

Support Bharti Foundation at Airtel Delhi Half Marathon Sunday, October 20, 2019

#Run For a Cause. Become our STAR 'CORPORATE CARES' team today!



Corporate Care Employees cheer for Bharti Foundation at ADHM 2018



The noticeable exuberance of students of Satya Bharti School



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

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Introduction

The 2019 edition of Airtel Delhi Half Marathon is scheduled for October 20, (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 10 years. Through the platform, we have connected with corporates and philanthropic individuals who have supported our students and have showcased their solidarity by running for us at the Marathon.

Over the last ten ADHMs, 7000 plus employees from more than 100 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 2019, we invite you to join the Marathon and support Bharti Foundation's education programs through our 'Run for a Cause' initiative.

Note: Donations to Bharti Foundation are 80G tax exempt. (The donation does not qualify as CSR contribution)

Why Bharti Foundation?

Bharti Foundation, the philanthropic arm of Bharti Enterprises, was established in 2000. 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

400,000+ students
17,000+ Teachers
2500+ Schools
4000+ Villages
17 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 energizing 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 'Corporate Cares' Team

An opportunity for Employee Engagement, Supporting a Cause and Having Fun.

The CORPORATE CARES category is a perfect opportunity to merge Social Responsibility, HR and Marketing objectives of the company through Airtel Delhi Half Marathon 2019.

At Airtel Delhi Half Marathon 2019, companies can choose to field Corporate Cares teams of following team strengths:

'CORPORATE CARES' TEAM DONATION STRUCTURE	
Team of 15 : INR 2 lakh	Team of 40 : INR 4 lakh
Team of 25 : INR 3 lakh	Team of 60 : INR 5.5 lakh
<i>*The donation amounts above do not include the applicable event entry fees for the individual team members; Refer to the race entry fee details given below</i>	
Individual registration for Corporate Cares participants	
Entry fees for Great Delhi Run- 5 Kms [Preferred category by corporates]: INR 700/runner	Open 10K Race: INR 1400
Entry fees for Half Marathon – 21K [For serious runners]: INR 2000/runner	Senior Citizens' Run: INR 300 Champions with Disability: INR 300
Connect with us for detailed fee structure for fielding additional runners	
CORPORATE DONATIONS	
In case corporates do not have employees based in Delhi/NCR who can run at the Marathon, but are interested in supporting our cause, they may donate to Bharti Foundation and still gain visibility before/during and after the Marathon	
DONATE NOW	
Upto INR 3 Lakhs INR 5 Lakhs INR 7 Lakhs INR 10 Lakhs and above	
Note: Donations to Bharti Foundation are 80G tax exempt.	

FCRA amounts to be sent through online transfer only

Registration Process

1. Fill in the Corporate Cares Registration Form (Link will be shared by Bharti Foundation Team).
2. Register your Corporate Care Team (process a cheque favoring "Bharti Foundation").
3. Register Individual Corporate Cares Participants (process consolidated cheque favoring "Procam International Ltd.-ADHM")
4. Once registered as a Corporate Cares team, a link to submit individual employee details will be shared with your SPOC mentioned by you in the corporate registration form.
5. Employees would also be required to submit their photo Id proofs and photograph as part of individual registration.

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Privileges for a 'Corporate Cares' Team

- Regular pre-race communication from India Cares Foundation
- **Meetings with team leaders** to give Event updates, pledge raising tips, standardized presentations which they can use to motivate their team members.
- **Acknowledgement and company logo** on India Cares Foundation's **website**;
- Company information and **logo will be displayed on race day at Bharti Foundation's premium stall**; backdrop to feature company logo; corporate banners with company logo to be displayed throughout the race day; company logo and stickers to be shared with participants.
- Companies who complete the process of registering, making donations and run registration payments by 15th September 2019 will have their **name printed on their Team's running bibs** (only Great Delhi Run bibs).
- **Social media pages** of Bharti Foundation to feature our ADHM corporate supporters. Corporate-logo collage to be displayed as a banner on social media pages.
- Team members participating in the Great Delhi Run race category will **be hosted in a special Corporate Cares holding area** at the event venue on race day.
- Visibility for company within the Corporate Cares holding area and at a designated section on the race route as decided by the event Promoter Procama International.
- MD or CEO of top 2 contributing companies of ADHM 2018 will be hosted at the Grand Stand on race day to cheer their participating team.
- Race day photographs for top 2 fund raising members in a Corporate Cares team (where captured by event's official photographers www.marathon-photos.com). To be eligible for this, the team member must have raised a minimum of INR 25,000 for his/her chosen cause and such funds must have been submitted before 30th September 2019.
- Team acknowledgement in the docket published post-race day.
- Invitation to 2 representatives, for the post Event function, to company's top management whose employees have raised a minimum of INR 1,00,000 funds through the ADHM 2019.

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