



PHILANTHROPY STRUCTURE

TATA STEEL WORLD 25K

KOLKATA 2025

INTRODUCTION TO THE TATA STEEL WORLD 25K KOLKATA 2025

In Kolkata, a city steeped in history, culture, and vibrant traditions, the third Sunday of December holds a special place in the hearts of the citizens. This date marks the race day of the much-awaited Tata Steel Kolkata 25K run, since its inception in 2014, the event has become the most awaited running event of Eastern India, embodying the city's indomitable spirit and energy.. The event encapsulates the city's energy and spirit- encouraging Kolkatans to come together, get involved with pride to celebrate and make a positive change in their community.

This year marks a milestone – **the 10th edition of the Tata Steel Kolkata World 25K!**

Since its debut in 2014, the event has grown into Eastern India's premier distance running platform and the world's only Gold Label 25K race.

On a crisp winter morning, participants set off on a scenic route that showcases some of the city's most iconic landmarks: the Raj Bhavan, Eden Gardens, the majestic Howrah Bridge over the Hooghly River, Fort William Golf Course, and the stately Victoria Memorial, culminating at the Red Road finish line. This immersive race experience continues to attract participants from across India and abroad.

The 2024 edition was a resounding success, with over 20,000 runners across six race categories — registrations closed before the official deadline due to overwhelming demand.

The TSW25K is India's first AIMS-certified 25 km race and has achieved a prestigious milestone by being recognised as a Gold Label Race by World Athletics — the only 25 km run globally to hold this distinction.

In addition to its sporting significance, the TSW25K has emerged as the largest platform for philanthropy in Eastern and Northeastern India. Since 2014, over 75 NGOs have raised a cumulative total of INR 4.68 crores, supporting a wide range of humanitarian causes. This event stands as a testament to the power of community and collective action, strengthening the bond between citizens and civil society.

Race Categories & Participation Fees

Following are the race categories which will be flagged on Sunday, 21st December 2025 from the Red Road:

Race Category	Distance	Min. Age Eligibility	Run Registration Fees	
			Domestic* Applicant	Overseas Applicant
Open 25K	25 km	18 years (born on or before 14.12.2007)	₹ 2,000	USD 45
Open 10K	10 km	15 years (born on or before 14.12.2009)	₹ 1,200	USD 30
Ananda Run	5 km	12 years (born on or before 14.12.2012)	₹ 499	USD 15
Sr. Citizens’ Run	2.5 km approx.	60 years (born on or before 14.12.1964)	₹ 300	USD 10
Champions With Disability - PwD Participant - CWD Buddy	2.5 km approx.	12 years (born on or before 14.12.2012)	₹ 300	USD 10
		18 years (born on or before 14.12.2006)	₹ 300	USD 10

Philanthropy Partner:

Impact360 Foundation is proud to be associated as the official philanthropy partner of the TSW25k Kolkata event since last year.

Impact360 Foundation is a not-for-profit that departs from convention to lend newer perspectives and solutions to script life-changing stories for the urban poor across India. Set up in 2020 by leading practitioners of change in the Social & Development sector, Impact360’s goals are in step with the UN SDGs and India’s mission goals of poverty alleviation. It is registered as a Section 8 company under the Ministry of Corporate Affairs, Government of India.

The foundation’s core competency lies in creating rewarding livelihoods in an urban-poor landscape in partnership with the Government, business houses, NGOs and the targeted community of the disadvantaged, especially necessitous women.

Headquartered in Kolkata, with its footprints in Gurgaon, Hyderabad, and Bangalore, it is led by a team of experts having a collective experience of more than 100 years in working with several National & International agencies in the development sector. The pool of diverse expertise and capacities empowers us the organisation to work in a challenging environment with multiple stakeholders to transform the desired objective into impactful end results.

As a Philanthropy partner of TSW25K 2025, we would provide a platform for the NGO partners & enable them to create awareness & support their fundraising efforts through building their capacity and thereby leverage this opportunity in the best possible way. Impact 360 will act as a bridge between the NGOs, Corporates and individuals/runners & provide support with the capacity building, assistance with onboarding, registration for NGOs, Individual & corporate teams & all other aspects related to the philanthropy aspect of the Race. Impact 360 would also keep an account of all philanthropic funds and provide donation receipts with tax exemption benefits to donors for all amounts donated through its platform.

We would maintain our core values of ethics and transparency while dealing with both accounts as well as the opportunity of fund raising for any NGO irrespective of their theme or cause. Our digital platform for the event would ensure the same and can be verified for non-discrimination by both the donor as well as the NGOs.

TSW25K 2025 Philanthropy Structure

The Philanthropy Structure for the 10th edition of the Tata Steel World 25k Kolkata event 2025 offers a comprehensive roadmap to unlock and amplify the event's philanthropic potential.

By offering clear, transparent, and actionable guidance, this structure enables registered NGOs to strategically plan, engage donors, and maximize fundraising impact through the TSW25k platform.

Impact360 foundation, the official philanthropy partner, will provide ongoing support—including step-by-step assistance, fundraising tools, and mentorship—to ensure every participating NGO is equipped to meet and exceed their fundraising goals.

The Philanthropic Structure for the Tata Steel World 25K Kolkata offers a comprehensive overview of the event's philanthropic pillar. It serves as a guide for all NGOs, corporates, individual fundraisers, runners, and institutions, by detailing key processes, roles, and opportunities for meaningful engagement.

This structure includes information for:

- **NGOs** – on how to register and leverage various fundraising opportunities;
- **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 or community organisations)** – on how to participate as a group and support a social cause.

Additionally, the document outlines important dates and processes relevant to all participating entities.

To streamline the experience, Impact360 Foundation has launched a dedicated platform: <https://tsw25k.impact360.org.in/>

This website enables:

- NGOs, individuals, and corporates to **fundraise or donate**;
- Access to **customized dashboards, templates**, and **regular updates**;
- Support via FAQs and query resolution for a seamless participation experience.
- Key fundraising avenues and timelines
- Step-by-step processes for **individual and corporate participation**
- The **Charity Bib allocation system**
- Exclusive **privileges and recognitions** across all categories

6 WAYS FOR AN NGO TO RAISE FUNDS AT TSW25K 2025

Participating NGOs at TSW25K 2025 can raise funds through a mix of innovative and proven fundraising methods, supported by Impact360 Foundation. The team will provide strategic guidance to help NGOs to plan and maximise their campaigns.

The 2025 edition offers six key fundraising avenues, accessible via the dedicated microsite <https://tsw25k.impact360.org.in/>. NGOs are encouraged to use a combination of these based on their strengths and fundraising goals.



Upon completion of registration as a participating NGO with Impact 360, a personalized page for each NGO will be created on the microsite created by Impact360 on its website to drive the philanthropy paradigm ('event's philanthropy microsite')

<https://tsw25k.impact360.org.in/> These pages serve as central hubs for creating awareness and raising donations, helping NGOs communicate their mission and drive engagement.

Corporates who are willing to participate and make a difference can join in with their teams who will participate in the race and support the cause. They can raise funds for a cause or support an NGO of their choice by registering their teams through the Impact 360 platform.



Individuals can support a cause close to their heart by associating with an NGO registered on Impact360. Individuals can create a personal fundraising campaign on the event's philanthropy microsite. They can raise funds not only by donating themselves but also by reaching out to family, friends, and acquaintances. Fundraising can be kick-started by sharing their campaign link or inviting others to donate through their page.

D

TOP-UP DONATIONS

To inspire runners to contribute to a meaningful cause, the event registration form includes a **Top-Up Donation** option. While registering for their race on the official event website, participants can choose to donate any amount to a **participating NGO of their choice**, making it easy to give back as part of their race journey.

The event partner Procam reserves running slots (bibs) across all running categories for NGOs – these are called ‘Charity Bibs’. The Charity Bibs allow participating NGOs to engage with their existing supporters and potential donors, offering guarantee entry to the event, even if general registrations have closed, subject to fulfilment of event entry rules .Impact360 sets a minimum donation amount per race category to ensure a level playing field for all NGOs. NGOs are free to request a higher contribution from donors, above this minimum amount.

E

CHARITY BIBS

E

INSTITUTIONS

Institutions like **Schools, Colleges, Sports Clubs, Running Clubs** etc. can choose a cause & support a registered NGOs registering as an institutional supporter on the Impact360 microsite.

A. NGO PAGE

To participate and raise funds at **TSW25K 2025**, NGOs must register with the event’s official **Philanthropy Partner – Impact360 Foundation**.

Registration for NGOs is completely free. There are no charges for signing up or creating your NGO page on the platform.

However, if an NGO registers after 30th August, a registration fees of INR 2000 will be charged which be refundable if the NGO raises a minimum of INR 25,000

What NGOs Receive Upon Registration:

Once registered, every NGO gets a dedicated, personalized page on the event’s philanthropy microsite: <https://tsw25k.impact360.org.in/>

Your NGO page will feature the below customizable features:

Your cause and appeal

Your fundraising target & Total amount raised

Names of active fundraisers

Privilege level (Based on the qualifiers)

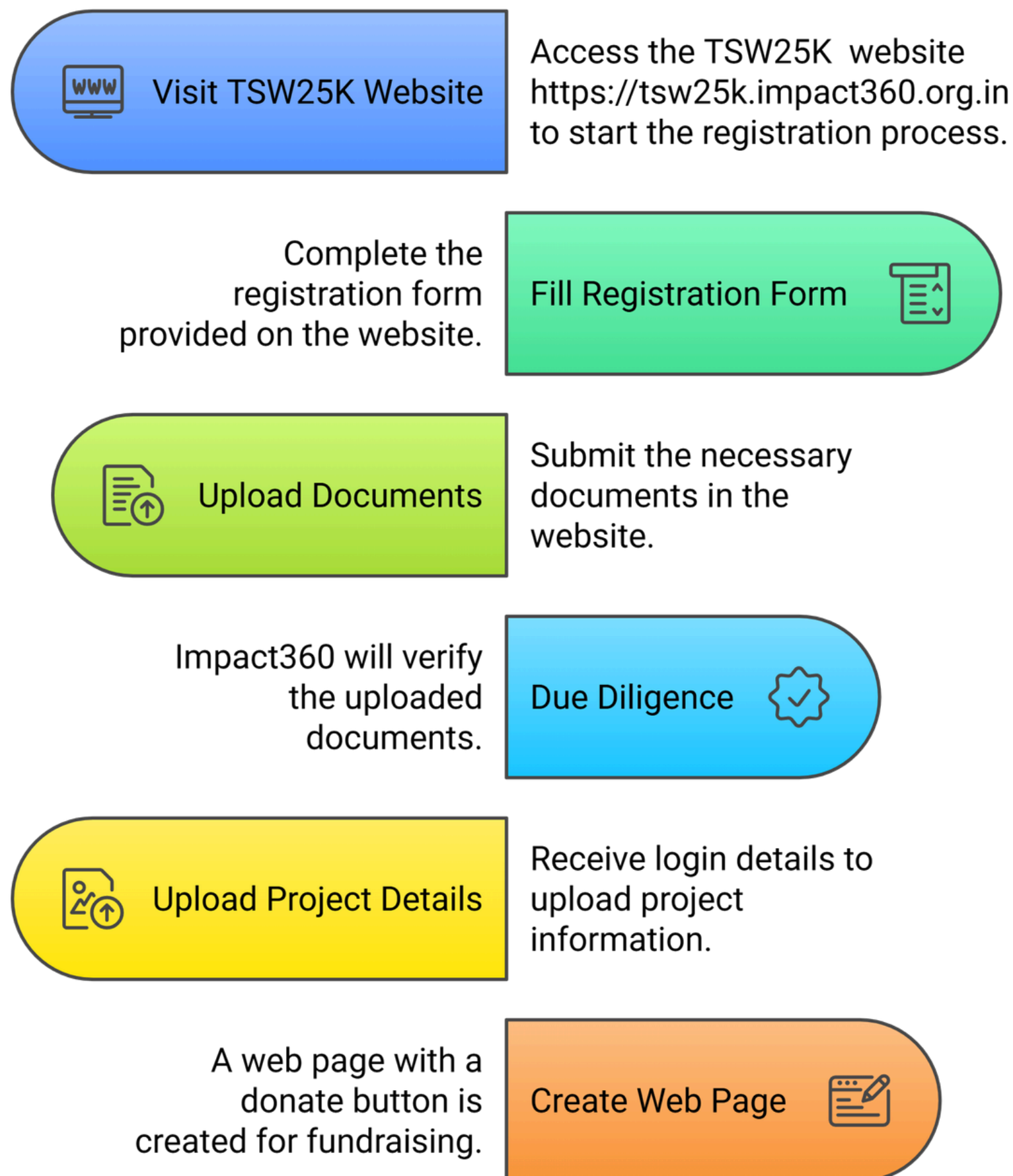
A Donate button for direct online contributions

Image & Video gallery

As a Philanthropy Partner of the Tata Steel World 25K, Impact360 will provide dedicated support to ensure a smooth and impactful fundraising experience:

- **Onboarding & Registration Support:** Step-by-step guidance to create your NGO profile, upload details, and list your cause on the Impact360 platform.
- **Campaign Setup Assistance:** Support in drafting your fundraising appeal, setting a realistic target.
- **Visibility & Promotion:** Your NGO will be featured under the Philanthropy Section on the official event website with a direct link to your donation page.
- **Empanelment Help:** If you are a new NGO or referred by a runner/corporate, our team will assist you with the empanelment process.
- **Donor & Fundraiser Engagement Tips:** Best practices and templates to engage donors, motivate fundraisers, and amplify your campaign.
- **Technical & Compliance Support:** Timely help with platform access, reporting tools, and ensuring compliance with fundraising norms.
- **Post-Event Acknowledgements:** Support with generating thank-you notes, fund utilization reports, and visibility in the Impact Report.

A. NGO Registration Process – TSW25K 2025



Documents Required for Due Diligence

Upload clear, scanned copies of the following:

- NGO DARPAN ID
- LATEST 80G CERTIFICATE
- LATEST 12A CERTIFICATE
- PAN CARD OF THE NGO
- MEMORANDUM OF ASSOCIATION / TRUST DEED / REGISTRATION DOCUMENT
- REGISTRATION CERTIFICATE UNDER SOCIETIES REGISTRATION ACT / PUBLIC TRUST ACT / SECTION 8 (COMPANIES ACT)

- ITR – LAST 3 YEARS

- LATEST ANNUAL REPORT

- CSR-1 DOCUMENT

- IMPACT REPORT (IF FUNDS WERE RAISED IN TSW25K 2024)

- BALANCE SHEETS – LAST 3 YEARS

- CANCELLED CHEQUE (FOR BANK VERIFICATION)

- UTILISATION CERTIFICATE (PREVIOUS YEAR – IF APPLICABLE)

Important Points.

1. NGO registrations for TSW25K, 2025 commence on **30th July 2025** and end on **30th August 2025**.
2. (a) Fundraising starts from 1st August 2025; (b) The last date to fundraise is **3rd January 2026**.
3. Impact360 will retain 7%, inclusive applicable payment gateway charges, on every donation made online on <https://tsw25k.impact360.org.in/> , and offline (via cheques/DD/NEFT). For payments made through the mode of UPI and Rupay Debit Card, Impact360 will retain 5% on every donation made online. Cash WILL NOT be accepted by Impact360.
4. Donations made will not be refunded for reasons whatsoever.

Benefits of Participating for NGO at Tata Steel World 25K – Kolkata 2025

The Philanthropy platform at TSW25k Kolkata has numerous advantages designed to amplify your cause, enhance visibility, and boost fundraising potential as a participating NGO:

Digital Visibility

- Dedicated NGO Page on the Impact360 microsite with a direct donation link.
- Philanthropy Section Listing on the official event website with a hyperlink to your NGO page.
- Shout-outs on Impact360 & Event Social Media platforms to increase your reach.
- Select Showcase: NGOs engaging donors uniquely & raising a minimum of ₹ 25,000 on or before 21st November 2025 will be featured through a curated social media posts (content to be provided by NGO; final selection at the Philanthropy Partners discretion based on the privilege levels explained on pg.
- Impact Stories of top 10 NGOs across cause categories highlighted on Impact360 social channels.

Race Day Recognition

- Top 10 Fundraising NGOs will be featured on the Live Telecast Leaderboard. (Cut-off dates: 21st November 2025 – TSW25K; cheques/DDs must be cleared by this date.)
- Logo/Name on the Charity Corridor along the race route for NGOs meeting fundraising milestones: ₹25,000 by 21st November 2025

Corporate & Donar Engagement

- Group Bib collection: One representative from the NGO/ corporate can collect the running bibs at the event EXPO for all corporates participating via charity.

Capacity Building & Campaign Support

- Exclusive Workshops from Impact360 covering:
 - a. Campaign creation and content building
 - b. Leveraging social media.
 - c. For NGOs raising more than 3 Lakhs till 3rd January, will get a workshop on conducting social audits
- Fundraising Toolkits & Templates:
 - a. Outreach strategy
 - b. Fundraising strategy
 - c. Social media toolkit

Corporate & Donar Engagement

- Corporate Tent Access on race day for 2 representatives of Top 10 NGO supported by minimum 1 corporate donor — facilitating networking and relationship building opportunities.

Other Benefit

- Association with a premier national sporting event lends credibility and visibility.
- Short-duration fundraising opportunity with high impact.
- Stronger NGO-Corporate connect through structured engagement avenues.
- Support from Impact360 teams throughout your fundraising journey.

Award & Recognitions

- Top 3 fundraising NGOs would be given award at the TSW25K philanthropy award night

Important Dates: NGO Related



NGO Privilege Levels

To recognise and reward participating NGOs that maximise their engagement with TSW25K as a philanthropy platform, we have defined a set of indicators that translate into points for each NGO. These points determine the NGO's Privilege Level at TSW25k 2025.

Please note, the Privilege Level is not a reflection of the quality of the NGO's work; it solely represents their level of participation in the event.

NGOs can work towards improving their Privilege Level until Saturday 3rd January 2026.

However, the benefits provided on race day will be based on the Privilege Level determined as of Friday, 21st November 2025.

	[A]							[B]
Category	No. of Companies	Social Impact Champion	Social Impact Leader	Social Impact Uplifter	Young Leader	Charity Bib		Min. Funds Raised
Gold	3	1			2	5	OR	> INR 15 L
Silver	2		1		1	3	OR	> INR 10 L
Bronze	1			1	1	2	OR	> INR 5 L

Incentives for each NGO Privilege Level:

GOLD LEVEL

1. Gold Level badge recognition on the Impact360-TSW25K Official microsite.
2. *Wall of Change recognition - Prominent Display of your organization’s Name & logo on ‘Wall of Change’ at TSW25K 2025 Get Active Expo. (Fundraising values as of 14th November 2025)
3. 30 sec NGO AV (provided by the NGO) at the Event’s Media Center and at the Get Active Expo, will be played on rotational basis.
4. Procam Marquee invite for two senior representatives of the NGO.
5. Philanthropy Award Night Invitation for NGO's representatives (upto 2).
6. Half-page feature in the Event Docket published post race day.
7. Signed memento from International Event Ambassador.
8. Invite for the Philanthropy Press conference to CXOs of the top NGO.

SILVER LEVEL

- 1. Silver Level badge on the Impact360-TSW25K Official microsite.
- 2. Wall of change recognition - Prominent Display of your organization Name & logo on ‘Wall of Change’ at TSW25K 2025 Get Active Expo. (Fundraising values as of 14th November 2025)
- 3. Grandstand Invite for 2 representatives of the NGO
- 4. Philanthropy Award Night Invitation for the NGO representatives (upto 2).
- 5. Quarter-page feature in the Event Docket.

BRONZE LEVEL

- 1. Bronze Level badge on the Impact360-TSW25K Official microsite.
- 2. Wall of change recognition - Prominent Display of your organization Name & logo on ‘Wall of Change’ at TSW25K 2025 Get Active Expo. (Fundraising values as of 14th November 2025)
- 3. Philanthropy Award Night Invitation for the NGO
- 4. Achievement of Bronze Level will be highlighted against the NGO in the Event Docket.

B. CORPORATE PARTICIPATION – TSW25K 2025



Select an NGO to Support

- Visit:<https://tsw25k.impact360.org.in/>
- Click “Participate as a Corporate” and fill out the registration form
- Select NGO to support from the list of empaneled partners on the Impact360 platform.
- If your preferred NGO is not listed, the Impact360 team will help facilitate their registration and onboarding.

Step-2

Make the Corporate Contribution

- Contribute as per selected participation slab.(table given below)
- Provide Payment details via email.
- Impact360 disburses the NGO's share after deducting applicable administrative costs.

Step-3

Facilitation of Team Registration

- Impact360 coordinates with your company SPOC.
- Runner/team registrations are managed based on your selected race categories.

Step-4

Pay Run Registration Fees

- After donation confirmation, pay individual runner fees (based on race category) directly to: Procam International Pvt. Ltd.

Step-5

Team Submission & Runner Registration Process

- Corporate team participation is processed through the official TSW25K portal managed by Procam International Pvt. Ltd.
- Once teams are created and verified by Impact360, Procam shares company-specific runner codes for employee registration.
- Runner registrations will only be confirmed once all team members are added and submitted by the company SPOC, in accordance with the team size selected.

Timeline

**Submit all team member details by 14th November 2025 + Run Registration
Payment by: 28th November 2025**

Companies can choose from the team sizes mentioned in the table below by making a non-refundable contribution. This contribution includes donations to any NGO/s listed in the Impact 360 site.

Team Size (no. of employees)	Total Donation	Please split the donation as per below - mentioned amounts	
		*In the name of 'Impact360 Foundation'	In the name of beneficiary NGO (for the project)
10	INR 2,00,000	INR 20,000 (10%)	INR 1,80,000
15	INR 2,55,000	INR 25,500 (10%)	INR 2,29,500
25	INR 3,75,000	INR 37,500 (10%)	INR 3,37,500
40	INR 4,80,000	INR 48,000 (10%)	INR 4,32,000

** Inclusive of applicable payment gateway charges*

Please Note – Important Participation & Donation Guidelines
Run Registration Fees (Separate from Donation)

- The donation amount does not include the run registration fee for individual team members.
- These fees must be paid separately and directly to the Event Promoter – Procam International Pvt. Ltd.
- Participation slots will only be confirmed upon receipt of both the donation and run registration fees.

Impact360 Administartive Cost

For Direct NGO Donations:

- NGOs supported by corporates and receiving donations directly into their bank account (via online/offline modes) are required to pay 10% (retention amount) of the upfront donation amount to Impact360 Foundation as administrative cost.
- For Donations via the Philanthropy Platform (<https://tsw25k.impact360.org.in/>):
- Donations made through the platform are automatically transferred to the NGO after deducting the 10% administrative cost.
- For CSR-Linked Support: In case a company wishes to support an NGO through its CSR fund, Impact360 will enable and support the partnership. Funds can be transferred directly from the company to the NGO, and the 10% retention amount policy applies as mentioned above.

Refund Policy

Corporate donations are **non-refundable** under any circumstances, regardless of changes to team composition, race participation, or disqualifications.

Running Bib Availability

- **Corporate Team slots are allocated strictly on a first-come, first-served basis, and are subject to availability within each race category.**
- **Procam & Impact360 foundation reserves the right to notify companies in advance if:**
 1. **Slots in a particular race category are no longer available.**
 2. **The number of participants needs to be limited in that category.**
- **Important:** To avoid disappointment and ensure your preferred race categories are secured for your team, **corporates are strongly encouraged to confirm team slots and complete the run registration process at the earliest.**

Corporate Participation Benefits – TSW25K

EMPLOYEE ENGAGEMENT & EXPERIENCE

- Regular pre-race communication and updates from Impact360.
- Separate holding area (Corporate Tent) at the venue for all corporate teams participating through philanthropy:
 1. Company name and supported NGO acknowledged inside the tent.
 2. Interactive activities like games, Zumba, art & craft, photo booths, team challenges, and refreshments.
- Priority line-up for Ananda Run corporate participants.
- Corporate runners in 25K & Open 10K: Timing certificate (post-1st December 2024) is optional but encouraged for priority line-up.

BRAND VISIBILITY & RECOGNITION

- Company name printed on runner bibs for teams who have completed all formalities (donation + run registration + team submission) on or before Friday 14th November 2025.
- Shout-out on event's social media platforms for companies contributing ₹2 lakhs or more on or before Friday 14th November 2025.
- Company Name to be featured on the Charity Corridor banner on the race route for companies donating ₹3 lakhs or more on or before Friday 14th November 2025. (includes company + supported NGO name).
- Wall of Change at the Get Active Expo: Top 10 fundraising companies featured. on or before Friday 14th November 2025.

- Live Telecast : Corporate Leaderboard: Top 10 companies showcased on race day. on or before Friday 14th November 2025.
 - Wall of Change at the Expo and Media Centre: on or before Friday 14th November 2025.
- 1.Top 2: Invited to Philanthropy Press Meet during race week
 - 2.Top 5: Featured in VIP Procam Marquee
 - 3.Top 10: Featured on race day Corporate Leaderboard
- Procam Marquee & Grandstand Invite:
 - Top 3 on or before Friday 14th November 2025. : Up to 2 CXOs invited to VIP Marquee
 - ₹5 lakh+ contributors on or before Friday 14th November 2025.: 2 senior reps invited to the Grandstand for live race viewing

DIGITAL & MEDIA COVERAGE

- Company name and logo listed on the Philanthropy partner website <https://tsw25k.impact360.org.in/>
- CXO video messages (max 45 seconds) of companies fielding at least one Team 20 on or before Friday 14th November 2025. will be promoted on event & Impact360 social platforms.

RECOGNITION & REWARDS

- Participation Certificate from Procam International & Impact360.
 - Top 2 Contributing Corporates will receive award at the TSW25K philanthropy award
 - Event Docket Acknowledgment:
1. All contributing companies listed
 2. Top 3 companies receive a full-page feature

CSR & THOUGHT LEADERSHIP

- Volunteering & NGO engagement opportunities facilitated by Impact360 and supported NGOs.

SPECIAL AWARDS

- “Highest Employee Participation” Award – presented to the company with the largest team (through philanthropy) on race day in the Corporate Tent.

IMPORTANT DATES: CORPORATE PARTICIPATION RELATED

03

28th November

Last day to submit run registration fees to Procam

02

14th November

Last day for corporates to register their team for run

01

14th August

Start of Corporate Registration

C. INDIVIDUAL FUNDRAISERS – TSW25K 2025

Individuals championing causes and raising funds to support NGOs, play a vital role in the philanthropic success of the Tata Steel Kolkata World 25K. Impact360 welcomes and supports these changemakers by offering a free, user-friendly, and effective platform to help them raise funds for causes & the NGOs they care about.

An individual need not be a participant or runner, they can showcase their support either by raising funds themselves or with the help of their individual fundraising campaign set up on the <https://tsw25k.impact360.org.in/>

At any point in time, an individual may choose to add collaborators to their page to make fundraising a combined team effort. However, only the creator (owner) of the page will be eligible for the privileges or fundraising incentives depending on the fundraising amount.

Start Your Individual Fundraising Journey in 5 Simple Steps

Individual Registration



Raising Funds: Online & Offline Options

Individuals can raise funds through both online and offline modes:

- **Online:** Once a campaign page is created on the Impact360 microsite, and an NGO is selected with a fundraising goal set, a donate button becomes active. This allows supporters to contribute directly via a secure payment gateway.
- **Offline:** Contributions can also be made via cheque, demand draft (DD) payable to Impact360 Foundation, or through direct bank transfer to the Foundation’s account.

Once the donation is received and verified by the Foundation, the offline amount will be updated on the fundraiser’s campaign page.

IMPACT360 FOUNDATION
Account Name- IMPACT360 FOUNDATION
Account Number- 923010012822901
IFSC Code- UTIB0000775

Impact360 Foundation will update the offline donation amount on the fundraisers page once the cheque / DD has been realised in Impact360’s bank account.

Fundraiser Levels

Types of Individual Fundraisers

** Inclusive of applicable payment gateway charges.*
For payments made through the mode of UPI and Rupay Debit Card, Impact360 will retain 5% on every donation made online.

Fundraiser Level	Min. threshold of funds raise	Impact360’s Retention Amount*	Impact360’s Retention Amount#
Young Leader (Below 18 years)	INR25,000	7%	5%
Change Initiator	INR 50,000 to INR 99,999	7%	5%
Change Maker	INR 1,00,000 to INR 1,49,999	6%	4%
Change Creator	INR 1,50,000 to INR 2,49,999	6%	4%
Change Ambassador	INR 2,50,000 and more	5%	3%

Types of Fundraisers

Young Leaders (Fundraise Value Minimum ₹ 25,000.)

Who is a Young Leader?

Any individual under 18 years of age (born on or after 21st December 2007) who raises funds for an NGO through the TSW25K 2025 philanthropy platform is recognised as a Young Leader.

These passionate young changemakers will be celebrated on a dedicated leaderboard on the Impact360 website, with their fundraising efforts showcased separately.

Special Benefits for Eligible Young Leaders (In addition to standard fundraiser incentives)-

- Young Leaders who raise ₹25 ,000 or more will be recognised as **Eligible Young Leaders** and will enjoy the following exclusive privileges:
- **Complimentary Charity Bib** for the **Ananda Run (5K)**- *Subject to age eligibility and event entry rules. Non-transferable.*
- **Official Certificate & Letter of Recommendation**- *From Procam International and Impact360, acknowledging their impact and contribution.*
- **Invitation to the Philanthropy Awards Ceremony**- *Post-event celebration – invite for the Young Leader + 1 guest.*
- **Top 5 Young Leaders Rewards**- *Meet the International Event Ambassador and receive a signed memento.*
- **Additional Perks**- *Access to other fundraiser-level benefits based on total amount raised.*

2. Change Initiator: (Fundraising Value: ₹50,000 – ₹99,999)

Individuals who raise between ₹50,000 and ₹99,999 will be recognised as Change Initiators, reflecting their commitment to driving social impact through fundraising.

Privileges:

Visibility & Acknowledgement

- Dedicated Fundraising Page on the Impact360 website
- Promotion on Impact360 social media platforms
- Mention in the Philanthropy Section of the official event website #
- Featured on the Philanthropy Wall at the Get Active Expo*
- Mention in the Event Docket, published post-event ##

Race-Related Privileges

- Complimentary Run Registration, courtesy Impact360 - *6-digit Customized Bib Number* **
- Event T-shirt *- *Race Day Digital Photo* #
- Invite to Procam Marquee or Grandstand *

Recognition & Awards

- Invitation to the Philanthropy Awards Ceremony (invite for fundraiser + 1)
- Certificate from Procam International & Impact360
- Name featured on the Impact360 Honor Roll on the official website
- Special Appreciation Post on Impact360 social media

Young Leaders within this range will also receive additional Young Leader privileges (complimentary bib, certificate, and more).

3. Change Maker (Fundraising Value ₹1,00,000 to ₹1,49,999)

Fundraisers who raise between ₹1.05 Lakhs and ₹12.49 Lakhs are celebrated as Change Makers, recognised for their sustained efforts and deep commitment to driving social impact.

Privileges

Additional Privilege.

Invite to the Philanthropy Awards Ceremony (Self + 1)## + All benefits from the Change Initiator category, including:

- Fundraising page on Impact360 website
- Promotion on Impact360 social media
- Mention in the Philanthropy section of event website##
- Complimentary run registration, courtesy Impact360*
- 6-digit customized bib number**
- Featured on the Philanthropy Wall at the Get Active Expo*
- Event Tee*
- Race day digital photo*#
- Mention in Event Docket published post event##
- Young Leaders (under 18) in this tier also receive:
- Meet & Greet with International Event Ambassador (Top 5 Young Leaders only)
- Complimentary Ananda Run Charity Bib (subject to age eligibility)
- Letter of Recommendation & Official Certificate

4. Change Creator (Fundraising Value ₹1,50,000 to ₹2,49,999)

Privileges & Recognition:

Includes all benefits from the Change Initiator and Change Maker levels, plus:

Exclusive Additional Privileges:

- Highlighted on rotating banner on the Philanthropy section of the event website ##
- Prominent banner on the Impact360 Foundation homepage
- Special feature on the Philanthropy Wall at the Get Active Expo and Procam Marquee
- Event Tracksuit (courtesy Impact360) *
- Invite to Procam Marquee or Grandstand (Self + 1) *
- Signed memento from the International Event Ambassador ##
- Mention in the Event Docket published post-event – ¼ page feature ##
- Invite to the Philanthropy Awards (Self + 2) ##

5. Change Ambassador (Fundraising value ₹ 2,50,000 and more)

Privileges & Recognition:

Includes all benefits from the Change Initiator, Change Maker, and Change Creator categories, plus:

- Invite to the Philanthropy Awards Ceremony (Self + 3) ##
- Mention in the Event Docket published post event – Half-page profile ##
- Signed memento from the International Event Ambassador ##
- Invite to the Procam Marquee (Self + 2) on Race Day *

Incentives for Individual Fundraisers

#	Change Initiator INR 50,000 to INR 99,000	Change Maker INR 1,00,000 to INR 1,49,999	Change Creator INR 1,50,000 to INR 2,49,999	Change Ambassador INR 2,50,000 and more
Fundraising page on Impact360 website	✓	✓	✓	✓
Promotion on Impact360 social media	✓	✓	✓	✓
Mention in the Philanthropy section of event website##	✓	✓	✓	✓
Highlighted on rotating banner on the Philanthropy section of event website			✓	✓
Banner on the Impact360 website homepage			✓	✓
Complimentary run registration, courtesy Impact360*	✓	✓	✓	✓
6-digit customised bib number**	✓	✓	✓	✓
Featured on the Philanthropy Wall at the Get Active Expo*	✓	✓	Special feature	Special feature
Event Tee*	✓	✓	✓	✓
Event Tracksuit*			✓	✓
Invite to Procam Marquee or Grandstand*	For Self	For Self	Self + 1	Self + 2
Race day digital photo*#	✓	✓	✓	✓
Signed memento from International Event Ambassador##			✓	✓
Mention in Event Docket published post event##	✓	✓	On quarter page each	On half page each
Invite to the Philanthropy Awards##	✓	Self + 1	Self + 2	Self + 3

Important Notes & Conditions

All fundraiser privileges are subject to the timelines and criteria mentioned below:

* Race day privileges are applicable only if the minimum fundraising amount is credited to Impact360’s bank account on or before 21st November 2025.

** To avail a personalised 6-digit bib number, the fundraiser must share their chosen number with Impact360 by 21st November 2025 (subject to availability).

Digital race day photographs will be shared only if captured by the event’s official photographer.

Privileges like mention in Event Docket, signed mementos, and Philanthropy Awards invitations will be extended only if the minimum fundraising threshold is achieved and donations are credited to Impact360’s bank account on or before 3rd January 2026.

Important Dates: Individual Fundraisers Related

Monday 4th August 2025	Registration & Start of individual fundraising through Impact360 website
Friday. 21st November 2025	Fundraising deadline for individual fundraisers for race day privileges
Sat. 3rd January 2026	Last date for fundraising

D. TOP-UP DONATIONS – TSW25K 2025

To inspire runners to give back while registering for their race, the Tata Steel World 25K Kolkata offers a Top-Up Donation option — a simple way to support a social cause while participating in the event.

How It Works:

During the run registration process on the official event website, runners can:

Runners donate any amount of their choice to a participating NGO, in addition to the race registration fee.

Support the Shared Pool if they are unsure of which NGO to choose.

Funds from the Shared Pool will be equitably distributed among NGOs that raise a minimum of ₹25,000 through the event.

Please Note:

Top-up donations are non-refundable, even if the runner’s registration is declined.

Since these donations are made outside the Impact360 platform:

- 4.72% will be deducted by Procam International Pvt. Ltd. as payment gateway and processing charges.
- The remaining 95.28% is transferred to Impact360 for disbursal to the selected NGO, without further deductions.

Donation Receipts & Tax Benefits:

Impact360 will:

- Issue 80G donation receipts within 15 days of the donation.
- Provide 10BE certificates by 31st March 2026.
- Donors must share full details: Name, PAN, Email ID, and Address (as required by law).
- Only Indian residents residing in India are eligible to make top-up donations.

Breakdown of Deductions on Top-Up Donations:

Entity	Deduction %	Purpose
PROCAM INTERNARIONAL PVT. LTD.	4.72%	PAYMENT GATEWAY & PROCESSING
IMPACT 360 FOUNDATION	3.00%	Administrative Cost
TOTAL DEDUCTION	7.72%	

The remaining 92.28% will be disbursed to qualifying NGOs as a grant.

E. CHARITY BIBS – TSW25K 2025

Charity Bibs are special, limited-entry running slots reserved exclusively for NGOs participating in the Tata Steel World 25K Kolkata 2025, allowing them to raise funds through support donations. These bibs offer guaranteed participation even after general registrations close, as long as race rules are met and bibs in the desired category remain available.

Charity Bib Highlights:

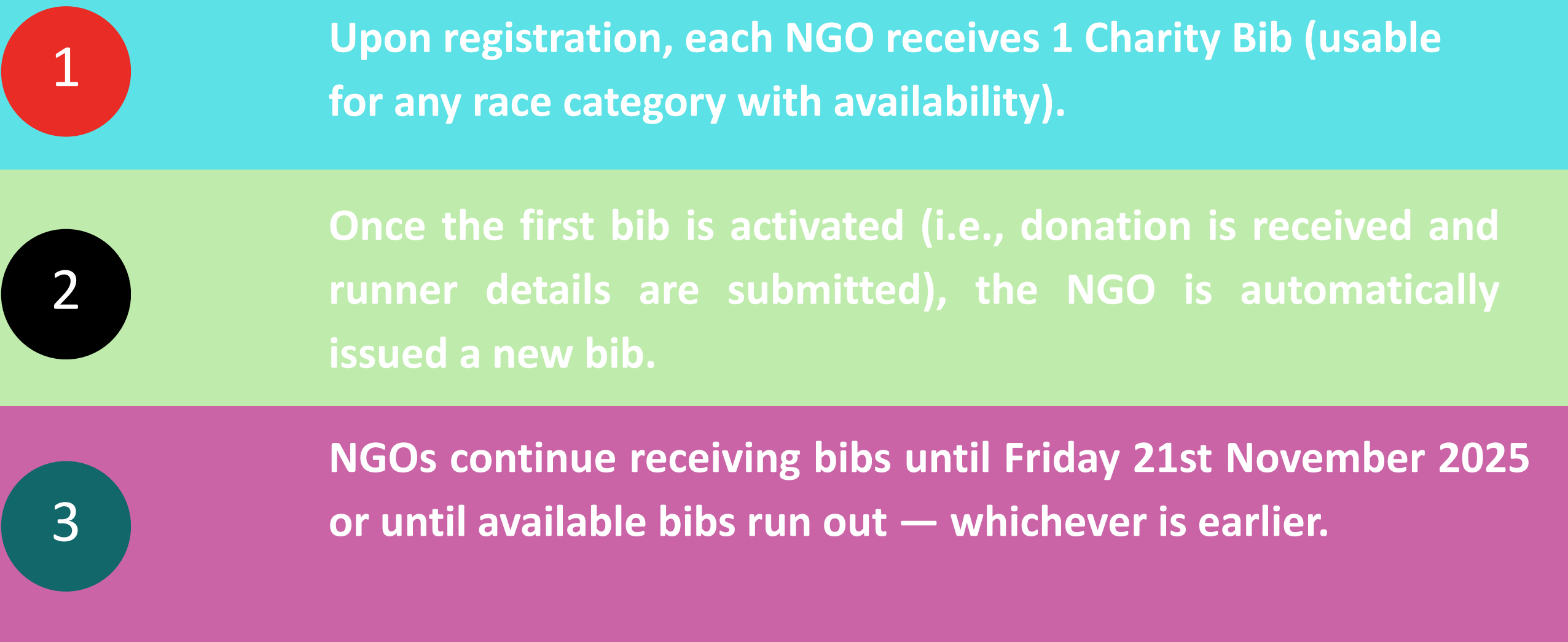
- Guaranteed entry beyond general registration deadlines.
- NGOs can promote their cause by having their name printed on the runner’s bib.
- These bibs provide a powerful opportunity to raise additional funds and build visibility. NGOs can raise funds by offering these exclusive slots to their donors.
- Fair and flexible: Minimum donation amount per race category is defined However NGOs can obtain a higher value donation from the runners.
- Runners obtain Charity Bibs directly from NGOs by making a donation.
- Bib access is managed via the NGO Dashboard on the Impact360 portal.

Charity Bib Manager

Located within each NGO's dashboard on Impact360 website the Bib Manager enables NGOs to:

- View their allocated bibs
- Assign bibs to donors
- Request additional bibs
- Track donations per bib
- Facilitate donation/payment methods

Bib Allocation & Flow



- All allocations are on a first-come, first-served basis & subject to availability of running places.
- All donations are non refundable.
- Run registration fees need to be paid separately to Procam.

Important Notes:

- Charity Bibs are distributed by Impact360 on behalf of Procam International Pvt. Ltd.
- Entry is only confirmed once donation is made and all event rules of the chosen race category are fulfilled by the runner.
- NGOs must ensure timely assignment and utilization of bibs to avoid lapsing of unused allocations.

Charity Bib Donation Amount

Impact 360 and Event Promoter sets a minimum donation amount for Charity Bibs. The NGOs should sell the charity bibs as per the table given below.

The race category-wise minimum donation will progressively increase as per the table below

Race Category	September	October	November
25 K	INR 4000	INR 5000	INR 6000
10 K	INR 3000	INR 3500	INR 4500
Ananda Run	INR 1500	INR 2000	INR 2500

** inclusive of payment gateway charges.*

Please note:

- To qualify for the minimum donation amount, the donation must reach Impact360 on or before the last date of the respective month/period. Subsequently, the donation amount will increase progressively, as indicated above.

Run registration fees need to be paid in addition to the amount donated for the Charity Bib.

Charity Bib – Assignment, Submission & Collection Process

Tata Steel Kolkata 25K | Philanthropy Partner Platform

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

For NGOs: Assigning & Managing Charity Bibs

NGOs can log in and manage bibs through the Bib Manager on the Impact360 microsite.

STEP-01

- Log in & Access Bib Manager
- Visit: <https://tsw25k.impact360.org.in>
- Log in with your NGO credentials
- Navigate to Bib Manager
- View and manage available Charity Bibs

STEP-02

Online Donation

- Enter donor details and donation amount
- Generate a unique donation link
- Share the link with the donor
- Donor completes payment online

Offline Donation

- Enter donor and donation details in Bib Manager
- Attach Cheque / DD (Payable to Impact360 Foundation)
- Email confirmation or a letter confirming the receipt of the donation value & proof of transaction to be submitted to Impact360.

STEP-03

Donation Confirmation & Voucher Code

Once the donation & administrative cost are realized:

- A voucher code is generated and emailed to the runner
- The NGO can also view the code in their Bib Manager dashboard
- If bib quota is not exhausted, a new bib is auto-assigned in the Individual Bib section

Note: Donor and runner can be different. Ensure the runner’s email ID is correctly entered to receive the voucher.

STEP-04

Race Registration & Fees

- Runners must register using the voucher code on the official event website
- Race registration fee is not included in the Charity Bib donation
- Race fees are payable directly to Procam International

Charity Bib Collection & Distribution

Bib Handover to NGOs

- Bibs will be handed over to NGOs at the Get Active Expo
- Location: Impact360 Counter
- NGOs are responsible for distributing the bibs to their runners

NGO Engagement Tip

- Use the bib handover moment to:
- Share an NGO info kit or impact report
- Add thank-you notes or donor badges
- Provide props like flags, caps, or headbands for race day visibility

STEP-05

Key Dates Summary

<i>Last date to submit Bib distribution request</i>	<i>Friday, 21st November 2025</i>
<i>Last date to complete Run Registration (Procam)</i>	<i>Friday, 28th November 2025</i>
<i>Charity Bib Distribution at Expo</i>	<i>Thursday, 18th December to Saturday, 20th December 2025</i>

Charity Bib Process – For Donors

Step-by-Step Guide

1

Visit the Philanthropy Platform

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

Select a participating NGO you wish to support

2

Connect with the NGO

NGO will contact you upon interest submission

You may also reach out directly to confirm bib availability & donation amount

3

Make Your Donation

Online: Via personalized payment link

Offline: NEFT / Cheque / DD (Payable to Impact360 Foundation)

10% platform fee retained by Impact360 for philanthropic support

4

Receive Your Voucher Code
Emailed after donation is confirmed
Used for runner registration on the official event website

5

Register Immediately
Use voucher code before the deadline
Registration subject to availability
Note: No refunds for missed registration

6

Collect Your Running Bib
From your NGO or at the Impact360 counter (if NGO opts for that)
During the Get Active Expo (Dec 18–20, 2025)

F. SPORTS CLUBS, RUN CLUBS & INSTITUTIONS – TSW25K 2025

Kolkata is often referred to as the **“Mecca of Indian Football”**. With a passionate football culture and iconic clubs, it’s home to a vibrant sporting community that aligns well with the spirit of TSW25K Kolkata.

In addition to Football & sport clubs , Run Clubs have grown steadily over the years, building a vibrant community of fitness enthusiasts who regularly train together, participate in races, and increasingly, support social causes through events like the Tata Steel World 25k Kolkata (TSW25K).

The Tata Steel World 25K (TSW25K) Philanthropy platform offers a unique opportunity for Sports Clubs, Institutions, and Run Clubs to align their social goals by supporting a cause they believe in via the philanthropy platform at the TSW25k. Through a dedicated fundraising campaign, they can go beyond participation and make a meaningful impact on the NGO they choose to support.

Why Participate?

The Tata Steel World 25K Kolkata is not just a race — it's an opportunity to turn your club's energy into impact. Sports and Run Clubs can now champion social causes by creating fundraising campaigns on the Impact360 Philanthropy Platform, supporting NGOs of their choice, and involving their communities in meaningful ways.

Simple 5-Step Fundraising Process



Unlock These Fundraising Privileges

1.Ananda Run Participation

For every **₹5,000** raised, your club earns **1 running spot** in the Ananda Run.

- Registration to be completed on event website
- Last date: 21st November 2025
- Voucher codes issued by Impact360

2. Milestone Rewards for Clubs

₹50,000+ Raised	₹100,000+ Raised	₹150,000+ Raised
• Name of Club & NGO on running bib (min. 10 participants) • Listed on the Wall of Change at the Expo • Featured in Event Docket (top club gets half-page coverage) • Invitation for 5 club members to Philanthropy Awards Night	• Eligible to field 5 members in 25K race category via Charity Bibs (timing criteria waived) • Chance for Radio airtime • Display on Wall of Change(Expo & Media areas) • Visibility on the Charity Corridor at the race venue	• Meet & Greet with International Event Ambassador (2 reps per club) • Access to Grand Stand on race day (2 passes) • Signed memento by the International Event Ambassador

3.Build Bonds with NGOs

- Co-host a **training run** with NGO beneficiaries
- Share impact stories & thank-you notes during bib handover
- Create themed group runs or awareness drives
- Encourage individual members to become Individual Fundraisers and raise funds independently—adding to your club’s total

4. Awards, Visibility & Recognition

- Fundraising page on Impact360 website
- Featured on Impact360 social media
- Listed under Philanthropy Section on event website
- Top Fundraising Sporting Club would be awarded in TSW25K Philanthropy award night (where fundraised is minimum of INR 1,00,000)

Important Dates: Sporting Clubs Challenge Related

Monday . 4th August 2025	Start of creating a campaign page and fundraising on Impact360 website
Friday 21st November 2025	Final fundraising/donation date for Sporting Clubs for race day related privileges
Friday 21st November 2025	Completion of run registration process
Sat. 3rd January 2026	Last date for fundraising

Platform Fees

Online & Offline Donations: 7% retained by Impact360 (inclusive of PG charges)

CATEGORY WISE RETENTION AMOUNTS OF IMPACT360

Category	*Retention	#Retention
Direct donations on NGO Pages	7%	5%
Corporate Participation	10%	--
Individual Fundraisers –		
- Young Leaders	7%	5%
- Change Initiator	7%	5%
- Change Maker	6%	4%
- Change Creator	6 %	4 %
- Change Ambassador	5%	3%
Top-Up Donations	Nil	Nil
Charity Bibs	Nil	Nil
Sporting Clubs Challenge	7%	5%

** Inclusive applicable payment gateway charges, on every donation made online on <https://tsw25k.impact360.org.in/> , and offline (via cheques/DD/NEFT)*

For payments made through the mode of UPI and Rupay Debit Card, Impact360 will retain 5% on every donation made online.

Disbursements to NGOs

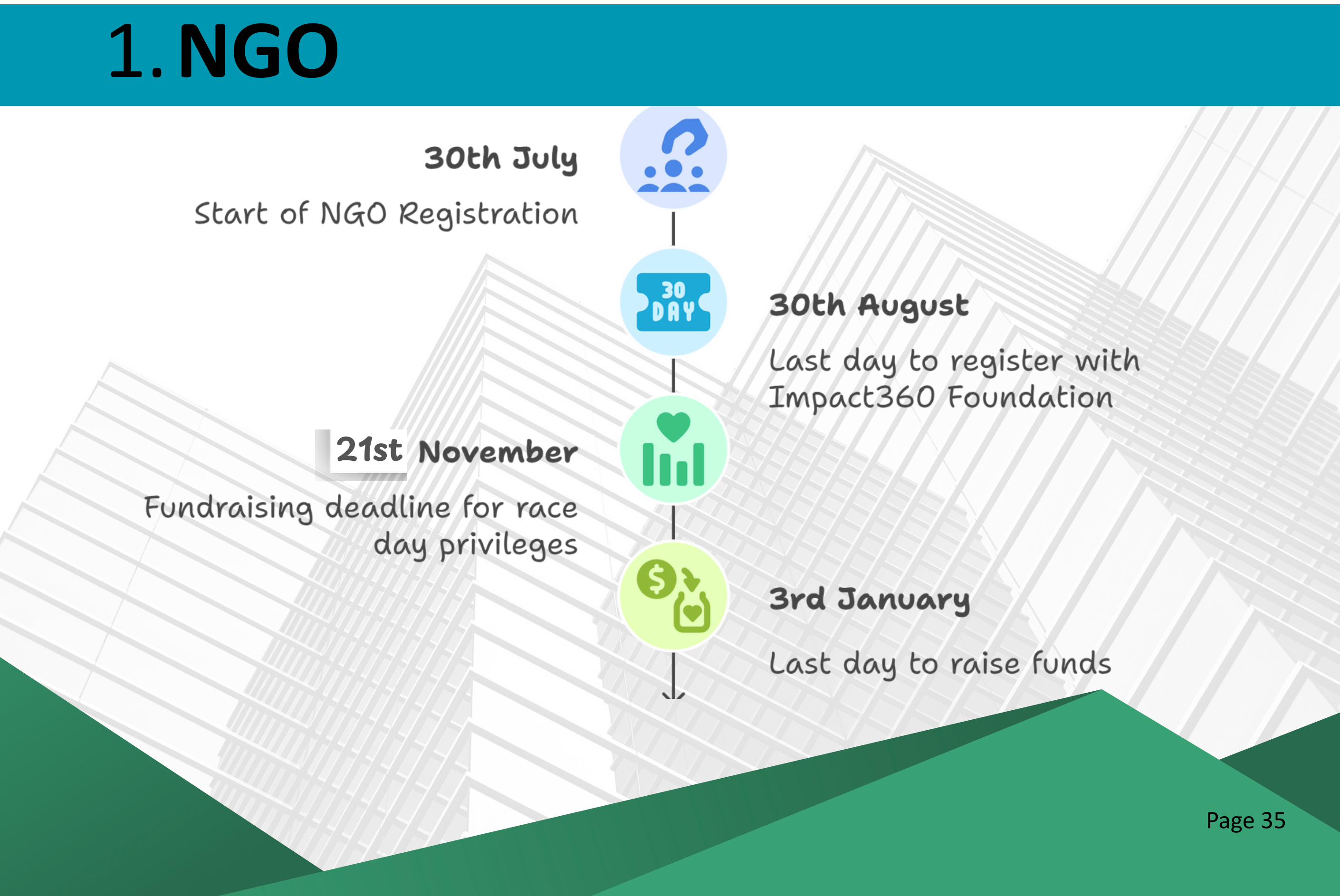
Impact 360 will disburse all categories of funds within 15 days of the receipt of the funds to the respective NGO.

Donation Receipts

For online donations, receipts are emailed immediately through an automated system. For offline donations, receipts will be emailed within 7 working days of realization of the cheque. Form 10BE certificates will be sent by February 2026 for the donations received for FY 2025-26.

- All donations made to Impact 360 Foundation will be entitled for 10BE certificates. 10BE certificates to donors will be emailed to the ID which was provided while making the donation from <https://tsw25k.impact360.org.in/> . Donors are requested to add this email ID to the safe sender list to avoid the mail going to spam
- Receipts for Charity Bib donations are system generated and are emailed to the email ID

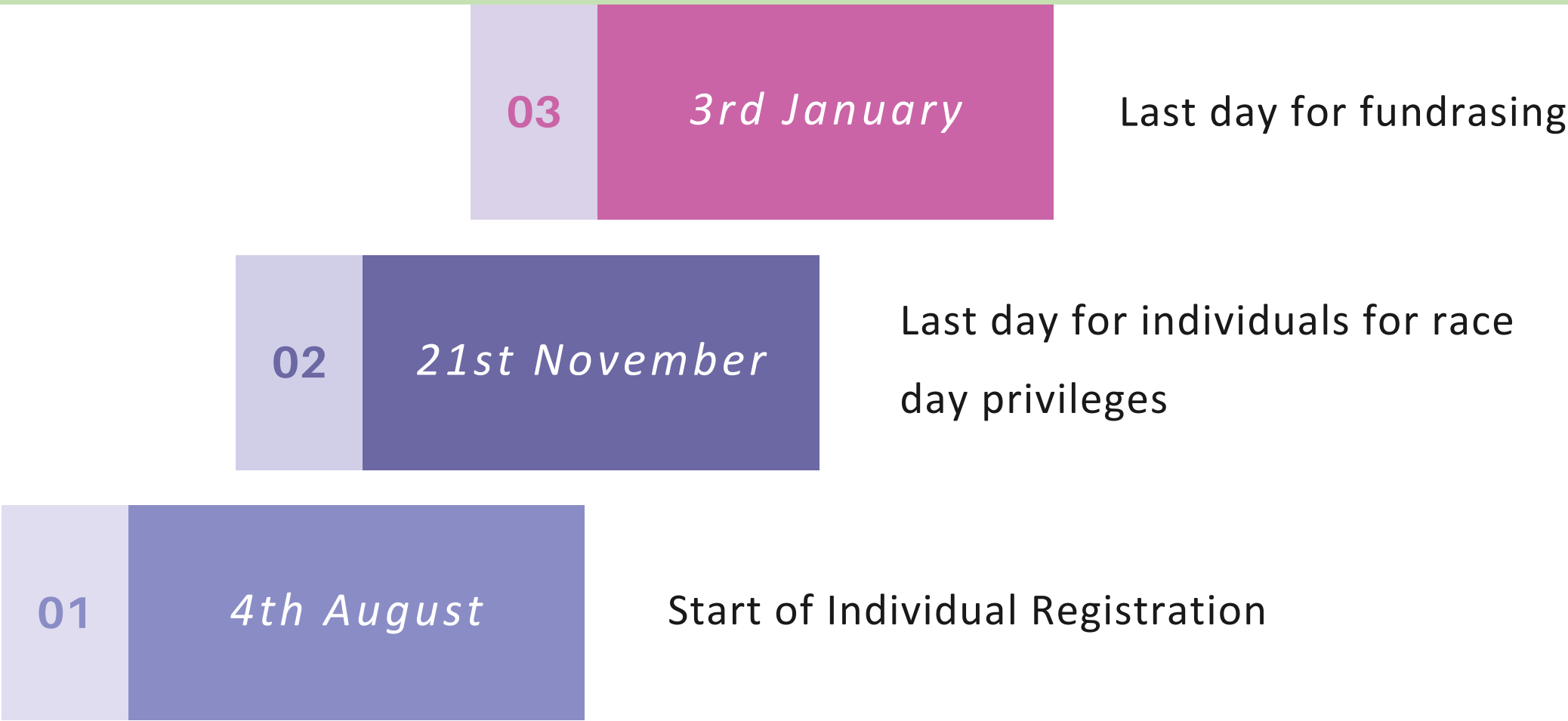
IMPORTANT TIMELINES



2. CORPORATE PARTICIPATION



3. INDIVIDUAL FUNDRAISER



4. SPORTING CLUBS



AWARDS AND RECOGNITIONS

The Tata Steel Kolkata World 25K Philanthropy Awards, organized by Procam International, is the concluding event edition. Its purpose is to acknowledge the remarkable passion and contributions made by individuals, corporations, and participating NGOs. The event serves as a platform for awardees and attendees to interact in an informal setting, facilitating the exchange of best practices and fostering potential collaborations.

Awards Presented at the TSW25K 2025 Philanthropy Award Night:

1. The top 3 fundraising NGOs
2. Top 3 Highest Fundraising Individuals
3. Highest Fundraising Young Leader
4. Top 2 Contributing Corporates
5. Top Fundraising Sporting Club (where fundraised a minimum of INR 1,00,000)

Note: the above award categories are subject to change at the sole discretion of Impact360 and Procam International

Disclaimer: Procam International Pvt. Ltd. (PIPL) is the promoter of Tata Steel Kolkata World 25K (TSW25K) and shall do all such acts, deeds, matters and things as it may consider appropriate to promote, manage and organize the Event and to exercise and commercially exploit all the rights whatsoever associated with the Event in such manner as it considers appropriate. PIPL will be solely responsible for seeking all necessary approvals required by the law of the land to conduct the event. Impact360 Foundation (Impact360) is the official Philanthropy Partner for the Tata Steel Kolkata World 25K. All philanthropic activities/campaigns undertaken at the TSW25K 2025 shall be through Impact360. Impact360 is not responsible for providing any nature of services/products/publicity branding through paid channels at the TSW25K. All contributions (donations) made to Impact360 are intended towards the implementation and development of projects by Impact360 and/or Impact360's capacity building efforts for the development sector. All the event related benefits/incentives for the participating NGOs/Corporates/ Individuals are being provided by the event and the Event Promoter and not Impact360 and remain at the discretion of the Event Promoter.

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