

Philanthropy Partner



# VEDANTA DELHI HALF MARATHON 2025

## Philanthropy Structure



**20<sup>th</sup> Edition**

*Run for a Cause*

**#BreakingBarriers**

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# The Philanthropy Structure: How to use this document

The Philanthropy Structure developed for the 2025 edition of the Vedanta Delhi Half Marathon (VDHM) offers a comprehensive roadmap to harness the full philanthropic potential of the event. Designed to empower NGOs, the document outlines key fundraising opportunities, important dates, and a clear explanation of the Charity Bib allocation system. It also details the processes for both individual and corporate registrations through philanthropic participation, highlighting the privileges and benefits available to each category. By providing structured guidance and transparent processes, this document serves as a vital resource for registered NGOs to strategically plan and maximize their fundraising efforts. In addition to this, Lakshyaa will provide step-by-step support to all participating NGOs, ensuring they are equipped with the tools, guidance, and mentorship needed to meet and exceed their fundraising goals through the VDHM platform.

# Introduction to VDHM 2025



*Vedanta Delhi Half Marathon: Not just a Run, but a Shared Mission of bringing about Meaningful Change!*

Since 2005, the **Vedanta Delhi Half Marathon (VDHM)** has grown beyond a race; it has become a movement that brings together a nation. Recognized globally as the World’s Most Prestigious Half Marathon and the only half marathon in India to be honored with the World Athletics Gold Label, VDHM is a powerful symbol of national unity, resilience, and transformation. Every year, thousands of feet hit the streets of Delhi, breaking barriers of age, gender, background, and ability. The event pulses with the energy of a **shared dream**; to build a healthier, stronger, more compassionate India. VDHM truly represents the collective heartbeat of a nation on the move.

More than just a sporting event, it has emerged as one of India’s largest philanthropy platforms. So far, over **₹81.24 crore** have been raised by **280+ NGOs**, powered by individual fundraisers and corporate partners. From encouraging healthier lifestyles to uniting the country, the VDHM remains a powerful symbol of Delhi’s vibrant heartbeat, 19 years and counting!

## **Race Categories flagged on Race Day (Sunday, 12th October 2025)**

| Category                  | Distance         | Age Criteria   |
|---------------------------|------------------|--|
| Half Marathon (HM)        | 21.097 KM        | Above 18 years   |
| Open 10K                  | 10 KM            | Above 15 years   |
| Great Delhi Run (GDR)     | 4.5 KM (approx.) | Above 12 years   |
| Senior Citizen’s Run      | 2.5 km (approx.) | Above 60 years   |
| Champions with Disability | 2.5 km (approx.) | PwD Participant – above 12 years<br>Buddy – above 18 years |

## Introduction to Event's Philanthropy Partner: Lakshyaa

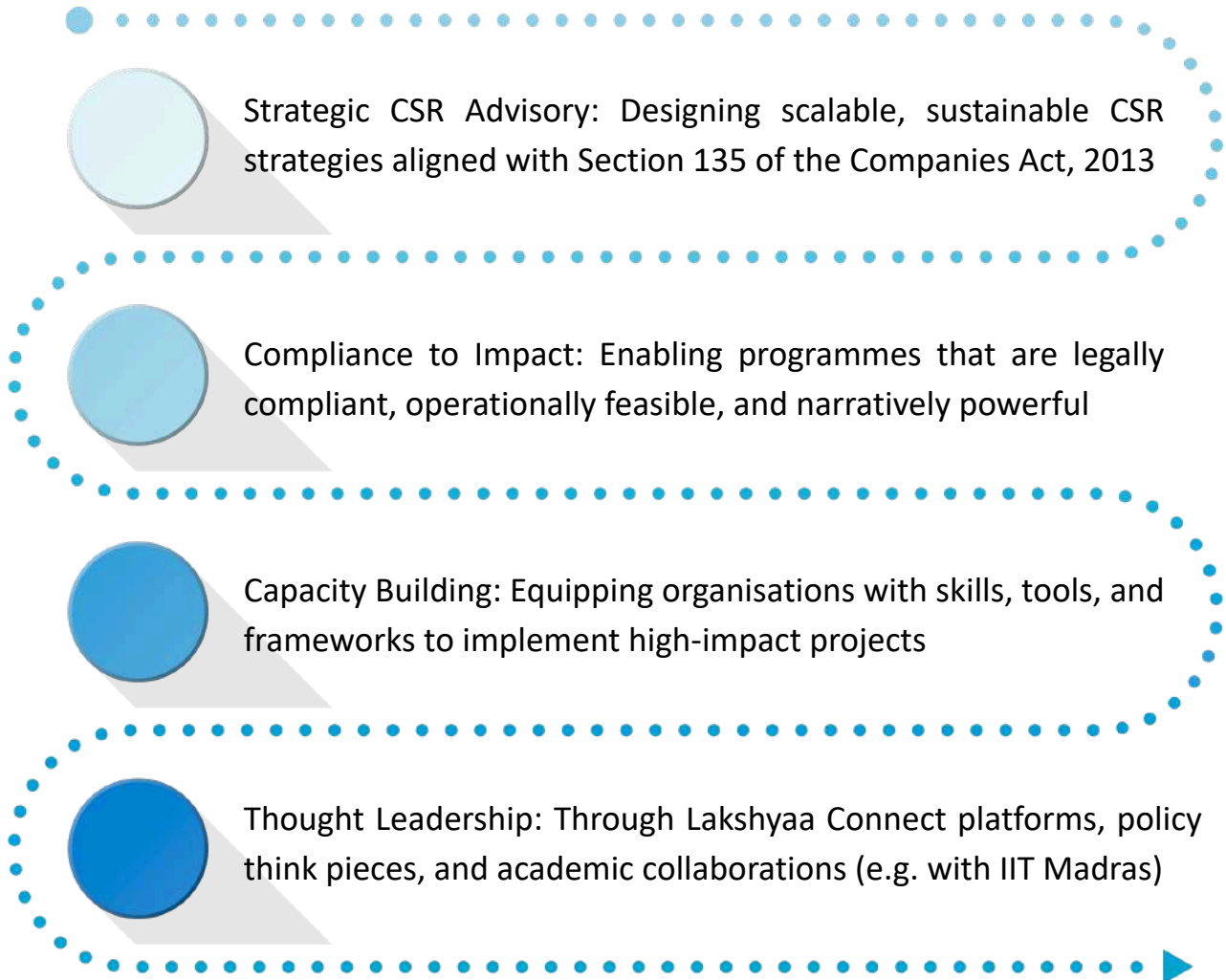
For the first time, Lakshyaa joins the Vedanta Delhi Half Marathon (VDHM) as its official Philanthropy Partner, bringing with it its powerful legacy of enabling impact with integrity. A trusted strategy, training, and advisory firm in the development sector, Lakshyaa is known for building bridges between diverse stakeholders - governments, corporates, civil society, academia, entrepreneurs, and communities, to co-create solutions that are scalable, sustainable, and measurable.

With over a decade of experience in policy, implementation, and social innovation, Lakshyaa convenes, co-creates, and catalyzes. Its belief in the power of partnerships drives its mission to convert intent into action and compliance into real impact.

Lakshyaa is dedicated to catalysing meaningful, compliant, and collaborative change through impactful Philanthropy, CSR, and development sector initiatives. It excels in designing engagement models that bring together:



## Core Areas of Work



Lakshyaa is led by Mr. Nikhil Pant, former Chief Programme Executive at the National Foundation for CSR (IICA, Ministry of Corporate Affairs). Its multidisciplinary team brings rich experience in:

- ▶ Philanthropy Enablement in Indian context
- ▶ CSR policy and Governance
- ▶ Sustainable Development Goals
- ▶ Grant Design and Management
- ▶ Impact Assessment
- ▶ Digital Strategy and Storytelling
- ▶ Training and Knowledge Development

# NGO Participation

Participating in the Vedanta Delhi Half Marathon (VDHM) offers NGOs a powerful platform to amplify their impact, engage a broader audience, and accelerate their mission. Through a dedicated microsite page, social media features, and seamless integration of visibility through the Event, NGOs stand to gain enhanced exposure that can significantly boost awareness and support. Additionally, the opportunity to attend exclusive CSR-focused workshops further empowers NGOs to deepen their understanding of corporate partnerships and sustainability strategies.

With comprehensive guidance on outreach, fundraising, and social media, VDHM equips NGOs with the tools needed to scale their efforts, foster meaningful networking, long-term collaborations, and stakeholder engagement. By participating in VDHM, with Lakshyaa’s support, NGOs not only contribute to nation-building but also become key enablers in creating an ecosystem for sustainable change and inclusive development across India.

## NGO Participation Service Fee

The participation service fee for all NGOs will be based on their previous year's turnover:

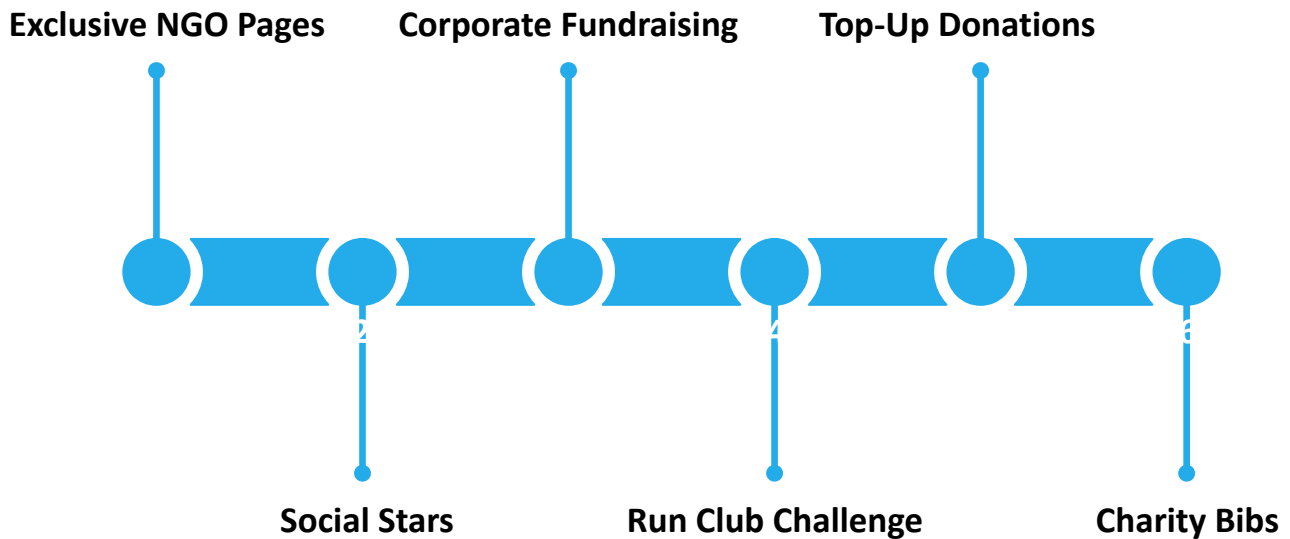
|                | Last Year Turnover | Participation Service Fee |
|----------------|--------------------|---------------------------|
| <b>Group 1</b> | Below ₹5cr.        | ₹4,500/-                  |
| <b>Group 2</b> | ₹5cr - ₹10cr.      | ₹8,500/-                  |
| <b>Group 3</b> | Above ₹10cr.       | ₹12,500/-                 |

*Please note: the above amounts are inclusive of GST.*

### Benefits to Participating NGOs

- ◆ Dedicated page for each NGO on the Lakshyaa-VDHM microsite.
- ◆ Select Cause led impact stories of NGOs will be featured on the VDHM and Lakshyaa social media platforms (the content will be provided by the respective NGO).
- ◆ Logo/name on the Charity Corridor along the race route to be eligible, an NGO needs to have fundraised a minimum of ₹25,000 by 26th September 2025.
- ◆ Top 10 fundraising NGOs will be showcased on Live Telecast (to determine the top NGOs only funds raised by 19th September 2025, including cheques/DD cleared in bank accounts will be considered)
- ◆ Exclusive workshops on varied topics including creating campaigns and content, social media tools, Corporate Social Responsibility and Section 135, empowering NGOs to harness the full potential of CSR in India, etc.
- ◆ Along with step-by-step guidance and support, Lakshyaa will be providing outreach strategy, fundraising strategy and social media toolkit to all the partner NGOs (free downloadable material on the Lakshyaa-VDHM microsite).
- ◆ NGO partners supported by corporate donors will be granted access to the corporate tent for interaction and engagement on event day improving your chances for networking, better stakeholder management and long term relationship building - one representative per NGO.
- ◆ NGO partners who have more than 25 participants running in GDR (registered as a group) will be given access to the event venue to interact with their runners.

## 6 Ways for an NGO to Raise Funds at VDHM 2025



### 1. Exclusive NGO Pages

On successfully registering with Lakshyaa for VDHM, each NGO gets a unique personalized page on the Lakshyaa-VDHM website. The page displays details on the NGO, its appeal, contact details, the previous year's fund utilisation (if applicable), the total amount raised, the fundraisers supporting the NGO, and the NGO's privilege level.

**The main features of NGO pages are:**

#### About NGO

This section allows the NGO to share detailed information about itself, including the broad vision of the organization and how this vision aligns with fundraising through VDHM. This helps potential donors assess the NGO's credentials and credibility.

## Appeal to Raise Funds

Here, the NGO can add a catchy appeal to inspire fundraising support, encouraging both corporate and individual donors to contribute to their cause.

## Causes

This section lists the broad causes the NGO works on or has expertise in. It allows potential donors to choose the specific cause they would like to support through their donation.

## Individual Fundraising

All individual fundraisers supporting the NGO are listed here. Potential donors can visit any fundraiser's page to donate to their campaign. Having fundraiser pages improves the credibility of the NGO as these individuals are ambassadors of the excellent work NGOs do and help raise awareness for their cause.

## Donation Button

A dedicated donation button enables online contributions to the NGO via the Lakshyaa website. Donors can choose to make their names public, or they can keep it anonymous as per their convenience which will then be displayed.

**Donation Receipts:** All donations received on Lakshyaa-VDHM Microsite will be automatically disbursed to the NGOs based on the time taken by Razor Pay. Lakshyaa will support and work with NGOs to issue donation receipts as applicable within 10 working days from the date of receipt of funds. Lakshyaa will also provide GST invoice and TDS certificate against the service fee charged by Lakshyaa wherever applicable. Form 10BE certificates will be sent by NGOs directly to the donors before 31 March 2026 for the donations received for FY 2025-26.

## Picture Gallery

NGOs can showcase pictures/videos highlighting their work. If the NGO has participated at the VDHM in any of its previous editions, it can also include these photos/videos.

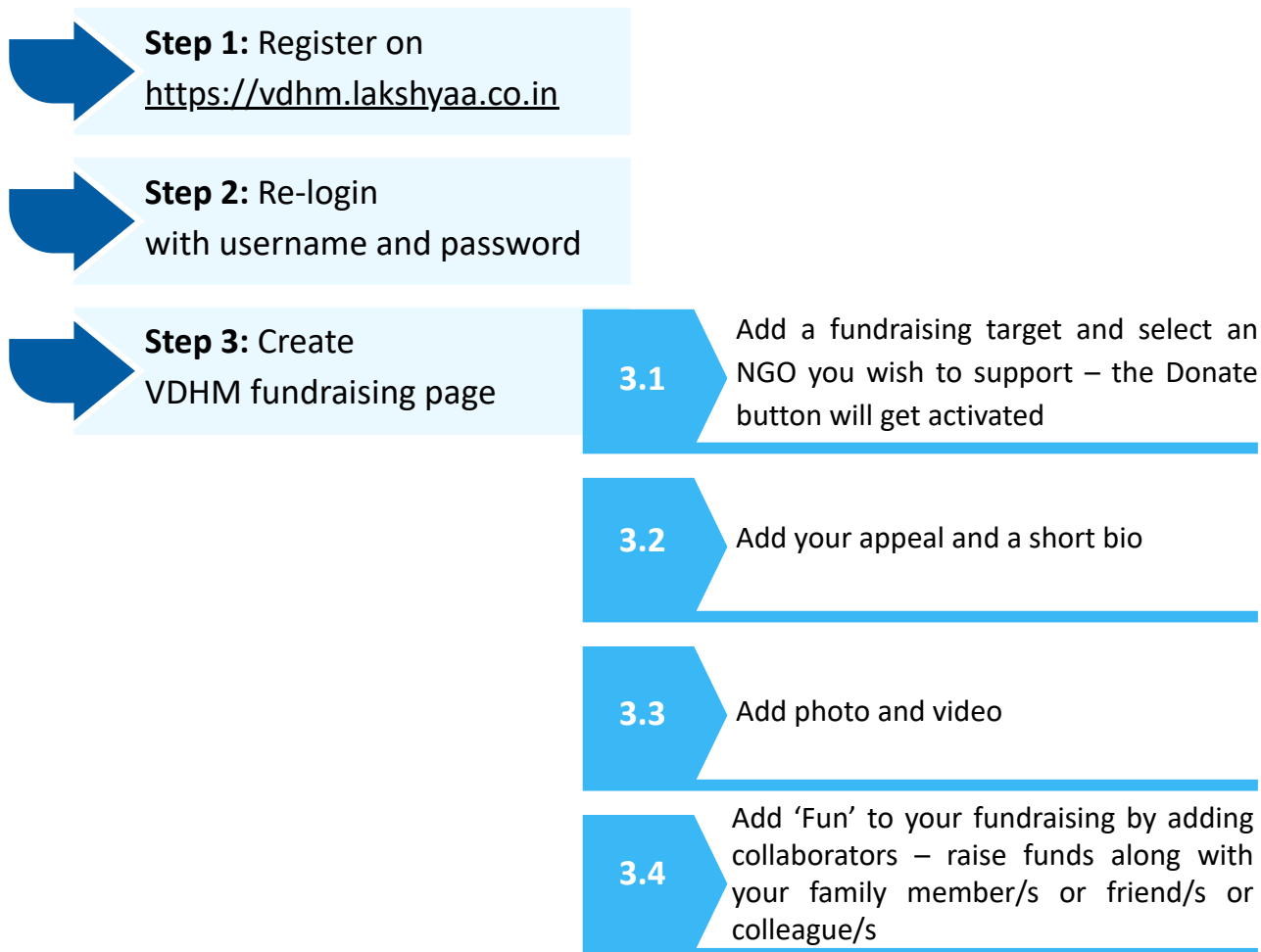
### Service Charges of Lakshyaa:

7.25% of all online donations made on <https://vdhm.lakshyaa.co.in/> shall be retained by Lakshyaa as the event's philanthropy partner for its capacity development initiatives and support provided to registered NGOs as part of their engagement in the event. Of all donations made through the said website, 92.75% goes directly to the NGOs, as Lakshyaa covers all the capacity development cost, platform charges, payment gateway charges and applicable taxes. In case of offline/direct donations to the NGO, the service fee for Lakshyaa will be 4.75%.

## 2. Social Stars

Social Stars are individuals who get involved with their chosen NGOs in a meaningful way through and support and raising funds. They are vital to the philanthropic efforts at VDHM. Any individual (who may or may not be running at the VDHM) can invite donations for an NGO by creating a fundraising page on the Lakshyaa-VDHM microsite and reach out to their friends, family, and networks. This is a unique opportunity for anyone who wants to support a cause they care about and inspire others to give, driving meaningful social impact. It's a simple yet powerful way to contribute to nation-building and support sustainable development.

## Process to Become a Social Star



## Modes of Raising Funds

| <b>Online</b><br>(On <a href="https://vdhm.lakshyaa.co.in">https://vdhm.lakshyaa.co.in</a> ) | <b>Offline</b><br>(Social Stars have the option to raise funds through offline means.)  |
|--|---|
|  | <ol style="list-style-type: none"> <li><b>1</b> Enter Cheque/DD/NEFT details (issued in favour of NGO of your choice) at the backend in the fundraiser's page (Fundraiser Dashboard &gt; VDHM Donations &gt; Add Offline Donations &gt; Enter Cheque/DD &gt; donor details)</li> <li><b>2</b> Lakshyaa will update the offline donation amount on the fundraiser's page once the cheque / DD has been confirmed to be realised in NGOs bank account and the NGO has transferred the service charge of 4.75% for offline donation transactions to Lakshyaa.</li> </ol> |

**Important:** Unless otherwise specified in this document, all funds raised at the VDHM 2025 must be only through the Event's Philanthropy Partner – Lakshyaa.

## Types of Social Stars

### Young Stars

Young philanthropists play a vital role in shaping a more inclusive, compassionate, and forward-thinking society. With fresh perspectives, innovative ideas, and a deep sense of social responsibility, they are redefining how change is created and sustained. They often combine advocacy, entrepreneurship, and technology to address complex challenge; from climate action to education equity. Their passion not only brings new energy to the philanthropic landscape but also inspires peer engagement, driving a culture of giving among the next generation.

An individual fundraiser under the age of 18 years (as of the race date) is **VDHM's Young Star**. Furthermore, when a Young Star fundraises a minimum of ₹75,000 for a chosen NGO (**Eligible Young Stars**), such Young Star is eligible for following privileges:

- ◆ Non-transferable **participation\*** for self and one guardian in the **Great Delhi Run** (subject to bib availability). Event fees and rules apply.
- ◆ An official **commendation certificate** from Procam International and Lakshya recognising the efforts of the Young Star.
- ◆ The **top 10 recognized** on LinkedIn and Instagram by Lakshya and VDHM.
- ◆ Top 5 Eligible Young Stars (raising the minimum threshold by 26<sup>th</sup> September 2025), will be featured on **Wall of Stars** in the Expo and Media Center.
- ◆ The top 5 Eligible Young Stars (raising the minimum threshold by 26<sup>th</sup> September 2025), will be invited to attend the **Philanthropy Press Meet** during race week.
- ◆ The top 10 will receive a **signed memento from the International Event Ambassador**.

- ◆ Top 5 Young Stars invited to the **Philanthropy Awards** post-event.
- ◆ Other privileges depend on the fundraiser level achieved (see below).
- ◆ Eligible Young Stars who achieve the Change Initiator level or higher will receive an additional pass to attend the **Philanthropy Awards** post-event.
- ◆ **Volunteering Opportunities** - The top 10 Young Stars will be offered volunteering roles with Lakshyaa or associated NGOs for further real-world exposure.

*\*where raised at least ₹75,000 no later than 19th September 2025*

## Social Stars Levels

As fundraisers raise more money, they can move up to higher achievement levels based on how much they collect (more about the achievement levels is available later in this document).

|                   |                         |
|-------------------|-------------------------|
| Change Champion   | ₹10 lakh and above      |
| Change Leader     | ₹7.50 lakh to ₹9,99,999 |
| Change Influencer | ₹5 lakh to ₹7,49,999    |
| Change Maker      | ₹3 lakh to ₹4,99,999    |
| Change Initiator  | ₹1.50 lakh to ₹2,99,999 |
| Gold Star         | ₹50,000 to ₹1,49,999    |
| Silver Star       | ₹25,000 to ₹49,999      |
| Bronze Star       | ₹10,000 to ₹24,999      |
| Social Star       | ₹1 to ₹9,999            |

## Fundraising Privileges



- The top 100 Stars (as on 19th September 2025) across the Bronze, Silver, and Gold levels can register for any race category no later than 26th September 2025, subject to availability of running places. Event fees and conditions apply.
- In the event of a shortage of slots in a particular race category, Gold Stars will be given priority over Silver Stars, and Silver Stars will be prioritized over Bronze Stars.

### Change Initiator

₹1.50 lakh to  
₹2,99,999

- Promoted on social media by the event and Lakshya.
- Participation in any race category of choice through a special 20th Edition Bib (event rules apply). If a fundraiser has already registered, his/her Bib will be upgraded to the special 20th Edition bib with the runner's name printed on it. \*
- Personalized 6-digit Bib number of the fundraiser's choice on the existing running bib (subject to availability) until 26th September. \*
- Priority line up in the Great Delhi Run. \*
- Invitation & access to the Grand Stand invite for self. \*
- Mention on the 'Social Stars' section of the Philanthropy page on the event website.
- Event t-shirt. \*
- Photograph + mention in VDHM 2025 philanthropy docket.

|  |   |
|--|---|
| <p><b>Change Maker</b><br/>₹3 lakh to ₹4,99,999</p>      | <p>All benefits of Change Initiator.<br/>+ Featured on Wall of Stars at the Expo and Event Media Center. *<br/>+ One downloadable race day photograph, if captured by the event's official photographer (only for Half Marathon &amp; Open 10k).</p>  |
| <p><b>Change Influencer</b><br/>₹5 lakh to ₹7,49,999</p> | <p>All benefits of Change Maker.<br/>+ Event track suit*<br/>+ Personalised Event t-shirt*<br/>+ Invitation to the philanthropy press meet during race week*<br/>+ Invite to Procam Marquee for self*<br/>+ Featured on Wall of Stars within the Procam Marquee*<br/>+ Special memento signed by the International Event Ambassador<br/>+ Quarter page feature in Event Docket<br/>+ Invitation to the Philanthropy Awards for self post race day</p> |
| <p><b>Change Leader</b><br/>₹7.50 lakh to ₹9,99,999</p>  | <p>All benefits of Change Influencer<br/>+ Event shoes*<br/>+ An opportunity for meet &amp; greet with the International Event Ambassador*<br/>+ Half page feature in Event Docket<br/>+ Additional one invite to the Philanthropy Awards</p>   |
| <p><b>Change Champion</b><br/>₹10 lakh and above</p>     | <p>All benefits of Change Leader<br/>+ Invite to Procam Marquee for self + 1*<br/>+ Full page feature in Event Docket</p>   |

\* For race day privileges - Subject to minimum funds are raised under applicable Social Star level on or before 19th September 2025.

## Additional Privileges:

Top 3 Stars (raising a minimum of ₹5 lakhs on or before 19th September) featured during live telecast.

Social media shout-out for Stars once they get elevated to the higher-level, fortnightly.

All Social Stars will be visible on <https://vdhm.lakshyaa.co.in> descending order of funds raised.

## 3. Corporate Fundraising

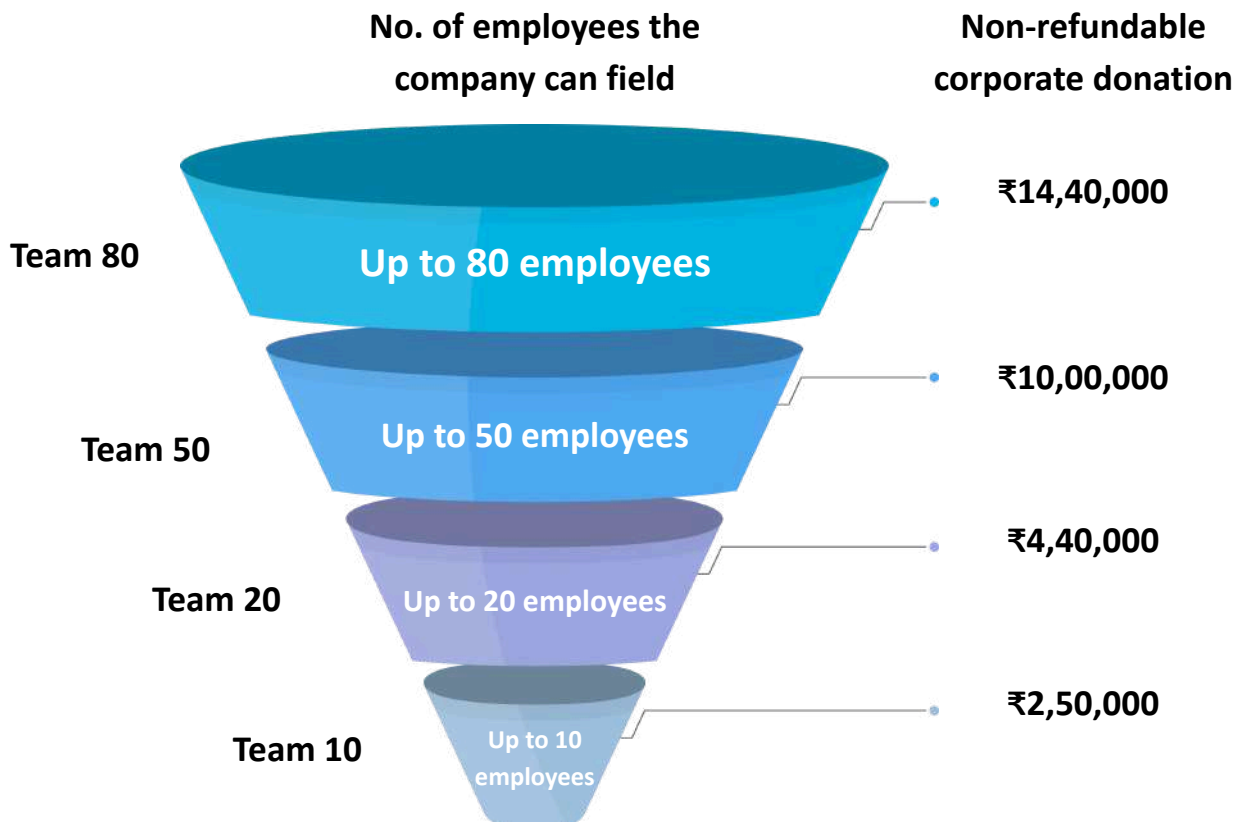
Research suggests that volunteering, donating to charity, and acts of kindness improve mental health, reduce stress, and enhance overall well-being. Corporate Fundraising is a category designed for companies who wish to field employee teams to participate in the Vedanta Delhi Half Marathon and raise funds for NGO(s), while promoting employee engagement, general well-being, and social consciousness.

### Participating as a Corporate team by supporting a charity, has many benefits:

- ▶ **Fosters a socially conscious workplace:** Empowers employees to choose a cause they deeply care for and raise funds, thereby creating a positive and socially conscious environment.
- ▶ **Enhanced race day experience:** Provides employees with unique race day experiences, eg: Corporate Tent.
- ▶ **Brand visibility:** Their unique participation garners visibility for companies in front of thousands of runners and numerous spectators. The more participants in the contingent, the greater the visibility.
- ▶ **Encourages team bonding:** The event presents a unique goal, aside business targets, for employees across hierarchies to work towards – strengthening bonds between teams and encouraging the ‘fun’ quotient combining giving with innovative internal initiatives.

### Fielding teams:

Companies have the flexibility to form teams of their members by making donations directly to the selected NGO\* registered with Lakshyaa for VDHM 2025 as per table below.



*\*If a company's preferred NGO is not registered for the event, Lakshyaa will assist the NGO with the registration and onboarding process.*

**Please Note:**

- The donation mentioned below does not include the applicable run registration fees for team members to run on race day; these need to be paid directly to the Event Promoter (vide cheque/DD/bank transfer) in favour of "Procum International Pvt. Ltd."
- Service Charges of Lakshyaa: NGOs supported by companies and fielding Corporate teams as above, are required to pay 10% (inclusive of GST) of the upfront donation made to Lakshyaa, as service charge in case the donations are made directly to the bank account of NGO. In case of donations made through <https://vdhm.lakshyaa.co.in>, the donations are automatically transferred to the NGO's bank account post 10% deduction. In case a company wishes to fund an NGO through their CSR fund, Lakshyaa will enable and support that partnership and the funds will be directly transferred from company to NGO as per the process of direct transfer to NGO mentioned above.
- Corporate donations once made will not be refunded under any circumstances of whatsoever nature.

**Important:** Participation slots in the Corporate Teams category will be available strictly on first come first serve basis, and subject to availability of running places in the desired race category. Lakshyaa reserves the right to inform corporates in advance if slots in a particular race category are not available. In such cases, corporates will not be able to select runners in that category or may have a limited number of slots available. To ensure desired race categories are available for team members, Corporates are urged to confirm their team slots and complete the team member run registration process at the earliest.

### Incentives/Privileges for Corporate Fundraising Teams:

- **Timing qualification criteria** do not apply for corporate team members participating in the half marathon race category through charity. However, corporate team runners applying for the half marathon and Open 10K are encouraged to attach a timing certificate of a running event not earlier than 1st October 2023 to access priority line-up in these race categories. For more details, log on to <https://vedantadelhihalfmarathon.procam.in/race-categories/half-marathon/confirmation-criteria>.
- **'Company Name'** will be mentioned on the running number bibs of the runners.
- Easy **single point collection of running number bibs** for all employees, irrespective of race category, from the Lakshyaa counter at the Get Active Expo (between 9<sup>th</sup> and 11<sup>th</sup> October 2025).
- Corporate runners in the **Great Delhi Run** category will have **priority line-up** ahead of general category on race day.
- On race day, Corporate runners will be hosted in a **special Corporate Tent**, separate from the general runners on race day: On race day the event promoters set up a dedicated tent in the holding area exclusively for Corporate Teams participating through philanthropy. The tent offers a range of fun and relaxing activities like games, art and craft, photo booths, team challenges, refreshments. This will give corporate team members a distinct and enjoyable experience at the VDHM 2025, making their race day more memorable in addition to the run!

- **Brand visibility** for corporates participating through philanthropy:
  - All companies will be listed on <https://vdhm.lakshyaa.co.in>
  - Video messages of a Company CXO on company's participation and contribution at the back of VDHM 2025 will be covered on social media platforms of the event and Lakshyaa – company must have fielded at least one Team 20. Video message, of not more than 45 seconds, to be provided by the company as per the specifications mandated by Procram.
  - Highlighted on the Wall of Stars at the Expo and Media Center.
  - Senior Representatives of Top 2 corporates (upto 4 members) will be invited for the philanthropy press meet conducted during race week at the Event Media Center.
  - Top 5 corporates highlighted on the Wall of Stars within the VIP Procram Marquee.
  - Top 10 corporates featured during race day live telecast as part of the Corporate Leaderboard.
  - Company names, along with the NGOs they have supported, will be acknowledged in the Corporate Tent.
  - Invite to VIP Procram Marquee for up to 2 CXOs of top 3 corporates.
  - Companies fielding teams of at least one Team 50 will have its name featured within the Charity Corridor on the race route on race day.
  - Invitation to senior representatives (up to 2) to the top 5 contributing companies at the **VDHM 2025 Philanthropy Awards**, held post race day.
- “Highest Employee Participation” **award** presented to the company with highest participation through philanthropy, within the Corporate Tent on race day.
- **Volunteering & engagement opportunities** with the NGO project/beneficiaries, facilitated by supported NGO and Lakshyaa.
- Top 5 contributing corporate teams will be offered **exclusive CSR workshops** to strengthen their compliances and create a larger impact through their social responsibility efforts.

- All Companies will be **acknowledged on the Event Docket** post race day. Top 3 contributing companies will each get a full page feature in the Docket.
- **Recognition Certificate** from Procam International and Lakshyaa recognising the contributions made by Corporates.

### Corporate Team Registration Process (Post Donation and service fee receipt by Lakshyaa)

- 1 Sign up as a corporate on <https://vdhm.lakshyaa.co.in>
- 2 Log in to their VDHM account at <https://vdhm.lakshyaa.co.in/login> and then create a corporate page.
- 3 Fill in the necessary details, add team members and donation details, and submit.
- 4 Drop a confirmation email to Lakshyaa so that the Lakshyaa team can review your request.
- 5 Once the team application is reviewed and the donation details are verified by Lakshyaa, the teams will be allocated to your SPOC and they will receive emails with runner registration details.

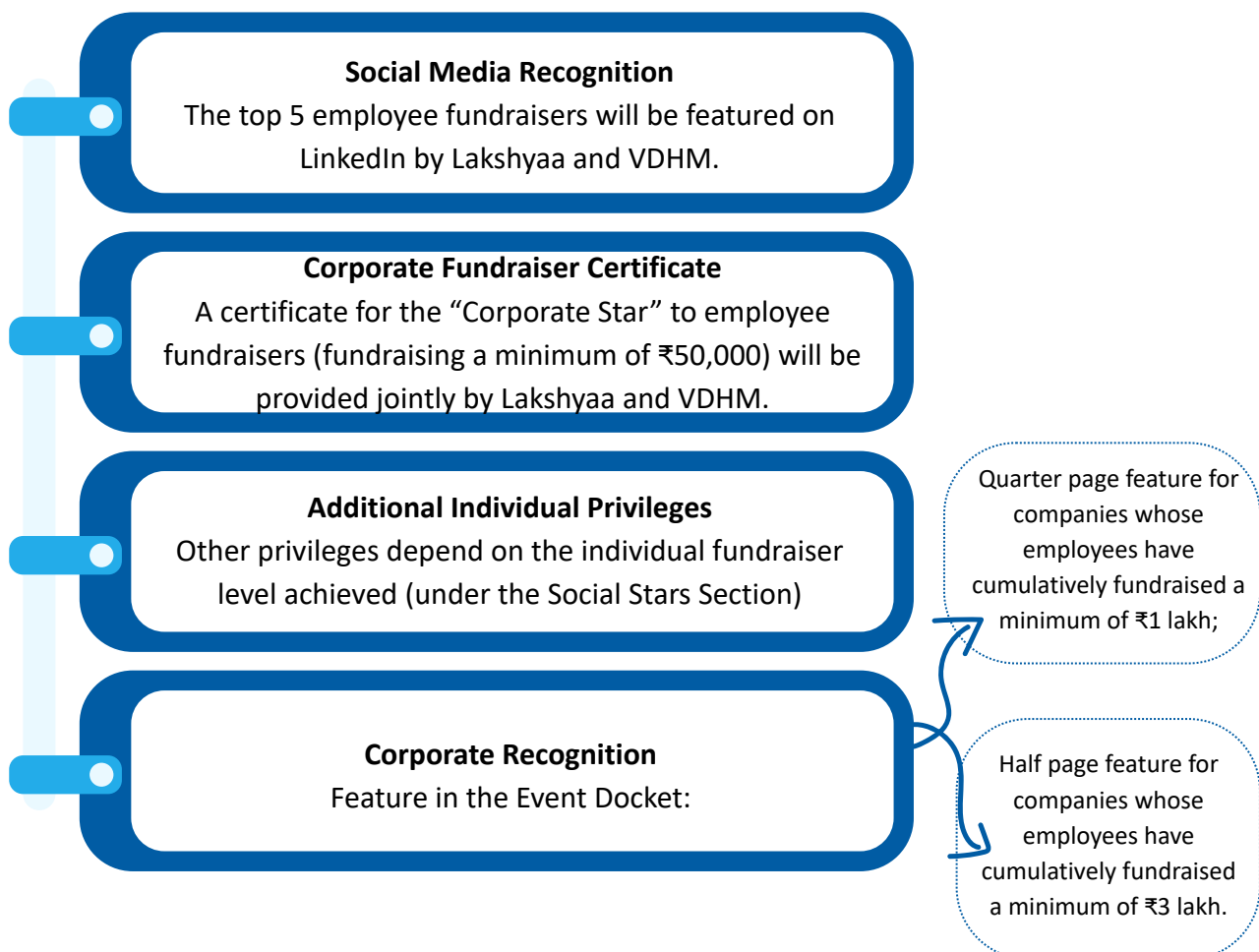
## Team Submission Process

Corporate team participation applications are handled through the official online portal managed by the Event Promoter - Procam International Pvt. Ltd. Team members must register only using company-specific unique codes. Only once the company SPOC has submitted the desired applications (depending on the team size chosen), will the team registrations be eligible to be confirmed by Procam.

## Team-Fundraising

Employees from participating companies can login to make their involvement in the VDHM even more meaningful by raising funds for an NGO. Further, corporates can use their Corporate Page to raise funds for their chosen NGO through employee and team contributions.

*The process of fundraising for employees belonging to Corporate teams is the same as Individual Fundraisers, but they also enjoy some extra benefits:*



## Offline Fundraising

Corporates can choose to collect donations from their employees and then donate the total amount as a lump sum in the name of the corporate to the NGO they are supporting.

To do this through offline donations, the following steps need to be followed:

Corporate needs to share the number of employees who contribute and their names to Lakshyaa in case the corporate achieves an 'incentive level' mentioned above and wants to include them in the shout-out on social media by VDHM and Lakshyaa

If the donation is made by cheque or demand draft (DD), copy of it should be sent to Lakshyaa's office at B406, ATS Haciendas, ATS Advantage, Ahinsa Khand 1, Indirapuram, Ghaziabad 201014, UP, or email it on [vdhm@lakshyaa.co.in](mailto:vdhm@lakshyaa.co.in)

For direct bank transfers, the transfer details must be emailed to Lakshyaa on [vdhm@lakshyaa.co.in](mailto:vdhm@lakshyaa.co.in)

Once Lakshyaa receives the donation receipt and required details from NGO, along with the Lakshyaa service fee, the donated amount will be updated on the corporate's fundraising page on the Lakshyaa website.

### **Important:**

- *The donation made by companies to chosen NGOs, and the service charge payable/paid by beneficiary NGO to Lakshyaa are non-refundable.*
- *The race fees, based on the number of employees, are in addition to the above amounts and must be paid to the Event Promoter - Procam International Pvt. Ltd. upon team submission following the invoice sent. Notwithstanding anything, race fees must be paid to Procam **no later than 30th September 2025.***
- ***Participation slots in the Corporate Teams category will be available strictly on first come first serve basis, and subject to availability of running places in the desired race category.***
- *As per the circular dated June 18, 2014 issued by the Ministry of Corporate Affairs, one off events such as a marathon will not qualify as CSR expenditure for the purposes of Section 135 of Companies Act, 2013.*

*In case a company wishes to extend funding support to an NGO through their CSR funds, Lakshyaa will assist the company in due diligence and compliance requirements as well as support the selected NGO in proposal development and reporting as per requirements under Section 135 of the Companies Act 2013. As a first step, the company/NGO is requested to reach out to the Lakshyaa SPOC to initiate this process.*

*All contributions, except event fees regardless of the chosen option, are eligible for tax exemption, and Form 10BE will be emailed by the benefitting NGO for all donations made to the NGO. As a first step, the company is requested to reach out to their Lakshyaa SPOC to initiate this process.*

- For vendor registration of Procam for race fees, kindly send the form and instructions (if any) to [accounts@procam.in](mailto:accounts@procam.in).*
- If Procam rejects a runner's application for any reason, they will refund the entry fee paid by the applicant according to the entry rules. However, no element of the donation made will be refunded.*

## 4. Run Clubs

Runners are the soul of the Vedanta Delhi Half Marathon. A highly motivated group of individuals driven by belief and purpose, key opinion leaders within their own circle of influence. What's more, runners are highly socially conscious individuals ready to take the next steps forward to support a cause they believe in, when supported and motivated in this journey of making a difference.

One more trait of runners is to come together and train together – each egging the other on in achieving the impossible! At present there are approx. 139 Run Clubs across the NCR region, and many more across different States, that attempt at participating at VDHM each year, whether through running or supporting other runners by manning a hydration station on route and cheering them on!

While many runners and run clubs have been actively fundraising at the event, the 20th edition introduces a unique opportunity for Run Clubs to support a cause each believes in, stand tall and contribute to nation-building through NGOs.

### The Process?

Quite simple actually.



- 3.1 Add a fundraising target and select an NGO the Run Club wishes to support – in case there is an NGO in your locality you wish to support, Lakshya team will facilitate the NGO's empanelment.
- 3.2 The Donate button will get activated.
- 3.3 Add your appeal and a short bio
- 3.4 Add photo and video
- 3.5 The fundraising campaign can be easily shared amongst your members.

### A Run Club can easily make raising funds a 'fun' activity...

- Get friends and families of Run Club members involved in supporting the cause
- If the NGO is in their locality, schedule one or two of their training runs along with NGO beneficiaries!
- Ideate and help innovate, making them own this fundraising journey!
- Importantly, encourage individual Run Club members to not restrict to merely donating, but also individually become Social Stars and explore raising funds! (details given below).

### Shine On as Social Stars

Individual Run Club members can take the next step, champion the cause, and raise the invaluable funds required by your chosen NGOs to create lasting on-ground impact.

#### Step 1

Register as an individual fundraiser on <https://vdhm.lakshya.co.in>

#### Step 2

Re-login with username and password

#### Step 3

Create VDHM fundraising page

3.1

Specify the Run Club you are a member of

3.2

Add a fundraising target and select an NGO you wish to support – the Donate button will get activated

3.3

Add your appeal and a short bio

3.4

Add photo and video

3.5

Share your fundraising campaign with anyone and everyone you know!

**Important:** Funds raised by an individual run club member will get added to the total funds raised by the Run Club. What's more, the run club member will be entitled to all privileges of a Social Star in his/her individual capacity (see under section Social Stars). This is a Win-Win for all!

### Incentives/Privileges for Run Clubs supporting Charities:

- Run Club will be **promoted on social media** by VDHM and Lakshyaa as soon as the Run Club crosses the fundraising threshold of ₹25,000.
- Where a Run Club **raises funds of minimum of ₹1 lakh** (including amounts raised by their individual run club members) as on 19th September 2025
  - Top 3 fundraising Run Clubs will stand a chance to have **2 Run Club members to register for the Half Marathon category using a Charity Bib** (see section Charity Bibs for more details). Timing qualification criteria will not apply for such charity bibs.
  - Eligible to be considered for air-time on Radio (subject to selection by radio partner).
  - Showcased on 'Wall of Stars' at the Expo, Media Center and Procam Marquee.
  - Will be part of the Charity Corridor on the race route on race day.

- Where the Run Club is manning a hydration station on route, logo of the NGO supported, with relevant QR Code, will be prominently placed at the said station.
- Where a Run Club **raises funds of minimum of ₹1.50 lakh** (including amounts raised by their individual run club members) as on 26<sup>th</sup> September 2025 -
  - Invitation for meet and greet with International Event Ambassador (not more than 2 members per Club).
  - Invitation and access to the Grand Stand (up to 2 members per Club) on race day.
  - Special memento signed by the International Event Ambassador.

## 5. Top-Up Donations

All participants at the VDHM are encouraged to make a top-up donation while registering for their run on the official event website. Runners can select the Cause they wish to support. NGOs working for these causes stand a chance to receive funds from the cause-specific shared pool as empowerment and capacity building grants.

- Lakshyaa has engaged Lakshyaa Impact Foundation (LIF) to facilitate top-up donations made on the official website of Vedanta Delhi Half Marathon 2025.
- LIF shall be responsible for issuing donation receipts to the donors within 15 days of making a donation. Additionally, LIF shall be responsible for issuing a 10BE certificate to the donor by 31st March 2026.
- In order to process donations made and to issue the necessary receipts and tax exemption certificates, required information of the donor as required by law, viz. name, address, email ID, and PAN details, will be shared with LIF for this limited purpose.
- Only Indian residents residing in India will be in a position to make a top-up donation.

- Donations once made are non-refundable, regardless of runner registration acceptance.
- A deduction of 7.72% will be against top-up donations – 4.72% deduction made by Procam International for payment gateway and processing fees, and 3% by LIF as its processing fees. LIF will disburse the remaining donation amount to entitled NGOs as a grant as per instructions of Lakshyaa. Within 7 days of such disbursement of funds to the NGOs, LIF shall give Lakshyaa the proof of disbursal.
- However, for disbursements to be made, the NGOs selected and awarded with the said grant will have to submit a letter of purpose for donation to Lakshyaa and LIF.
- A letter of Utilisation within four (4) months of receiving the grant shall be submitted by NGO to Lakshyaa and LIF.

## 6. Charity Bibs

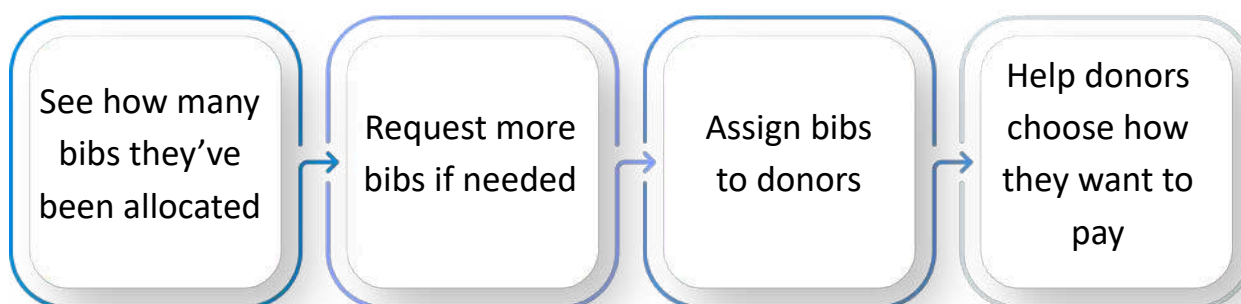
Charity Bibs are special running slots reserved across race categories at VDHM 2025 for NGOs to raise funds through supporter donations. These bibs guarantee entry to the event even after general registrations close, provided participants meet race rules, and until running places in desired race category last. Lakshyaa sets a minimum donation amount per race category to ensure fairness across NGOs, though NGOs have the liberty to request higher contributions. Runners using Charity Bibs not only secure a spot in the race but also help promote the cause they support, often displaying the NGO's name on their Bibs—making their run a visible act of social impact.

### 20th Edition Special:

To mark the 20th Edition, a significant number of running places of the Open 10K category have been placed in the custody of Lakshyaa for NGOs to utilize as Charity Bibs. What's more, all participants of Open 10K will receive a 20th Edition commemorative race day tee!

## Bib Manager and Allocated Bibs:

The Bib Manager is a feature available in the NGO dashboard on the Lakshyaa-VDHM website. It helps NGOs keep track of the bibs (race entries) given to them. NGOs can use this tool to:



When an NGO registers, it will get one bib to start with. This bib can be used for any race category, as long as the desired race category is still available. Once the NGO uses this bib by getting a donation, a new bib will be automatically added. NGOs can keep receiving more bibs this way until 26th September 2025 or until all bibs are taken — whichever comes first. Bibs are given on a first come, first serve basis.

## Charity Bib Donation Amount:

Lakshyaa sets a minimum donation amount for Charity Bibs. The race category-wise minimum donation will progressively increase as per the table below –

| Race Category   | Minimum Donation Amount*<br>In July & August 2025 | Minimum Donation Amount*<br>In September 2025 |
|-----------------|---|---|
| Half Marathon   | ₹6,500  | ₹8,000  |
| Open 10K        | ₹3,000  | ₹4,500  |
| Great Delhi Run | ₹2,000  | ₹3,000  |

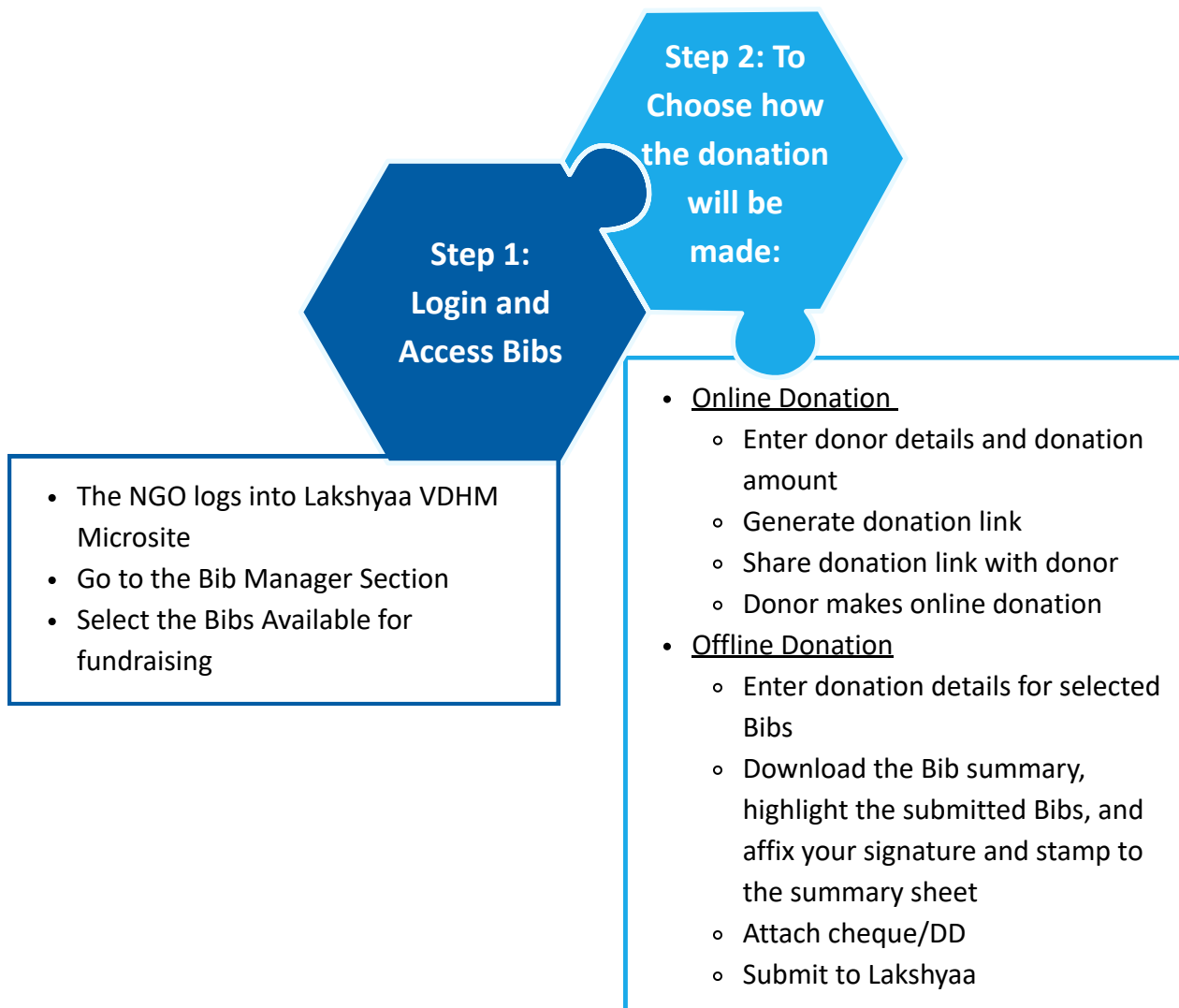
*\*To qualify for the minimum donation amount, the donation must reach the NGO on or before the last date of the respective month/period. Subsequently, the donation amount will increase progressively, as indicated above. For eg: Donation of minimum ₹6,500 must be received by the NGO for a half marathon Charity Bib no later than 31st August 2025; and any donation received later than 31st August, will attract a minimum donation of ₹8,000.*

**Service Charges of Lakshyaa:** NGOs are required to pay 10% or ₹5000, whichever is lower, of the Charity Bib donations to Lakshyaa as service charge inclusive of payment gateway and GST.

## Assigning Charity Bibs to the Donor:

NGOs can see their assigned bibs on Lakshyaa-VDHM microsite (under ‘Bib Manager’). Once a donor is confirmed, the NGO can enter their details and either share a donation link or mode of offline payment related note. After successful donation, the donor gets a code by email to register on the official event website. Once approved, the runner gets a Bib, which they can collect as per details provided in confirmation communication. After this, a new Bib is automatically given to the NGO for the next donor.

## Charity Bib Submission Process



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## Runner Registration

Once a donation and service fee is successfully confirmed in the Bib Manager, a voucher code will be generated and sent to the runner by email. The runner can then use the code to register for the event on the official event website.

The runner and the donor can be different people and thus NGOs need to provide the runner's email address in the Bib Manager to ensure they receive the voucher code once the donation is confirmed as successful.

## Race Fees

The Charity bib donation is different from the race registration fees. This means that runners will still need to pay the race fee separately during the registration on the event website. The fees must be paid directly to the Procurement International.

## Charity Bib Collection Process

All the Charity Bibs obtained through an NGO will be given to the NGO on the first day of the Expo at the Lakshyaa counter for onward distribution to their runners. Charity Bib runners need to connect with their NGOs for their Bibs.

The NGO should leverage the physical handover of the Bib to include NGO information or other materials including race day props to their runner. We encourage NGOs to use the physical bib handover as an opportunity to nurture the relationship and build a great donor experience.

In case an NGO is unable to facilitate the same, they can submit a letter to Lakshyaa (before 4th October 2025) requesting for distribution of their Charity Bibs from the Lakshyaa counter at the Expo. Their runners will have to come to the Expo to collect the same from the Lakshyaa counter.

# NGO Registration Process

To participate in the VDHM, all NGOs must register with Lakshyaa and complete the due diligence procedures.

## NGO Due Diligence Process

NGOs must sign up by logging on to <https://vdhm.lakshyaa.co.in>

| Step 1 | Statutory and Financial Diligence  |
|--------|--|
| 1.1    | Log in with the user ID and password shared by Lakshyaa  |
| 1.2    | Fill the online form and upload mandatory documents.   |
| Step 2 | Approval and Contract  |
| 2.1    | On clearance of Due Diligence process, the NGO can download the standard MOU between NGO and Lakshyaa from the website. On submission of signed copy of the MOU and the service fee on the website, the NGO page will be live on <a href="https://vdhm.lakshyaa.co.in">https://vdhm.lakshyaa.co.in</a>   |
| 2.2    | <p>Following is the mandatory documents/Information list for the due diligence process:</p> <ul style="list-style-type: none"> <li>• Registration Certificate (to upload)</li> <li>• Darpan registration ID (input)</li> <li>• Downloaded report from Darpan portal (same day as the day of registration on the VDHM portal) (to upload)</li> <li>• 80G under IT Act 1961 valid from IT website screenshot (to upload)</li> <li>• 12 A under IT Act 1961 valid from IT website screenshot (to upload)</li> <li>• Form CSR-1 (optional) (to upload)</li> <li>• PAN (to upload)</li> </ul> |

- TAN (to upload)
- Incorporation Document (to upload)
- Annual Report for the past three (3) years (optional: to upload)
- Audited financial statements for past three (3) years (to upload)
- Income Tax Returns for past (3) years (to upload)
- Website (input: optional)
- Objects they can raise funds for, as per their MOA/AOA/Society Niyamawali/Trust deed (Upload the relevant section highlighted in the registration document)
- Do they have any past record of similar activity (Yes/No)
- Bank details

### Some other Important points:

- ◆◆ Format of their Donation Receipt (to upload)
- ◆◆ 3 years Form 10BD submission acknowledgement (to upload)
- ◆◆ Whether any tax assessments are ongoing under income tax act (yes/No) If yes, please give details.
- ◆◆ Whether involved in any business activity other than charitable income (Yes/No) If yes, please give details
- ◆◆ Project details/Report for which NGO wants to raise fund (write in 500 words)
- ◆◆ Has the NGO received any CSR donations in the past (yes/No)
- ◆◆ Total income in last three years: Input for 3 years in actual numbers
- ◆◆ Total No of full-time employees: Input 0-10 / 10-20 / 20-30 / Above 30
- ◆◆ Social media page links

*\*Disclaimer: Registration will be subject to due diligence process clearance.*

# Philanthropy Awards and Recognitions

The Vedanta Delhi Half Marathon Philanthropy Awards, organized by Procam International, is the concluding event of the VDHM 2025 cycle. Its purpose is to acknowledge the remarkable passion and contributions made by individuals, corporates, 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 VDHM 2025 Philanthropy Award Night:

- 🏆 Top 3 fundraising NGOs
- 🏆 Top 3 fundraising Social Stars
- 🏆 Highest fundraising Young Star
- 🏆 Top 2 Contributing Corporates
- 🏆 Top Fundraising Corporate (where fundraised is more than ₹3 lakhs)
- 🏆 Top 2 Fundraising Run Clubs (where fundraised is more than ₹2 lakhs)

## Additional Recognitions (Certificates):

- 📄 NGO with highest number of Young Stars (2 or more).
- 📄 NGO with highest number of individual Social Stars of level Change Initiator and more (2 or more).
- 📄 NGO with maximum Charity Bib donors (3 or more).
- 📄 Highest fundraising NGO in each cause category (provided the NGO has fundraised a minimum of 50,000 as on 28<sup>th</sup> October 2025).
- 📄 Corporate with the highest number of employee Social Stars fundraising (minimum threshold of 5 employees fundraising).
- 📄 All Social Stars will receive appreciation certificates.

# Event Run Registration Fees

| Race Category   | Domestic Applicant<br>(applicants residing in India) | Overseas Applicant<br>(applicants residing outside India) |
|---|--|---|
| Half Marathon   | ₹2,600   | USD 55  |
| Open 10K  | ₹2,000   | USD 45  |
| Great Delhi Run                                       | ₹800   | USD 20  |
| Senior Citizens' Run                                  | ₹400   | USD 10  |
| Champions With Disability<br>- Person With Disability | ₹400   | USD 10  |
| - Buddy   | ₹400   | USD 10  |

Entry fees are inclusive of applicable GST, and is payable to the Event Promoter in favour of '**Procam International Pvt. Ltd.**'

[Procam's # GST No. 07AABCP7300E1ZV and CIN No. U92413MH1993PTC070636]

**Please Note:**

The registration fee paid is exclusively for your participation in the race category chosen at the Vedanta Delhi Half Marathon 2025. Registration fee is not, in part or full, payable for any offers/promotions/discounts/goodies/race day tee, etc. These, if offered, will be by event sponsors/partners/brands through the Event Promoter separately.

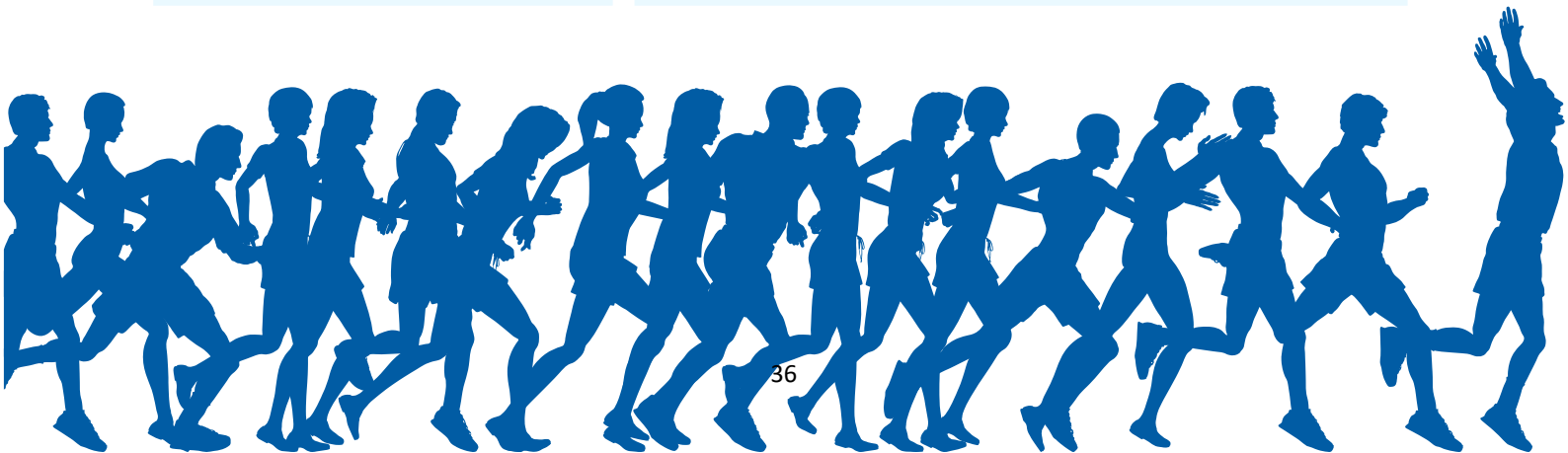
# Important Timelines

## NGO Registration with Lakshya

|                               |            |
|-------------------------------|------------|
| 8 <sup>th</sup> July 2025     | Start Date |
| 10 <sup>th</sup> October 2025 | End Date   |

## Social Star Fundraisers (including Run Clubs)

|                                 |   |
|---------------------------------|---|
| 16 <sup>th</sup> July 2025      | Individual fundraising starts   |
| 19 <sup>th</sup> September 2025 | Min. fundraising threshold to be reached to qualify for race day privileges, unless otherwise specified above in this document* |
| 26 <sup>th</sup> September 2025 | Final date for individual fundraisers to complete their run registration process on the event's official website                |
| 28 <sup>th</sup> October 2025   | Last date for individuals to fundraise*   |



## Corporate Fundraisers

|                                 |  |
|---------------------------------|--|
| 22 <sup>nd</sup> July 2025      | Start of corporate registrations with Lakshyaa   |
| 19 <sup>th</sup> September 2025 | End date of corporate registrations with Lakshyaa, or until running places are available, whichever is earlier               |
| 26 <sup>th</sup> September 2025 | Corporate team submission deadline, or until running places for desired race categories are available, whichever is earlier. |
| 30 <sup>th</sup> September 2025 | Deadline for companies to pay applicable race fees to Procam International   |



## Charity Bibs

|                                 |  |
|---------------------------------|--|
| 27 <sup>th</sup> July 2025      | Start of availing a Charity Bib  |
| 26 <sup>th</sup> September 2025 | Final date for NGO to receive donation for a Charity Bib, or until running places for desired race categories are available, whichever is earlier.                     |
| 26 <sup>th</sup> September 2025 | Last date for Charity Bib Donor to complete run registration on event website, or until running places for desired race categories are available, whichever is earlier |

\*Offline donations will close 5 business days prior to the date.

## Macro Event Timelines

|  |  |
|--|--|
| 17 <sup>th</sup> July 2025                       | Start of run registration for the public on event website<br>( <a href="https://vedantadelhihalfmarathon.procam.in">https://vedantadelhihalfmarathon.procam.in</a> ) |
| 19 <sup>th</sup> September 2025                  | Last date for the public to register for the run on the event website, or until running places for each race category are available, whichever is earlier.           |
| 9 <sup>th</sup> to 11 <sup>th</sup> October 2025 | Get Active Expo and Running Number Bib Collection  |
| 12 <sup>th</sup> October 2025                    | Race Day   |

Philanthropy Partner



Title Sponsor



Associate Sponsor



Sports Goods Partner



Hydration Partner



Supported by



Supported by



Energy Drink Partner



Hospitality Partner



Supported by



Supported by



Print Partner



Radio Partner



Under the aegis of



Certified by



Telecast Partner



Medical Partner



Promoted by



Philanthropy Partner



SCR Facilitator



CWD Facilitator



Procam International Pvt. Ltd. (PIPL) is the promoter of Vedanta Delhi Half Marathon (VDHM) 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. Lakshya is the official Philanthropy Partner for the VDHM. All philanthropic activities/campaigns undertaken at the VDHM 2025 shall be through Lakshya.

**Please Note:** All incentives/privileges mentioned in this document are subject to availability with the event promoter, Procam International. Any changes will be communicated to eligible fundraisers as and when needed.



 Visit Our Website:  
<https://vdhm.lakshyaa.co.in/>

#### Reach Out To Us:



[vdhm@lakshyaa.co.in](mailto:vdhm@lakshyaa.co.in)



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