship initiative the Satya Bharti School Program has been constantly providing quality education, completely free of cost, to underprivileged children with a special emphasis on the girl child. In addition to its primary focus area of education, the Foundation initiated 'Satya Bharti Abhiyan' in 2014 to improve sanitation facilities in Punjab.

OUR EDUCATION REACH since inception

300,000+ Students
13,000+ Teachers
2100+ Schools
3200+ Villages
13 States

The Satya Bharti School Program envisions transforming students into educated, confident, responsible and self-reliant employable citizens of India with a deep sense of commitment to their society. The Satya Bharti Quality Support Program is an education initiative with Government Schools. Through this program, Bharti Foundation engages the school leadership, teachers, students and communities to enhance the schooling experience and strive for excellence.

As a Bharti Foundation supporter at ADHM

- You will be invited to join as special guests in the celebration of important days like 15th August and 26th January at Satya Bharti schools
- You and your team can join as volunteers at Satya Bharti Schools and spend a few energising days interacting and engaging with students, and thereby share and radiate joy.
- We will showcase the impact made by your donations at various forums, while also acknowledging your company's contribution in our collaterals

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SUPPORT BHARTI FOUNDATION AS A 'CARE CHAMPION'

Care Champions are usually high profiled individuals who commit to raise a pre-specified amount for Bharti Foundation's philanthropic programs.

How to raise funds as a Care Champion?

Write to the people in your circle of influence and encourage them to contribute to your goal or towards your chosen cause. You may write to your Business partners, Friends and colleagues, Family members and others.

Care Champions – Registration Details

Categories	Minimum Amount To Be Raised Per Category*	Registration Fee** To Be Paid Upfront Along With Registration Form
Care Champion - Platinum	INR 10 Lakhs	INR 13,000
Care Champion - Diamond	INR 5 Lakhs	INR 10,000
Care Champion – Gold	INR 2.5 Lakhs	INR 7,000
Care Champion – Silver	INR 1 Lakh	INR 4,000

*The above-mentioned thresholds have to be met by 5th September 2018. However, Care Champions can continue to raise funds for Bharti Foundation. ** The registration fee is included in the minimum threshold as mentioned above under each category

Privileges for a Care Champion Runner

CATEGORIES	PLATINUM	DIAMOND	GOLD	SILVER
1. Free run registration	✓	✓	✓	✓
2. Mention about Care Champion on Event & India Cares website				
Care Champion Name	✓	✓	✓	✓
Care Champion Profile	✓	✓	✓	NA
3. Special effort to highlight the Care Champion's causes in media	✓	✓	✓	NA
4. Individual fund raising page on India Cares website facilitated	✓	✓	✓	✓
5. Featured on Wall of Change at the Get Active Expo	✓	✓	✓	✓
6. Personalized Running number bib	✓	✓	✓	NA
7. Invite to event pasta party	✓	✓	✓	NA
8. Invitee Car Park Sticker for Race day	✓	✓	✓	NA
9. Invite to the VIP Marquee on Race day	✓	✓	✓	✓
10. Priority line up at the start of the of Half Marathon	✓	✓	✓	✓
11. Priority line up at the start of the Great Delhi Run	✓	✓	✓	✓
12. Race day Photograph	✓	✓	✓	✓
13. Invitation to 'Champions Dinner' on race day	✓	✓	NA	NA
14. Official Event Kitting	✓	✓	✓	✓

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