

Philanthropy Partner



Event Partner



Join the Tata Steel World 25K Kolkata 2026 A Philanthropy Platform



**An Opportunity to Amplify Your Cause,
Raise Funds, and Build Long-Term Donor
Networks**

2026



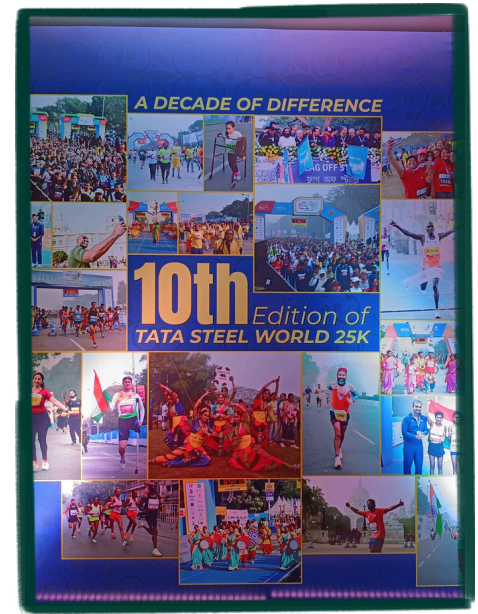
<https://tsw25k.impact360.org.in>

Introduction

About the Tata Steel World 25K Kolkata

The Tata Steel World 25K Kolkata (TSW25K) is one of the world's premier running events and the only 25 km race globally to receive the Gold Label recognition from World Athletics.

Beyond its sporting excellence, TSW25K has emerged as the largest platform for philanthropy in East and Northeast India, enabling more than 100 NGOs to collectively raise over Rs. 6.5 crore since 2014. Scheduled on Sunday, **20th December 2026**, the **11th edition** of the event continues to promote fitness, community spirit, and social impact. Supported by Tata Steel, organized by Procam International, and partnered with Impact360 Foundation for philanthropy, TSW25K unites runners, corporates, NGOs, and changemakers to support meaningful causes and create a lasting positive impact on society.



01 Celebrating 11th Edition. Launched in 2014

02 India's first 25K run awarded the World Athletics Gold label.

03 Supported by Govt. of West Bengal & Govt. of India



One of the largest philanthropy platforms in Eastern India

04

Telecast Live on Sony Tv

05

India's Premier 25K running event

06

Philanthropy at the Heart of TSW25K

From education and healthcare to gender equity, environment, and rural development, TSW25K enables NGOs to connect with thousands of runners, fundraisers, and donors, turning every stride into an act of impact. The race transforms Kolkata's streets into a pathway for change, uniting fitness and philanthropy like never before.



Over the years, the philanthropic platform of the Tata Steel Kolkata 25K has grown in scale, participation, and impact. Here's a look at the measurable change driven by the event:

Particulars	Value	Description
 Fund Raised	5.5+ Crore	Spanning education, healthcare, disability inclusion, gender rights, rural development and more
 Participating NGOs	100+	From grassroots organization to nationally recognized institutions
 Individual Fundraisers	3500+	Including students, working, professionals, runners, youth, changemakers and influencers
 Corporate Teams	30+	Mobilizing employees for a cause and raise through CSR and workplace giving
 Years of Giving Back	10	Philanthropy has been at the core of the event since its early editions - turning fitness into a force for good



Philanthropy Partner Impact360

The role of the Philanthropy Partner is to ensure that fundraising is structured, credible, and inclusive. This trusted partner plays a critical role in managing NGO onboarding, enabling donor engagement, building fundraising capacity, and communicating social impact transparently.

About Impact360 Foundation

Impact360 Foundation is a social impact accelerator working at the intersection of nonprofits, corporates, philanthropists, and social innovation. With deep roots in Eastern India's development landscape, we are uniquely positioned to unlock opportunities for NGOs through collaborative platforms like the Tata Marathon.

Our Role as Philanthropy partner of TSW25K 2026

- ✓ Provide a platform for the NGO partners to raise funds. Our site <https://tsw25k.impact360.org.in/> provides the platform for raising funds.
- ✓ Impact 360 will act as a focal point between the NGOs, Corporates, Institutions and individuals/runners/donors
- ✓ Provide support with registration for NGOs, Individual, Institutions & corporate teams & all other aspects related to the philanthropy aspect of the Race.
- ✓ Provide support to fundraising through building capacity and thereby leverage this opportunity in the best possible way.
- ✓ Promote the cause of NGOs and efforts of Corporates, Institutions and Individuals/Runners through digital platforms
- ✓ Maintain transparency and account of all philanthropic funds
- ✓ Provide donation receipts with tax exemption benefits to donors and corporates for all amounts donated through its platform.
- ✓ Provide equal opportunity of fund raising for any NGO irrespective of their theme or cause.



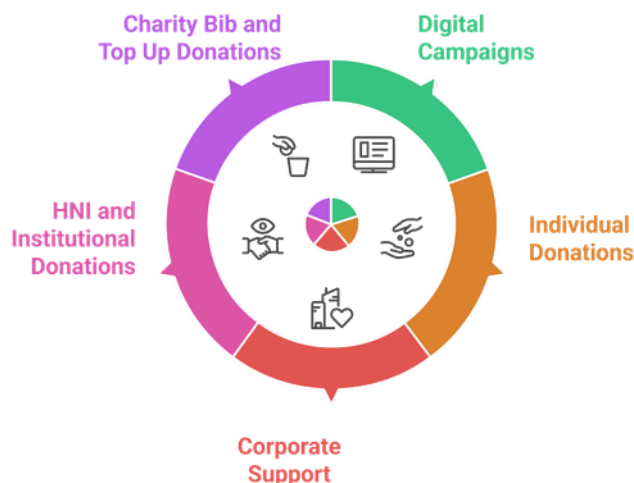
Why Should NGOs Register?

- **1 Raise Funds, Fast**
Leverage the energy of the event and collective giving to raise funds in just 3–4 months.
- **2 All Causes Welcome**
Whether your NGO works in health, education, environment, livelihoods, or rights—everyone is invited.
- **3 Zero Onboarding Cost**
No joining fees. A minimal handling charge (under 10%) applies only to funds raised.
- **4 Massive Visibility**
Get featured before thousands of runners, corporate supporters, and media outlets—on-ground and online.
- **5 Build Your Donor Network**
Connect with new individual and corporate donors to build long-term funding relationships.
- **6 Recognition & Rewards**
Top-performing NGOs and fundraisers will be celebrated and awarded on Race Day.
- **7 Training & Handholding**
Receive dedicated support from Impact360 through webinars, fundraising toolkits, and one-on-one mentoring.

How Can NGOs Raise Funds through the Platform?

With Impact360's expert guidance, your NGO will be supported in crafting a customized fundraising strategy that aligns with your mission, team strengths, and donor base.

You can raise funds through a variety of powerful channels:



<https://tsw25k.impact360.org.in>

Impact360 will assist:



NGOs – on how to register and leverage various fundraising opportunities through corporates, individuals, running clubs and Institutions.



Corporates – on how to support their chosen NGO(s), participate through employee teams, and access associated branding and recognition benefits.



Runners – on how to contribute by donating or fundraising for a cause they care about.



Individual Fundraisers – on different fundraising categories, achievement milestones, and the recognition linked to them.



Institutions (such as sports clubs/community organizations like Puja Pandal Committee and High Rise Societies) – on how to participate as a group and support a social cause.



Administrative Charges of Impact360

Category	Administrative Charges
Direct donations on NGO Pages	5%
Corporate Fund with team participation	10%
Individual Fundraisers –	
• Young Leaders	5%
• Change Initiator	
• Change Maker	
• Change Creator	
• Change Ambassador	
Top-Up Donations	5%*
Charity Bibs	10%
Running/Sporting Clubs/Puja Pandals/High Rise Societies	5%

Applicable bank charges will be extra for payments made via credit/debit cards.

*After retention of 4.72% by Procam International from total.

Impact 360 will disburse all categories of funds within 15 days of the receipt of the funds to the respective NGO.

For FCRA funds, please mail or call us directly

You can receive the FCRA funds directly in your account and inform Impact360 Foundation, for reflecting in the website.

Important Dates



**31st October
2026**

**Fundraising deadline for Race Day
privileges**

**10th January
2027**

Last date for fundraising

Race Category

25 km

Open 25K

18 years (born on or before 20.12.2008)
₹ 2,500

10 km

Open 10K

15 years (born on or before 20.12.2011)
₹ 1,400

5 km

Ananda Run

12 years (born on or before 20.12.2014)
₹ 499

**2.5 km
approx.**

Sr. Citizens' Run

60 years (born on or before 20.12.1966)
₹ 300

**2.5 km
approx.**

**Champions With Disability
- PWD**

12 years (born on or before 20.12.2014)
18 years (born on or before 20.12.2008)
₹ 300



Engagement Plan

Corporate Participation

1

Approach Corporates to support through CSR/Marketing/ HR and field their team in TSW25K Run.

2

Corporate supports an NGO through a local puja pandal and get branding and Visibility

3

Conduct Mental Health and wellness activities for Corporates

4

Employee Volunteering in NGO activities

What Will corporates get?

Branding and Visibility

Branding and Visibility of corporates through name on Running Bibs, Wall of Changes, Charity Corridor, Social Media Promotion, Corporate tents and Sony TV live

01

Employee Engagement

Employee engagement through running in TSW25K activities in the corporate tent and the chance of volunteering with NGO's

02

Rewards and Recognition

Invitation of Top 3 corporates to Procum Marquee
Top 3 corporates to be invited in Philanthropy Press Meet
Top 3 corporates to receive the award on Philanthropy Night.

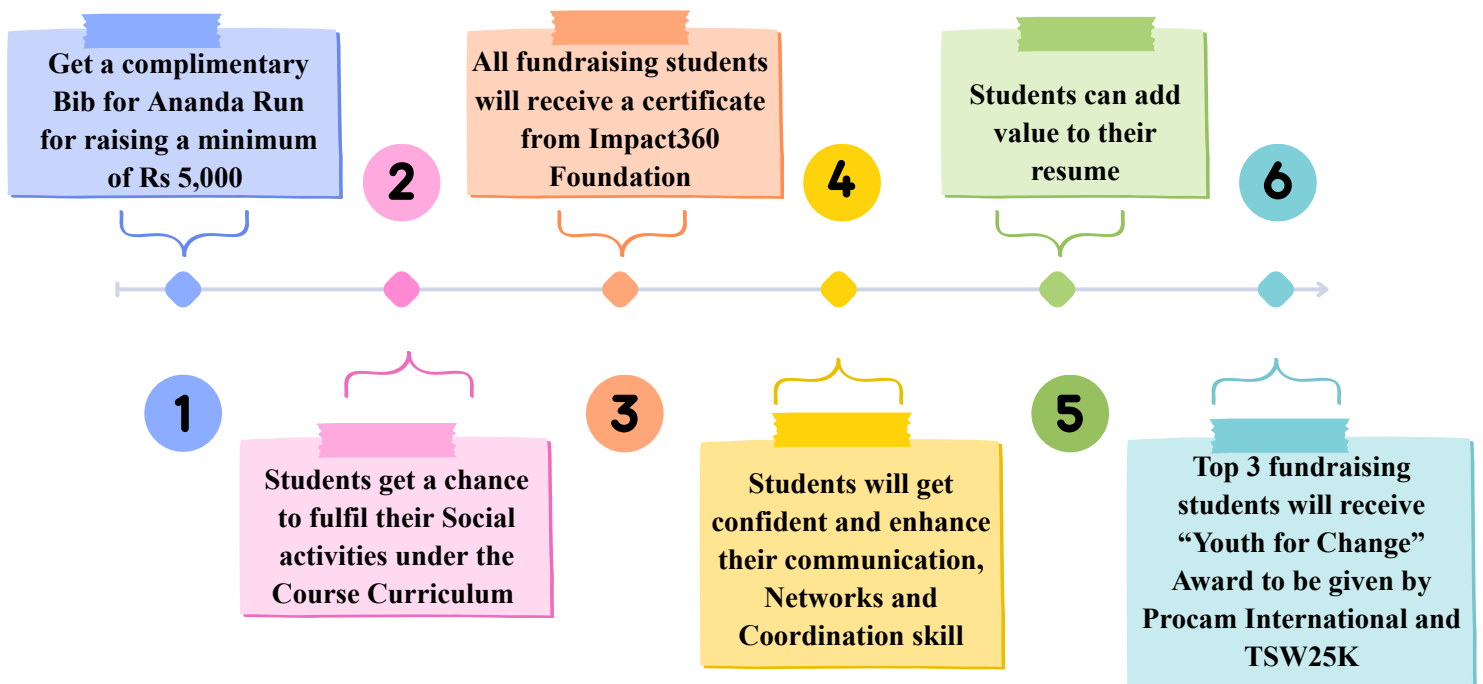
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Engagement Plan

Reaching out to Colleges

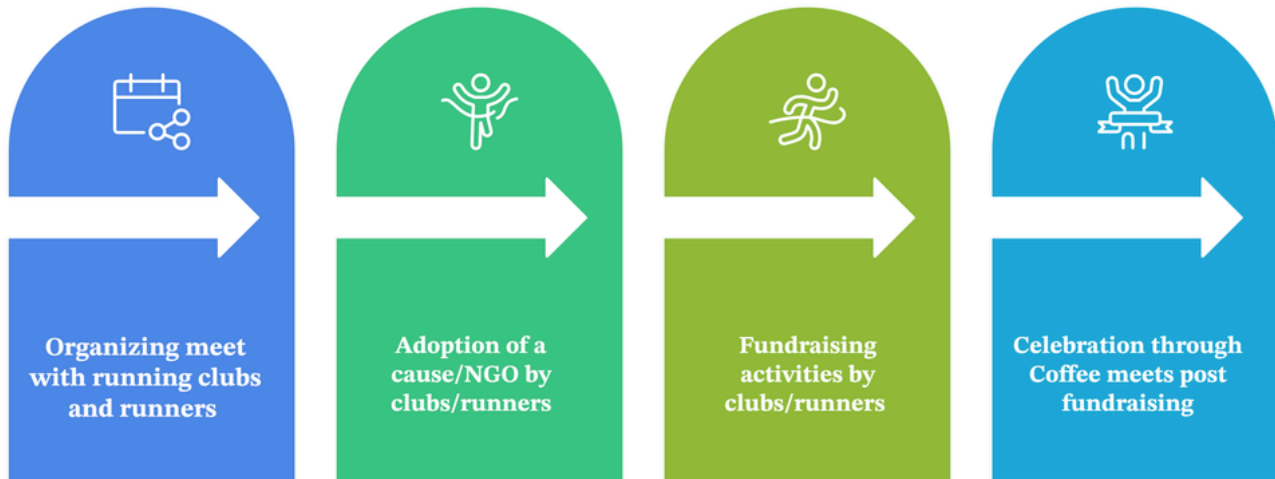


What Will Students get?

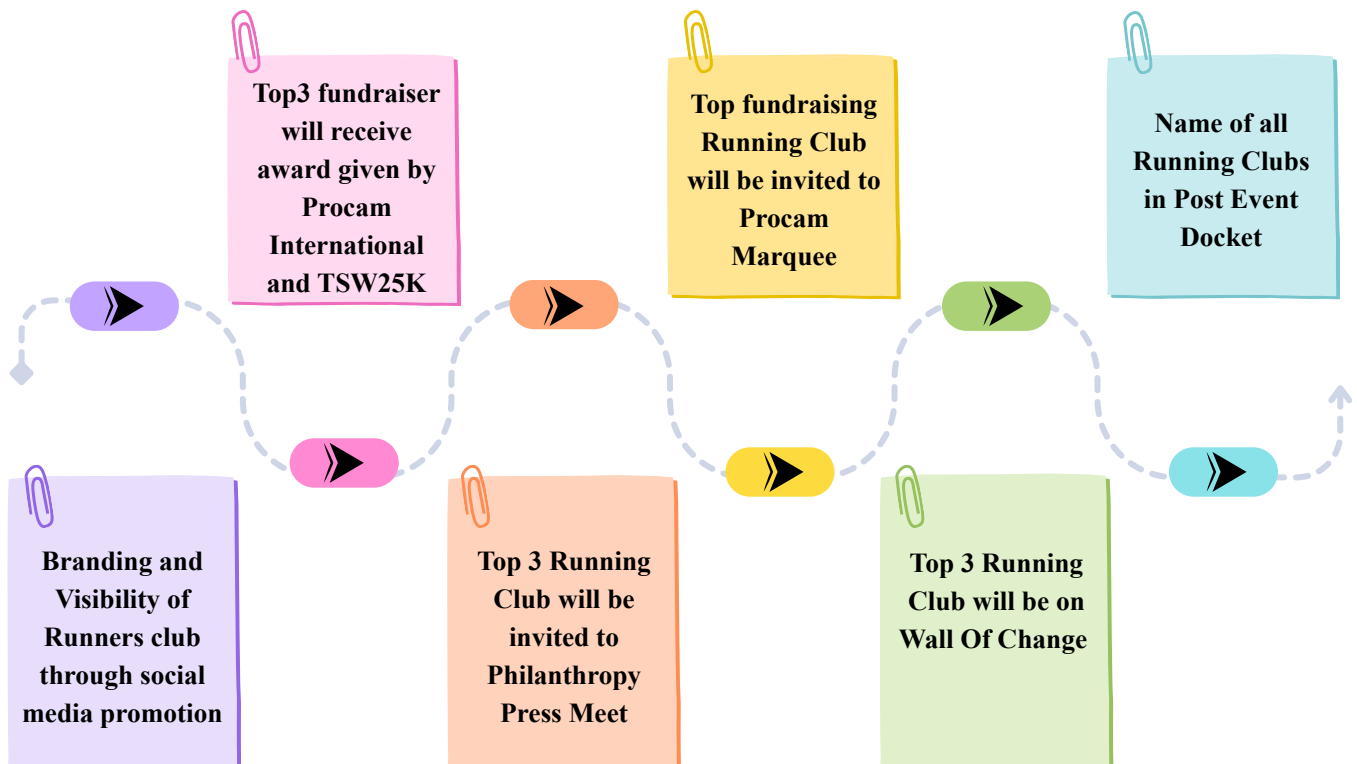


Engagement Plan

Running Clubs

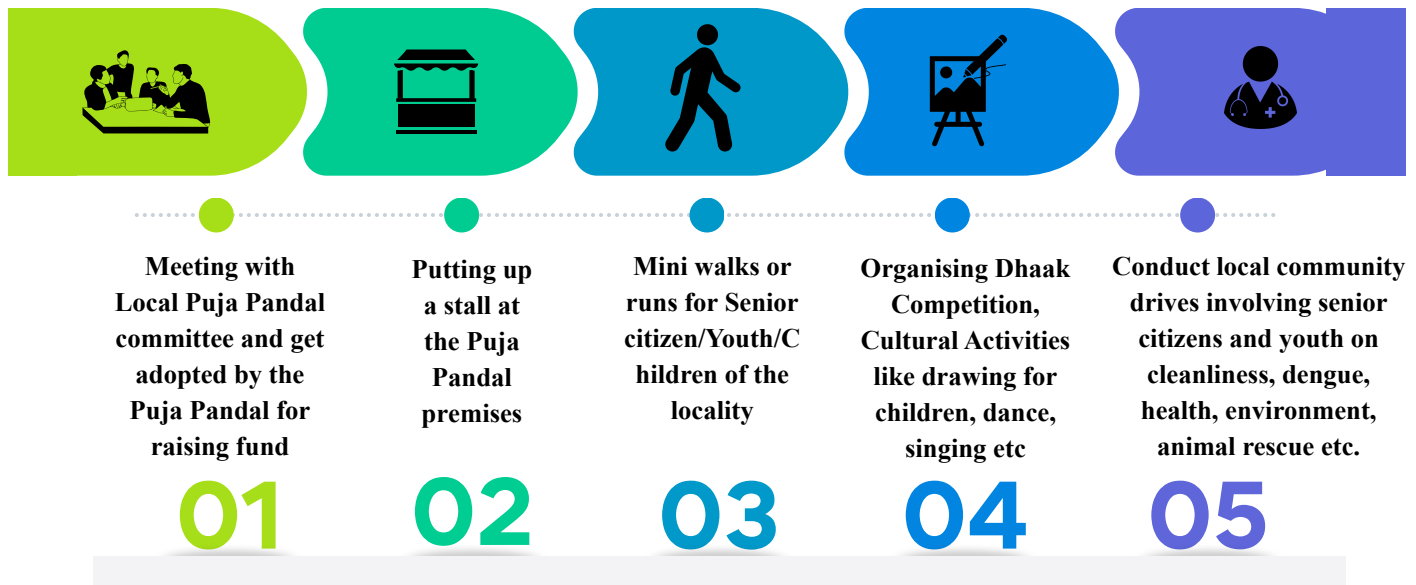


What will Runners Club get?



Engagement Plan

Puja Pandals

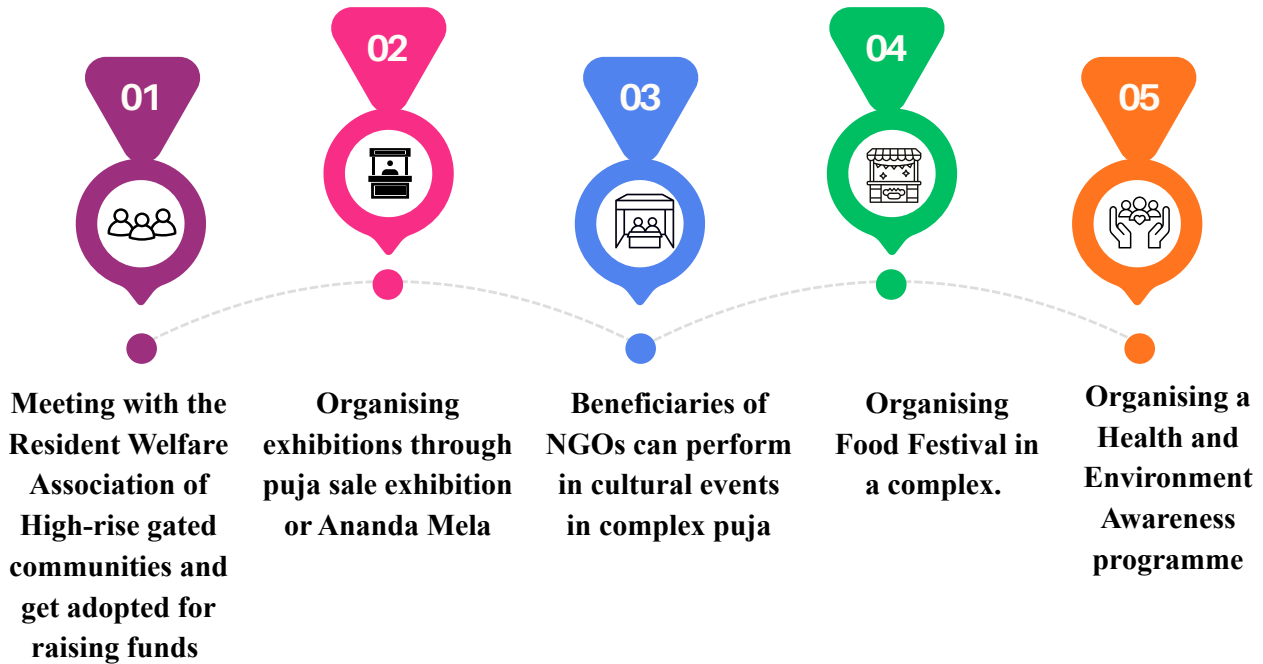


What will Puja Pandals get?

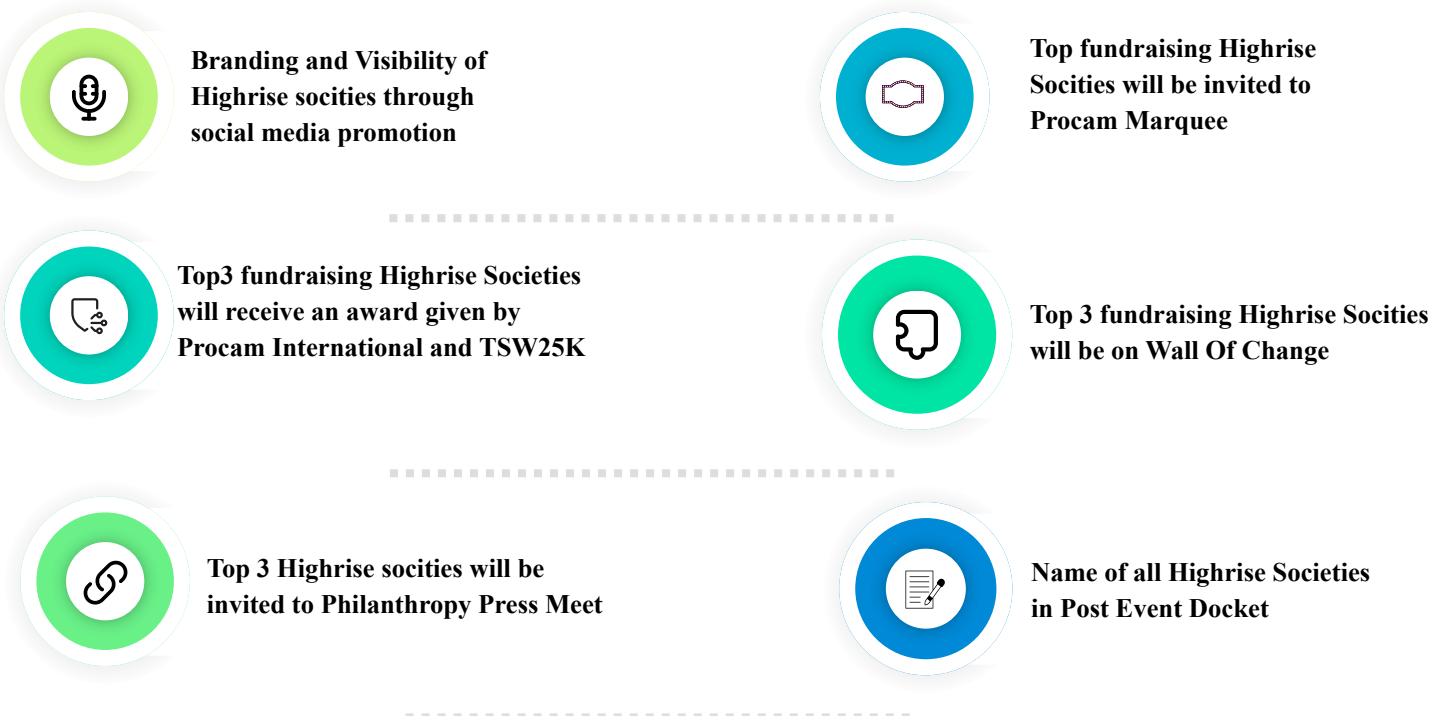


Engagement Plan

Highrise Gated Communities



What will Highrise Gated Communities get?



Participating Ngo's till date



TILJALA SHED



Corporate Supporters



Changemakers



Jhilum Sarkar



Vikas Kumar



Roshni Guhathakurta



Sarah Tabish



Hiya Chatterjee



Shalu Bajaj



Adv Sidhant Ghosh



**MOHAMMAD
LUTFUL KABIR**



Susmita Jha



**Mohammed Asif
Iqbal**

NGO's Supported by Changemakers



Changemakers



Run4Miles



Barasat Runners



North Kolkata Runners



JJs Running



Passion with Purpose



The Happy Mommy Place



Kolkata Moms

NGO's Supported by Changemakers



Philanthropy Press Meet



Philanthropy Award Night



Award Glimpes

HIGHEST FUNDRAISING NGO'S



HIGHEST FUNDRAISING CORPORATE



Award Glimpes

HIGHEST FUNDRAISING INDIVIDUALS



HIGHEST FUNDRAISING YOUNG LEADER



HIGHEST FUNDRAISING RUNNING CLUB





**Let's Run for Change.
Let's Fundraise for a Better Future.
Join the Tata Kolkata Marathon
Philanthropy Platform.
Be the Impact.**



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