

Philanthropy Partner



Event Partner



# Tata Steel World 25K Kolkata 2026

20th December 2026

## PHILANTHROPY STRUCTURE

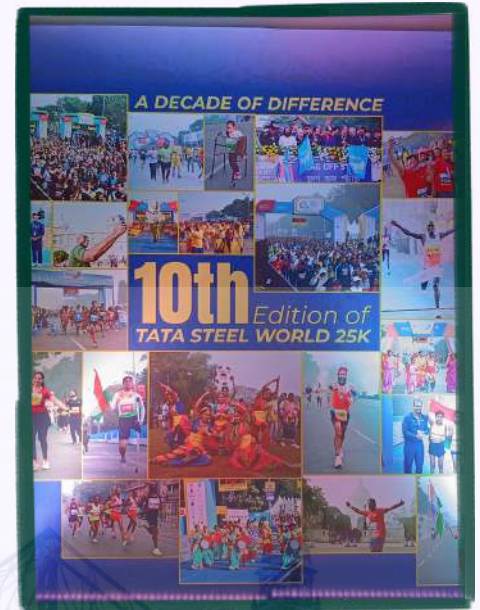


# Introduction

## 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.



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

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

## Impact360 Foundation TSW25K Platform

Impact360 Foundation has launched a dedicated platform to enable all stakeholders like the NGOs, Corporates, Runners, Individuals, Running Clubs, Puja Pandal, Highrise Societies etc to participate in the philanthropy aspect of TSW25K and raise funds for a cause. Visit the website at:

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

### This website enables:

- 
- 01 NGOs, individuals, corporates, institutions to Participate, fundraise or donate
  - 02 Information on verified NGOs, their project details and themes for prospective donors and fund raisers
  - 03 Access to customised dashboards, templates, and regular updates on funds raised for all stakeholders
  - 04 Exclusive privileges and recognitions across all categories
  - 05 Key fundraising avenues and timelines
  - 06 Support via FAQs and query resolution for a seamless participation experience

## TSW25K 2026 Philanthropy Structure

The Philanthropy Structure for the Tata Steel Kolkata 25K 2026 presents a comprehensive roadmap designed to unlock and amplify the event's philanthropic potential.

By offering clear, transparent, and actionable guidance, this structure empowers registered NGOs to strategically plan their participation, engage donors effectively, and maximise their fundraising impact through the TSW25K platform.

Impact360 Foundation, the official philanthropy partner, will provide continuous support through step-by-step guidance, capacity-building initiatives, fundraising tools, and facilitation. This ensures that every participating NGO is well-equipped to achieve—and exceed—their fundraising goals.

The Philanthropy Structure also serves as a comprehensive guide for all stakeholders, including NGOs, corporates, individual fundraisers, runners, and institutions. It clearly outlines key processes, roles, and engagement opportunities, enabling meaningful participation and fostering a strong culture of giving through the event.

This structure includes information for:

## NGOs

on how to register and using TSW25K for fundraising through channels like:

- 1.NGO Page
- 2.Corporates
- 3.Individuals/Runners
- 4.Running clubs/ Puja Pandal Committee/High Rise Societies
- 5.Top Up Donation
- 6.Charity Bibs

## Corporates

on how to support their chosen NGO(s), participate in TSW25K through employee teams, and access associated branding and recognition benefits

## Runners and Individual Fundraisers

on different fundraising categories, achievement milestones, and the recognition linked to them

## Institutions

such as Puja Pandal Committee, High Rise Society Committee, Running/Sporting Clubs, School, Colleges etc – on how to participate as a group, support a social cause and get recognised for their efforts.

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



## Six Ways for an NGO to raise funds at TSW25k 2026

The NGOs participating in Tata Steel Kolkata 25K 2026 can raise funds through a mix of innovative and proven fundraising approaches, with dedicated support from Impact360 Foundation. The team will offer strategic guidance and continuous support to help NGOs effectively plan, execute, and maximise the impact of their fundraising campaigns. The 2026 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.

# A

## NGO PAGES

Any NGO who wish to raise funds through TSW25K, 2026 have to complete their registration in <https://tsw25k.impact360.org.in/> and become a verified NGO. Upon completion of registration, a personalized page for each NGO will be created on the microsite. Each NGO page will show the thematic area, project proposal including targeted beneficiary, location, fund goal and the fund raised for each NGO. Each NGO page will have a donation link that will allow the prospective donor to donate the NGO via the platform. The NGO page link can be used by NGOs to circulate, promote and raise funds through different avenues.

NGOs can raise funds through Corporates who are willing to participate and make a difference. An NGO can raise fund through more than one corporate. Corporates who are supporting an NGO can field their teams as “Corporate Team” who can participate in their choice of race category and support the cause. Other than this the corporates gets branding and recognition opportunities.

# B

## CORPORATE PARTICIPATION

# C

## INDIVIDUAL FUNDRAISERS/ RUNNERS

Individuals and runners can support a cause close to their heart by supporting with an NGO registered on Impact360. An individual needs to register at the Impact360 website and select an NGO it wants to support. Once the page is created, an individual can start raising funds by circulating the page link to family, friends, and acquaintances for fundraising.

Institutions like Puja Pandal Committee, High Rise Society Committee, Running Clubs, Schools, Colleges etc can choose a cause & support a registered NGO registering as an institutional supporter on the Impact360 microsite. The institutions for each category type gets award and recognition for their contribution.

# D

## INSTITUTIONS

# E

## CHARITY BIBS

The event partner Procam reserves running slots (bibs) across all running categories for NGOs – called ‘Charity Bibs’. The Charity Bibs guarantee participation i.e. running in the TSW25K, even if general registrations have closed, subject to fulfilment of event entry rules. NGOs can take the required number of charity bibs from Impact360 and can be given to the prospective runner for a minimum donation amount for each race category. NGOs are free to request a higher contribution from donors, above this minimum amount.

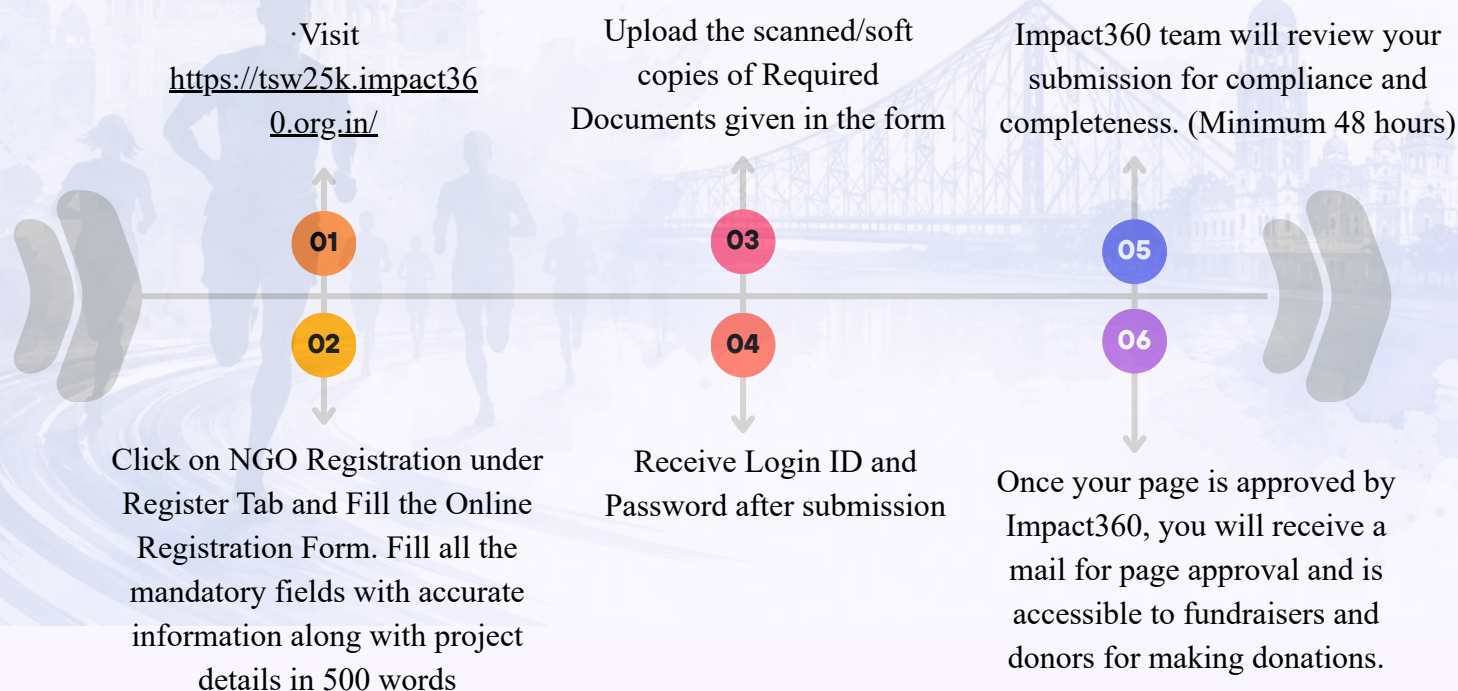
# F

## TOP UP DONATIONS

To inspire runners to contribute to a meaningful cause, the event registration form in the Procams website includes a Top-Up Donation option. While registering for their race on the official event website of Procams, a participant can choose to donate any amount to a participating NGO of their choice from the given list, making it easy to give back as part of their race journey. A runner may also choose to donate common pool which is then distributed amongst the fundraising NGOs who raises a minimum of 25,000 till the specified date.

## NGO PAGE

To participate and raise funds at TSW25K 2026, NGOs must register with the event's official Philanthropy Partner – Impact360 Foundation. Registration for NGOs is completely free. And there are no charges for signing up or creating an NGO page on the platform <https://tsw25k.impact360.org.in/>



### List of Documents Required for Registration

- > 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 Registration Document
- > Cancelled Cheque (for bank verification)

## Features of NGO page:

1

Details of your cause/appeal/project

2

The Thematic Area/Cause

3

Your fundraising target & total amount raised updated regularly

4

Names of fundraisers/donors

5

A Donate button for direct online contributions

6

Image gallery

## Benefits of Participating for an NGO at Tata Steel World 25K

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

### Digital Visibility 01

- ▶ Dedicated NGO Page on the Impact360 microsite with a direct donation link.
- ▶ Philanthropy Section Listing on the official event website with a hyperlink to the NGO page
- ▶ Shout-outs on Impact360 & Event Social Media platforms to increase outreach
- ▶ NGOs engaging donors uniquely & raising a minimum of ₹ 25,000 on or before 31st October 2026 will be featured through a curated social media posts.
- ▶ Impact Stories of top 10 NGOs across cause categories would be highlighted on Impact360 social channels.

### Race-Day Recognition 02

- ▶ Top 10 Fundraising NGOs will be featured on the Live Telecast Leaderboard.  
(Cut-off dates: 31st October 2026 – 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 31st October 2026

## Corporate & Donor Engagement 03

- ▶ 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.
- ▶ Group Bib collection: One representative from the NGO/ corporate can collect the running bibs at the event EXPO for corporates supporting them.

## Capacity Building & Campaign Support 04

- ▶ Impact 360 will conduct exclusive Workshops with involvement of a fundraising expert
  - on Campaign creation and content building
  - Leveraging social media
- ▶ Will share Fundraising Toolkits & Templates:  
Outreach strategy, Fundraising strategy, Social media toolkit
- ▶ Best practices and templates to engage donors, motivate fundraisers, and amplify your campaign.

## Awards & Recognition 05

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

## 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:



## 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 Cost of Impact360

| Category                                                | Administrative Cost |
|---------------------------------------------------------|---------------------|
| 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**

## Important Dates



**31st October  
2026**

**Fundraising deadline for Race Day privileges**

**10th January  
2027**

**Last date for fundraising**

# Corporate Participation at TSW25K 2026

A Corporate can participate in the TSW25K Kolkata 2026 by fielding teams in support of the chosen cause & NGO. The event acts as an excellent platform for employee engagement, raising awareness amongst the employees on the importance of health and fitness, in addition to being actively socially conscious by contributing to various causes.

Corporate Team Participation has to be done through the official philanthropy platform via Impact360.



Companies can support any NGO of their choice and select the team sizes, based on the contribution made as per the table given below. In case your choice of NGO is not registered with Impact360 site (<https://tsw25k.impact360.org.in/>) , please inform the Impact team for taking steps.

The company can choose to contribute from their HR/CSR/ Marketing and Branding or any other budget as suitable. The contribution can be made either in full to Impact360 or in the split mode. In case you make the full payment to Impact360, the donation will be disbursed to the NGO in 15 days of receipt.

| Team Size (no. of employees) | Total Donation | Please split the donation as per the amounts mentioned below |                                    |
|------------------------------|----------------|--------------------------------------------------------------|------------------------------------|
|                              |                | *In the name of 'Impact360                                   | In the name of the beneficiary NGO |
| 0-10                         | INR 2,00,000   | INR 20,000 (10%)                                             | INR 1,80,000                       |
| 11-15                        | INR 2,55,000   | INR 25,500 (10%)                                             | INR 2,29,500                       |
| 16-25                        | INR 3,75,000   | INR 37,500 (10%)                                             | INR 3,37,500                       |
| 26-40                        | INR 4,80,000   | INR 48,000 (10%)                                             | INR 4,32,000                       |
| 41-50                        | INR 5,00,000   | INR 50,000 (10%)                                             | INR 4,50,000                       |
| 51 to 60                     | INR 5,40,000   | INR 54,000 (10%)                                             | INR 4,86,000                       |
| 61 to 70                     | INR 5,60,000   | INR 56,000 (10%)                                             | INR 5,04,000                       |

# Privileges of Corporate Participation

## BRAND VISIBILITY & RECOGNITION

- Company name printed on runner bibs for teams
- Shout-out on event's social media platforms along with that of Impact360 and Procam International
- Company Name along with the NGO supported to be featured on the Charity Corridor banner on the race route
- Featured in Wall of Change and Media Centre at the Get Active Expo



Top 3 to be invited at Philanthropy press meet

Top 5: Featured in VIP ProcamMarquee

Top 10: Featured on race day Corporate Leaderboard in Sony Live

Top 3 CXOs invited to VIP Marquee

## RACE DAY PRIVILEGES



Regular pre-race communication and updates from Impact360.

01



Employee engagement in Corporate Tent at the venue

02



Company name and supported NGO acknowledged inside the tent.

03



Interactive activities like games, Zumba, art & craft, photo booths, team challenges, and refreshments.

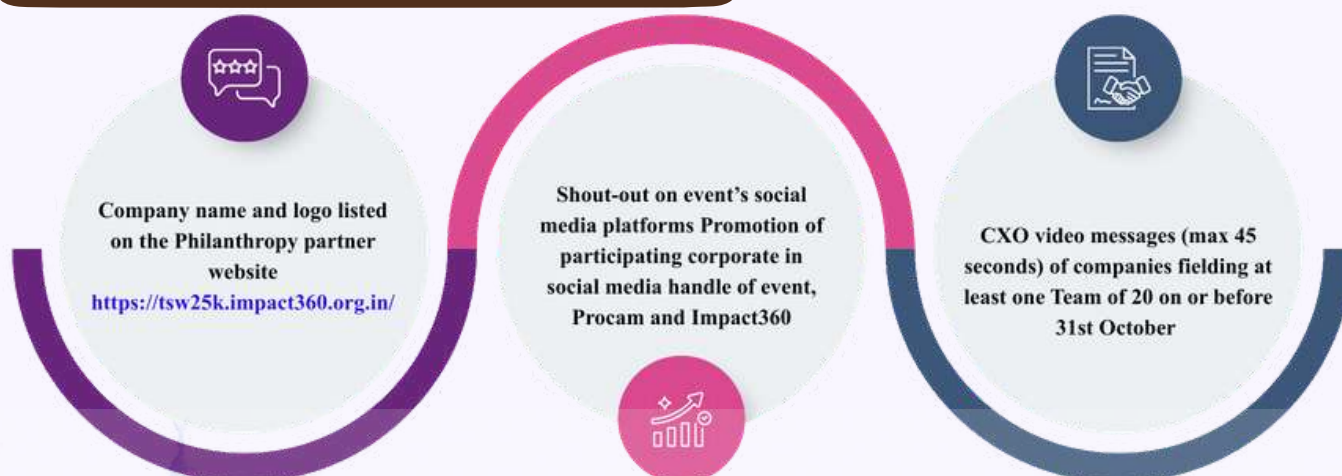
04



Priority line-up for Ananda Run corporate participant

05

## DIGITAL & MEDIA COVERAGE



## RECOGNITION & REWARDS



## Get Benefits Post Event

-  **Volunteering Initiatives** Organize volunteering opportunities for continued support
-  **NGO Visits** Visit NGOs and interact with beneficiaries directly.
-  **Tax Certificate** Issue tax exemption certificates for donations like 10BE and 80G
-  **Utilization Certificate** Know the utilization of your donation
-  **Fund Report** Provide a detailed report on fund utilization

## Important Points & Donation Guidelines

01

The donation amount does not include the run registration fee for individual team members.

02

These fees must be paid separately and directly to the Event Promoter – Procram International Pvt. Ltd.

03

Participation slots will only be confirmed upon receipt of both the donation and run registration fees.

04

For NGOs supported by corporates and receiving donations directly into their bank account (via online/offline modes) are required to pay 10% (administrative cost) of the upfront donation amount to Impact360 Foundation as a administrative cost. For Donations via the Philanthropy Platform (<https://tsw25k.impact360.org.in/>) the amount is transferred to the NGO after deducting the 10% administrative cost.

05

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

06

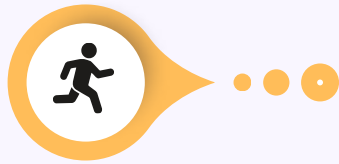
Corporate Team slots are allocated strictly on a first-come, first-served basis, and are subject to availability within each race category.

07

Procram & Impact360 foundation reserves the right to notify companies in advance if:

- Slots in a particular race category are no longer available.
- The number of participants needs to be limited in that category.

## Important Dates



**FRIDAY**  
**20<sup>TH</sup> NOVEMBER 2026**

**Last date for corporates to submit  
their teams to process their  
registrations.**



**SATURDAY**  
**21<sup>ST</sup> NOVEMBER 2026**

**Final date for companies to pay  
run registration fees to Procarn  
International**

## Individual Fundraisers

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 fundraising page on the <https://tsw25k.impact360.org.in/>

## Five Steps to start Your Fundraising Journey

1

Visit: [tsw25k.impact360.org.in](https://tsw25k.impact360.org.in)

Click Individual/ Institute Registration under “Register”

Fill the form and submit and receive your Login ID & Password

2

3

Impact360 Foundation approves your page and it goes live

Share your page link with friends, family, and colleagues and also circulate in social media,

WhatsApp, email, etc. to collect to raise funds through the donate button in the page.

Contributions can also be made via cheque, demand draft (DD) payable to Impact360 Foundation, or through direct bank transfer to the Foundation’s account.

4

5

All the donation whether online or offline will be regularly updated in the individual’s campaign page

## Fundraiser Levels/ Types of Individual Fundraisers

| Fundraiser Level                                                                  | Min. threshold of funds raises | Impact360's Retention Amount* | Impact360's Retention Amount# |
|-----------------------------------------------------------------------------------|--------------------------------|-------------------------------|-------------------------------|
| <i>Young Leader<br/>(Below 18 years<br/>(born on or after 20th December 2008)</i> | INR 50,000 and above           | 7%                            | 5%                            |
| <i>Change Initiator</i>                                                           | INR 50,000 to INR 9,999        | 7%                            | 5%                            |
| <i>Change Maker</i>                                                               | INR 100000 to INR 149999       | 7%                            | 5%                            |
| <i>Change Creator</i>                                                             | INR 150000 to INR 249999       | 7%                            | 5%                            |
| <i>Change Ambassador</i>                                                          | INR 2,50,00,00 and more        | 7%                            | 5%                            |

\* Inclusive applicable payment gateway charges made through credit card in <https://tsw25k.impact360.org.in/>

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

## Benefits of Participating as Individual Fundraiser in Tata Steel World 25K

|                                                                             | Young Leader/Change Initiator<br>INR 50,000 to INR 99,999 | Change Maker<br>INR 1,00,000 to INR 1,49,999 | Change Creator<br>INR 1,50,000 to INR 2,49,999 | Change Ambassador<br>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*                         | ✓                                                         | ✓                                            | ✓                                              | ✓                                          |

|                                                           | Young Leader/Change Initiator<br>INR 50,000 to INR 99,999 | Change Maker<br>INR 1,00,000 to INR 1,49,999 | Change Creator<br>INR 1,50,000 to INR 2,49,999 | Change Ambassador<br>INR 2,50,000 and more |
|-----------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------|------------------------------------------------|--------------------------------------------|
| 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 31st October 2026**.

\*\* To avail a **personalised 6-digit bib number**, the fundraiser must share their chosen number with Impact360 by **31st October 2026** (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 mementoes, 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 10th January, 2027**

## Important Dates

|                                                               |                                              |                                          |                                         |
|---------------------------------------------------------------|----------------------------------------------|------------------------------------------|-----------------------------------------|
| Registration & Start of fundraising through Impact360 website | Fundraising deadline for race day privileges | Last Date for Run Registration           | Last date for fundraising               |
| Monday<br>1 <sup>st</sup> June 2026                           | Saturday<br>31 <sup>st</sup> October 2026    | Friday<br>20 <sup>th</sup> November 2026 | Sunday<br>10 <sup>th</sup> January 2027 |

## Top-Up Donations

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:



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



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

Funds from the Common Pool will be equitably distributed amongst NGOs that raise a minimum of 25,000 in TSW25K till 10th January, 2027

### 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 of which Impact360 would keep 3% as administrative cost. The remaining 92.28% will be disbursed to qualifying NGOs.
- Only Indian residents residing in India are eligible to make top-up donations.

| Entity                         | Deduction %  | Purpose                       |
|--------------------------------|--------------|-------------------------------|
| Procam International Pvt. Ltd. | 4.72%        | Payment gateway & processing  |
| Impact360 Foundation           | 3.00%        | Retention/Administrative Cost |
| <b>Total</b>                   | <b>7.72%</b> |                               |

## Charity Bibs

Charity Bibs are special, limited-entry running slots reserved exclusively for NGOs participating in the Tata Steel World 25K Kolkata 2026, 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.

### How to raise funds through charity bibs?

1

NGOs can request their required number of Charity bibs of different race categories to Impact360.

2

Impact360 would provide the NGOs the codes of charity bibs. Once the NGOs get the code for charity bibs, they can sell it at the defined or even higher amount to the prospective runners.

The donor have to make an online payment in the donate button of the NGO in the <https://tsw25k.impact360.org.in/ngo-listing/>. The NGO then gives the code to the runner for registering at the Procam site.

3

Alternatively the donor can buy the charity bib directly from Impact360 by registering at <https://tsw25k.impact360.org.in/charity-bib/>. Once the payment is made, Impact360 would provide code to register at the Procam site for running in TSW25K.

4

Impact360 retains 10% of the donation as administrative cost.

5

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

6

The runners would collect their charity bibs at the Impact360 stall in Expo event held for 2 days before the race day.

## Important Points:

**01**

All allocations are on a first-come, first-served basis & subject to availability of running places.

**02**

All donations are non-refundable.

**03**

Charity Bibs are distributed by Impact360 on behalf of Procum International Pvt. Ltd.

**04**

Entry is only confirmed once donation is made and all event rules of the chosen race category are fulfilled by the runner.

**05**

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 4000  | INR 4000 | INR 4500 |
| Ananda Run    | INR 2000  | INR 2000 | INR 2500 |

## How to participate/run in TSW25K through Charity Bib

- Visit the Philanthropy Platform
- Click on 'Charity Bib' under 'Register' <https://tsw25k.impact360.org.in/charity-bib/>
- Fill in all the details including the bib type for the race category you want to participate and the NGO you want to support
- Make Your Donation through
  1. Online through the donation button in the NGO page <https://tsw25k.impact360.org.in/ngo-listing/>
  2. Offline: NEFT / Cheque / DD (Payable to Impact360 Foundation)
  3. 10% platform fee retained by Impact360 for philanthropic support
- Impact360 will share the Charity Bib Code via email

- Visit the Procam TSW25K event site and register Immediately using the charity bib code given by Impact360. The code has to be used before the deadline

Note:

- Registration is subject to availability
- No refunds for missed registration

- Collect Your Running Bib at the Impact360 counter at the Event Expo held for 2 days before race day.

## Sports Clubs/Run Clubs/Puja Pandal Committee/Highrise Societies

The Tata Steel World 25K Kolkata provides a unique platform for NGOs to raise funds through institutes and communities and is not just a race — it's an opportunity to turn your club's energy into impact. Through a dedicated fundraising campaign, they can go beyond participation and make a meaningful impact on the NGO they choose to support.

Running clubs can play a surprisingly powerful role in fundraising for events like Tata Steel World 25K Kolkata, because they bring together committed runners, social networks, and a culture of purpose-driven participation. The key is to move beyond just “running” and turn clubs into community fundraisers and ambassadors.

Durga Puja pandals can become high-impact fundraising hubs for Tata Steel World 25K Kolkata because they attract mass footfall, emotional engagement, and community participation—all ideal conditions for giving.

High-rise gated communities are ideal for structured, high-value fundraising because they combine affluent residents, strong internal networks, and organized management systems. If approached well, they can become mini fundraising ecosystems for Tata Steel World 25K Kolkata.

## Important Dates



**1** **Durga Puja** celebrates togetherness, compassion, and service to society. By partnering with TSW25K, your puja committee can help transform the goodwill of thousands of visitors into meaningful impact. Every contribution—big or small—supports a shared community goal while showcasing your pandal's commitment to social responsibility.

## Why Should Puja Pandals Participate in TSW25K?

### Contribute to Local Development

**01** Highrise/Gated communities can support a local NGO that can work for a local cause of that area viz education of children, environment, health & hygiene, animal care etc and thus contribute to local development.

### Community impact

**02** Durga Puja is rooted in community service and collective participation. Supporting TSW25K allows pandals to extend that spirit beyond the festival by contributing to a meaningful cause.

### Social responsibility

**03** Participation demonstrates the puja committee's commitment to giving back, which can strengthen its reputation among devotees, local residents, and sponsors.

### Public engagement

**04** Visitors often appreciate opportunities to support a worthy cause while attending the festival. A well-organized fundraising campaign can increase engagement without disrupting the celebrations.

### Volunteer opportunities

**05** Members of the puja committee, especially younger volunteers, can develop organizational and leadership skills by participating in a structured fundraising effort.

### Collective achievement

**06** If multiple pandals participate, the campaign can create a city-wide movement where each contribution adds to a larger shared goal.

### Branding & Promotion

**07** Social Media Promotion by Impact360 Foundation in association with TSW25K and Procam International.

### Recognition & Rewards

**08** The participating pandals will get recognized through acknowledgements in social media mentions. All participating pandals will get certificate of appreciation and Top 3 gets awarded for “**TSW25K Shera Social Impact Pujo Award**”.

### Accountability & Transparency

**09** The NGO will provide an implementation & impact report

## How to Raise Funds Through Puja Pandals?

### 01 Become the Pandal's Official Cause Partner

Partner with the a local/any other puja committee to make TSW25K the pandal's featured social initiative for the festival.

### 02 Support provided by Puja Committee

For the ensuing puja days, the pandal will provide a small space for a fundraising kiosk at the puja premises and make announcements for visitors to support the cause. The NGO will distribute awareness material and raise funds through QR code or donation links at the booth. Show live fundraising status-the target vs the achieved

### 03 Engagement activities by NGO:

- Conduct cleanliness/dengue/malaria drive in monsoon season.
- A Sunday morning walk with tea for the senior citizens of the locality
- Conduct Children's art competitions, dhunuchi dance, quiz, games, cultural performances, photo booth/selfie zones on the puja days. Complimentary 5K Ananda run in TSW25k.

### 04 Accountability & Transparency

Impact360 Foundation & NGO will announce the funds raised through the stall with the number of donor

## 2 Highrise/Gated Communities

A strong community is measured not only by how well its residents live together, but also by the positive impact they create beyond their walls. By supporting TSW25K, your community can transform everyday participation into meaningful change. Every household, every contribution, and every volunteer helps build a larger movement.



#### Contribute to Local Development

Highrise/Gated communities can support a local NGO that can work for a local cause of that area viz education of children, environment, health & hygiene, animal care etc and thus contribute to local development.

Even small contributions from many households can add up to significant support for a social cause.

#### Make a collective difference

#### Strengthen community spirit

A shared fundraising campaign encourages residents to work together around a common purpose, fostering connections across the community.

Participating allows residents to contribute to broader social impact, extending the community's values beyond its own neighbourhood.

#### Support a cause beyond the community gates

#### Encourage volunteering

Residents of all ages can contribute by organizing events, volunteering, or helping spread awareness, not just by donating.

Involving families in fundraising can help teach values such as empathy, generosity, and civic responsibility.

#### Inspire children and young people

#### Showcase community leadership

Communities that participate can be recognized for their contribution, inspiring other residential complexes to join and amplifying the overall impact.

Social Media Promotion by Impact360 Foundation in association with TSW25K and Procam International.

#### Branding & Promotion

#### Recognition & Rewards

The participating pandals will get recognized through acknowledgements in social media mentions. All participating pandals will get certificate of appreciation and Top 3 gets awarded for "TSW25K Shera Social Impact Highrise Award".

The NGO will provide the details of donation raised, implementation & impact report to the resident welfare society.

#### Accountability & Transparency

## How to Raise Funds Through Highrise Buildings?

#### Step 01

· Become the "Celebration with a Cause" Partner of a local/any other Highrise gated society to make its featured social initiative for the festival.

#### Step 02

· Allow the NGO to put up a stall/kiosk in Puja Ananda Mela of food festivals in complex or allow them to put up a stall for selling items made by beneficiaries/artisans like clothes, artifacts, handicrafts, food items etc.

#### Step 03

Inform the residents about the NGO, its objective of raising funds and the involvement of the complex through notices or community gate apps.

#### Step 04

· Set up digital donation QR codes in common areas and during community events for residents to make payments.

#### Step 05

Allow the NGO run a "Donate ₹100" or similar campaign to encourage broad participation.

## Engagement activities by NGO:

01

Conduct cleanliness/dengue/malaria drive in monsoon season for the complex/locality

02

A Sunday morning walk with tea for the senior citizens of the complex

03

Conduct Children's art competitions, dhunuchi dance, quiz, games, cultural performances, photo booth/selfie zones on the puja days.

04

Complimentary 5K Ananda run in TSW25k

3

### School/Colleges

Students have the power to create change far beyond the classroom. By raising funds for TSW25K, you can transform your creativity, teamwork, and enthusiasm into meaningful impact. Every event you organize, every conversation you start, and every contribution you inspire helps build a stronger community

## Why Should schools/colleges Participate in TSW25K?



01

### Create real-world impact

Students can contribute to a meaningful cause and see how collective action can improve lives.



02

### Develop leadership skills

Organizing fundraising campaigns, events, and awareness drives builds leadership, teamwork, communication, and project management experience.



03

### Learn social responsibility

Fundraising helps students understand the importance of giving back and being active members of their communities.



04

### Turn ideas into action

Students can use their creativity to organize events such as sports competitions, cultural festivals, quizzes, bake sales, or online campaigns that raise both funds and awareness.



05

### Build a sense of achievement

Knowing that their efforts directly supported TSW25K can be a rewarding experience and inspire continued community involvement.



06

### Strengthen school or college culture

Working together toward a shared goal fosters collaboration across classes, clubs, and student organizations.



07

### Enhance extracurricular profiles

Participation in fundraising and community service can strengthen resumes, scholarship applications, and university applications by demonstrating initiative and civic engagement.



08

### Inspire others

Students often influence their families, friends, and local communities, helping TSW25K reach a wider audience.



09

### Branding & Promotion

Social Media Promotion by Impact360 Foundation in association with TSW25K and Procam International.



10

### Recognition & Rewards

The participating school/college/students will get recognized through acknowledgements in social media mentions. All participating school/college/student will get certificate of appreciation and Top 3 school/college gets awarded for “TSW25K Shera Social Impact Educational Institute Award”.



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### Accountability & Transparency

The NGO will provide the details of donation raised, implementation & impact report to the school/college authority.

## How to Raise Funds through Schools/Colleges?

1

Students can register as individuals, supporting any NGO of their choice and raise funds and become a young leader or a changemaker.

2

Schools/Colleges can register as an institute and conduct a donation drive for running for a cause in TSW25K

3

Conduct a fun fiesta/music/youth/food festival and donate the raised funds to the NGO

4

Allow the NGO to put up a stall/kiosk in fun fiesta/ music/food festivals of school/college or allow them to put up a stall for selling items made by beneficiaries/artisans like clothes, artifacts, handicrafts, food items etc.

**5** Raise funds through its Alumni Group

**6** Inform the residents about the NGO, its objective of raising funds and the involvement of the complex through notices or community gate apps.

**7** Set up digital donation QR codes in common areas and during community events for residents to make payments.

**8** Allow the NGO run a "Donate ₹100" or similar campaign to encourage broad participation.

## Engagement activities by NGO:

Conduct cleanliness/dengue/malaria/WASH drive in monsoon season for the school/college/locality along with the students

Session on future ready skills

Provide volunteering opportunities for the students

Conduct quiz, games etc for the students.

Complimentary 5K Ananda run in TSW25k

## Benefits of Participating as Individual Fundraiser in Tata Steel World 25K

| Running Club/Sporting Club/Puja Pandal/Highrise Society                     | INR 50,000 to INR 99,999 | INR 1,00,000 to INR 1,49,999 | INR 1,50,000 to INR 2,49,999 | INR 2,50,000 and more |
|-----------------------------------------------------------------------------|--------------------------|------------------------------|------------------------------|-----------------------|
| Fundraising page on Impact360 website                                       | ✓                        | ✓                            | ✓                            | ✓                     |
| Promotion on Impact360 social media                                         | ✓                        | ✓                            | ✓                            | ✓                     |
| Mention in the Philanthropy section of event website <sup>##</sup>          | ✓                        | ✓                            | ✓                            | ✓                     |
| Highlighted on rotating banner on the Philanthropy section of event website |                          |                              |                              | ✓                     |
| Banner on the Impact360 website homepage                                    |                          |                              |                              | ✓                     |
| Complimentary Ananda run registration for 10 members                        | ✓                        |                              |                              |                       |
| Complimentary 10K run registration for 5 members                            |                          | ✓                            | ✓                            |                       |
| Complimentary 25K registration for 5 members                                |                          |                              |                              | ✓                     |

| Running Club/Sporting Club/Puja Pandal/Highrise Society             | INR 50,000 to INR 99,999 | INR 1,00,000 to INR 1,49,999 | INR 1,50,000 to INR 2,49,999 | INR 2,50,000 and more |
|---------------------------------------------------------------------|--------------------------|------------------------------|------------------------------|-----------------------|
| Name of Institute and NGO on the Bib                                | ✓                        | ✓                            | ✓                            | ✓                     |
| Featured on the Philanthropy Wall of Change at the Get Active Expo* | ✓                        | ✓                            | Special feature              | Special feature       |
| Invite to Procam Marquee or Grandstand*                             | For Self                 | For Self                     | Self + 1                     | Self + 2              |
| Race day digital photo**                                            | ✓                        | ✓                            | ✓                            | ✓                     |
| Meet & Greet International Ambassador                               |                          |                              | ✓                            | ✓                     |
| 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**                                 | 3                        | 3                            | 5                            | 5                     |

## CATEGORY WISE RETENTION AMOUNTS OF IMPACT360 FOUNDATION

| Category                                                                                                                       | Administrative Cost |
|--------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Direct donations on NGO Pages                                                                                                  | 5%                  |
| Corporate Participation                                                                                                        | 10%                 |
| Individual Fundraisers –<br>- Young Leaders<br>- Change Initiator<br>- Change Maker<br>- Change Creator<br>- Change Ambassador | 5%                  |
| 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.

## 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

All donations from any channel will be entitled for 10BE/80G 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

## 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.

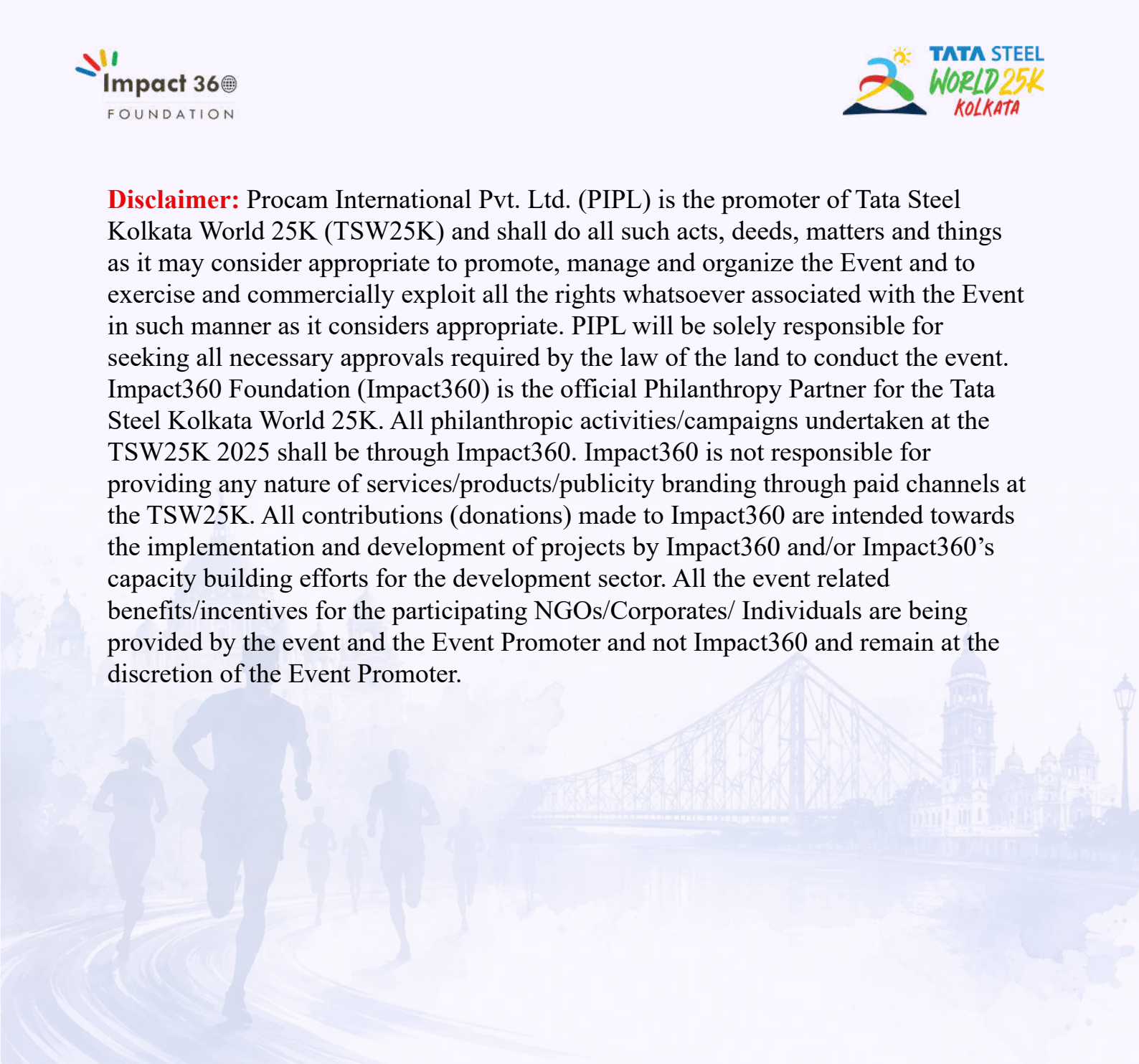
Awards Presented at the TSW25K 2025 Philanthropy Award Night:

|    |                                                      |    |                                                                           |
|----|------------------------------------------------------|----|---------------------------------------------------------------------------|
| 01 | Top 3 fundraising NGOs                               | 04 | Top 3 Contributing Corporates                                             |
| 02 | Top 3 Highest Fundraising Individuals                | 05 | Top Fundraising Running Club (where fundraised a minimum of INR 1,00,000) |
| 03 | Top 3 Highest Fundraising Young Leader               | 06 | Top 3 Highest Fundraising Puja Pandal                                     |
| 07 | Top 3 Highest Fundraising High Rise Building Society |    |                                                                           |

**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.

**CONTACT US >>**

 **Impact 360 Foundation**  
**FE 68, Sector III, Salt Lake -**  
**700106, Kolkata**

 **tsw25k@impact360.org.in**

 **9903894994, 8436063099**