

Title Sponsor



Charity Docket



Remember the joy of running?



INTRODUCTION

In cities across the world, distance running events are looked at as more than just competitive races. They symbolise a triumph, an achievement and a sporting celebration, showcasing the courage, passion and zeal of the citizens of a city.

One of the 4 pillars of an international distance running event is 'Charity' and charity is at the heart of the Airtel Delhi Half Marathon. 76 non-profit organizations registered themselves with Concern India Foundation, the Event's official Charity Partner, to use this Event as a platform to raise awareness on their varied causes and generate amounts in support of their fundraising activities.

On Sunday, 1st November 2009 the joy of running was truly matched by the joy of giving. For the first time the event has crossed the Rs. 2 crore barrier; over Rs. 2.07 crores have been raised in clearly tracked funds benefitting 49 NGOs. This is a clear 27% increase as compared to the amount raised in the Airtel Delhi Half Marathon'2008.

The Airtel Delhi Half Marathon, also enhances the pride and emotional connect of the authorities with the city. The Delhi Government has embraced the Event as its very own, and the custodians and caretakers of Delhi's wellbeing are present in full force.

This charity docket details out and applauds the excellent charity work carried out by non-profit organizations, corporates and individuals.

Warm Regards,

Vivek B. Singh
Jt. Managing Director
Procam International

Kavita Shah
CEO
Concern India Foundation

CHARITY STRUCTURE

DREAM TEAM comprises of individuals who commit to raise a minimum of Rs. 1 lakh in pledges. Each Dream Teamer runs for a charity of his/her choice. To be a Dream Teamer s/he has to make an upfront payment of Rs. 10,000 to the Charity Partner, Concern India Foundation.

Total No. of Dream Teamers: 17

CORPORATE CHALLENGE is a select of group of companies that contribute a minimum of Rs. 2.09 lacs and send a group of up to 30 employees to participate in the Event. Each employee is motivated to raise any amount in pledges. A company signs up by filling the Corporate Challenge form and making an upfront, non-refundable contribution of Rs.2,09,000 in order to join.

58 companies fielded 75 teams

I Pledge comprises of everyone else who raise pledges of any amount and run for a cause they believe in. A person joins the I Pledge by filling in the Event entry form and obtaining a pledge kit for Rs. 100 or USD 3 (if residing outside India)

DREAM TEAM

(17 Dream Teamers)

- **AJAY BULL**, Chairman and Managing Director, PVR Limited
A Dream Teamer in support of **PVR Nest**
- **AMIT BURMAN**, Vice Chairman, Dabur India Ltd.
A Dream Teamer supporting the cause of 'Health'
- **G. SYAMALA**, Executive Director, AADI
A Dream Teamer in support of **Action for Ability Development and Inclusion (AADI)**
- **GEORGE ABRAHAM**, Founder, Score Foundation
A Dream Teamer in support of **Score Foundation and Association for Cricket for the Blind in India (ACBI)**
- **GITANYALI KRISHNAN**, Teacher at Deepalaya's Formal School in Sheikh Sarai
A Dream Teamer in support of **Deepalaya**
- **DR. KIRAN BEDI**, Ex IPS Officer and Founder General Secretary Navjyoti India Foundation
A Dream Teamer in support of **Navjyoti India Foundation**
- **NINGTHOUJAM THAMBOU SINGH**, Class XII Student at Somerville School, Greater Noida
A Dream Teamer in support of **Snehi**
- **PANKAJ VIRENDER**, DGM & Head (Northern Region), L & T Infrastructure Finance Company Limited, New Delhi and Hon. Secretary of Niramaya Charitable Trust
A Dream Teamer in support of **Niramaya Charitable Trust**
- **PRASHANTH RAO**, General Manager, Ambika Nilai Salons
A Dream Teamer in support of **Das Foundation**
- **PREET DHUPAR**, BSC, Director Finance and Operations
A Dream Teamer in support of **Childline India Foundation**
- **PREETI JOHAR**, Senior Executive, Family of Disabled
A Dream Teamer in support of **Family of Disabled**
- **PURAB KOHLI**, Film Actor
A Dream Teamer in support of **Frendicoes SECA**
- **RAJESH JAIN**, Senior Partner and Policy Board Member of Grant Thornton in India
A Dream Teamer in support of **Udayan Care**
- **RAKESH GUPTA**, Managing Director, Mach Trade Wings Pvt. Ltd.
A Dream Teamer in support of **Samanway - Saath Saath**
- **RICKEY SURIE**, Vice President, Gempact
A Dream Teamer in support of **Udayan Care**
- **V.R. FEROSE**, Managing Director, SAP Labs India Ltd.
A Dream Teamer in support of **Navjyoti India Foundation**
- **VIVEK GAMBHIR**, Finance Director in RBS India Development Centre
A Dream Teamer in support of **Udayan Care**

DREAM TEAMER



Ajay Bijli



Amit Burman



G. Syamala



George Abraham



Gitayali Krishnan



Dr. Kiran Bedi



Ningthoujam
Thambou Singh



Virender Pankaj



Prashanth Rao



Preet Dhupar



Preeti Johar



Purab Kohli



Rajesh Jain



Rakesh Gupta



Rickey Surie



V.R.Ferose



Vivek Gambhir

CORPORATE CHALLENGE

(58 Companies: 75 Teams)

- Accenture India Pvt. Ltd., in support of Oxfam India
- Aegis Ltd., in support of Bharti Foundation
- Air France, in support of Plan India
- Airtel Enterprise Services - North, in support of Bharti Foundation
- Alcatel Lucent, in support of Bharti Foundation
- Ambuja Cement, in support of Udayan Care
- American Express (India) Pvt. Ltd., in support of Udayan Care
- Apollo Tyres, (4 teams) in support of Apollo Foundation
- Aventis Pharma Limited in support of Childline India Foundation
- Aviva Life Insurance in support of Child Rights and You
- Bank of America in support of Search Years
- Bharti Airtel Ltd. -Telemedia North in support of Bharti Foundation
- Bharti Retail Ltd. in support of Bharti Foundation
- Bharti Teletech Limited in support of Bharti Foundation
- Bird Group, (3 teams) in support of Sukarya
- Cadburys supporting the cause of formal education for children of convicts
- Cargill in support of United Way Delhi
- Coca Cola Ltd. supporting the cause of drinking water
- Converse Network Systems Pvt. Ltd. supporting the cause of formal education for children
- Container Corporation of India Ltd. (CONCOR) supporting the cause of under privileged children
- Dabur, (2 teams) supporting the cause of Health
- Ernst and Young Pvt. Ltd., (4 teams) in support of Vishwas and Prayas
- FieldFresh Foods Pvt. Ltd. in support of Bharti Foundation
- Fiserv in support of Saksham
- Fluor Daniel India Private Ltd., (2 teams) in support of Childline India Foundation and Khushboo
- Gemalto Digital Security Ltd. in support of Bharti Foundation
- Genpact in support of Sankalp Welfare Society
- GTL Ltd. in support of GTL Foundation
- HCL Infosystems Ltd. in support of Sukarya

- **HDFC Bank** in support of **Udayan Care**
- **HDFC Ltd.** in support of **Charities Aid Foundation**
- **Hinduja Global Solutions Ltd.** in support of **Bharti Foundation**
- **HSBC**, (2 teams) in support of **Aroh Foundation**
- **Huawei** in support of **Bharti Foundation**
- **ICICI Lombard**, (2 teams) in support of **National Thalessemia and Astha**
- **IMRB International** in support of **Bharti Foundation**
- **Ingersoll Rand** in support of **United Way Delhi**
- **KPMG**, (5 teams) in support of **Mobile Creches, Literacy India and Action for Ability Development and Inclusion**
- **LG India** in support of **Navyjoti India Foundation**
- **Madison Communications Pvt. Ltd.** in support of **Bharti Foundation**
- **Make My Trip** in support of **Udayan Care**
- **Max India Foundation** in support of **Navyjoti India Foundation**
- **Metlife** supporting the cause of **Education and Community Development**
- **Multi Commodity Stock Exchange of India Ltd.** in support of **Vishwas**
- **New Delhi Television Ltd. (NDTV)** in support of **Vishwas**
- **NTPC** supporting the cause of **Education**
- **Powergrid** supporting the cause of **Community Development**
- **Punjab National Bank** in support of **Khushboo Welfare Society**
- **RBS India Development Centre** in support of **Udayan Care**
- **SAP Labs** supporting the cause of **Education**
- **Schmid Telecom India Pvt. Ltd.** in support of **Bharti Foundation**
- **Skoda Auto India Pvt. Ltd.** supporting the cause of **Community Development**
- **Spice Digital** in support of **Bharti Foundation**
- **SRF Ltd.**, (2 teams) in support of **Society for All Round Development (SARD)**
- **Tejas Networks** in support of **Bharti Foundation**
- **Tekelec Systems India Pvt. Ltd.** in support of **Bharti Foundation**
- **Vatika Group** in support of **Udayan Care**
- **Xerox India** in support of **Pardada Pardadi Educational Society**

CORPORATE SPORTING CHALLENGE

Winners

Team Punjab National Bank

Finish Time: 01:31:23s

Team Members: Ravinder Tewatia, Kulwant Singh, Banmali



Runners-Up

Team American Express

Finish Time: 01:35:29s

Team Members: Nikhil Jos, Sidharth Thakur, Vinayakan Aiyer

EVENT PARTNER INITIATIVES

Reebok, the official Training and Sportswear Partner to the Airtel Delhi Half Marathon, launched a special range of wrist bands, each band promoting a social cause.



Pink - "Save the Girl Child"



White - "Path of Peace"



Green - "Go Green"



Black & White - "Anti-Racism"

With the wrist bands being sold in Delhi stores, this was an initiative to urge people to wear these wrist bands while they run and show their support for the cause that is close to their heart. Out of the sale proceeds of these wrist bands, an amount of Rs. 60,000 will be handed over to the official Charity Partner, Concern India Foundation, who in turn will distribute these proceeds for the causes mentioned above.

Prizes sponsored by the Event's official Airline Partner, Kingfisher Airlines: Kingfisher Airlines has offered domestic airline tickets to the highest pledge raisers (men & women) in Dream Team, the highest individual pledge raiser amongst men of the Corporate Challenge, the highest individual pledge raiser amongst women of the Corporate Challenge and the highest individual pledge raiser amongst 1 Pledgers.

SUMMARY OF AMOUNTS RAISED

Aggregate amount raised by Dream Team	Rs. 25,14,982
Aggregate amount raised by Corporate Challenge	Rs. 1,56,94,880
Aggregate amount raised by I Pledgers	Rs. 24,63,852
Amount raised through Concern India Foundation	Rs. 2,06,73,714
Amount raised through Event Partner initiatives	Rs. 60,000
Total amount raised	Rs. 2,07,33,714



AWARDS

DREAM TEAM

Highest pledge raiser (Men)

- > VIVEK GAMBHIR - raised Rs. 3,13,205
Vivek Gambhir is also the Dream Teamer who has raised the highest number of pledges (130 nos.) and has raised the highest amount through online pledges (Rs. 45,350 raised through 15 online pledges).

Highest pledge raiser (Women)

- > PREET DHUPAR - raised Rs. 4,55,100

Youngest Dream Teamer

- > NINGTHOUJAM THAMBOU SINGH - raised Rs. 1,00,100 (17 years)

CORPORATE CHALLENGE

Highest pledge raising company

- ERNST AND YOUNG, raised Rs. 10,50,000

2nd Highest pledge raising company

- KPMG, raised Rs. 10,00,000

Highest individual pledge raiser (Men)

- SUNIL BAJAJ of Ernst and Young, raised Rs. 1,01,000 in support of 'Vishwas'

2nd highest individual pledge raiser (Men)

- LOWELL D S WIADAN of Fluor Daniel, raised Rs. 32,251 in support of 'Childline India Foundation'

Highest individual pledge raiser (Women)

- NAMRATA DATT of Ernst and Young, raised Rs. 1,25,100 supporting the cause of community development

2nd highest individual pledge raiser (Women)

- SULBHA RAI of Ernst and Young, raised Rs. 21,000 supporting the cause of community development

The most active corporate raising pledges

- FLUOR DANIEL – 53 team members (out of 60) together raising Rs. 2,94,758.

I PLEDGE

Highest pledge raiser (Men)

- KUNAL VERMA, raised Rs. 4,02,700 in support of Oxfam India with the help of 145 pledges

2nd highest pledge raiser (Men)

- ABHINAV PAREKH, raised Rs. 43,100 in support Udayan Care with the help of 9 pledges

Highest pledge raiser (Women)

- NANDANA SEN, raised Rs. 10,82,202 in support of Rahi Foundation with the help of 52 pledges

2nd highest pledge raiser (Women)

- SUJATA WINFIELD, raised Rs. 1,25,288 in support of Rahi Foundation with the help of 2 pledges

Highest no. of pledges raised by an I Pledger

- SOMDUTT BHARDWAJ, 1889 pledges together raising Rs. 5,703

NGO Awards

Highest pledge raising corporate foundation (including Corporate Challenge contribution)

- BHARTI FOUNDATION, Rs. 28,00,000

Highest pledge raising NGO (including Corporate Challenge contribution)

- UDAYAN CARE, Rs. 10,50,000

Highest pledge raising NGO (excluding Corporate Challenge contribution)

- RAHI FOUNDATION, Rs. 13,74,304

NGO raising pledges with the highest number of donors/contributors

- CHILDLINE INDIA FOUNDATION, 30 donors raising Rs. 10,42,594



COMPARISON: ADHM 2008 VS. ADHM 2009

Description	Year 2008	Year 2009
Total Funds Raised	Rs. 1.63 crores	Rs. 2.07 crores
No. of NGOs who benefitted monetarily through the Event	35	49
No. of runners who raised money	180	249
No. of people who pledged money	9,781	2,651
Largest number of pledges raised by a runner	1,065	1,889
Largest single pledge amount	Rs. 1,50,000	Rs. 2,00,000
Smallest single pledge amount	Rs. 3	Re. 1
No. of pledges of Rs. 50 or lower	1,750	2,200
No. of pledges of Rs. 5000 or higher	75	93

Highest Individual Pledge Raisers

Dream Team	Rs. 9,07,346	Rs. 4,55,100
Corporate Challenge	Rs. 14,500	Rs. 1,25,100
I Pledge	Rs. 1,71,250	Rs. 10,82,202

Corporate Challenge / Description

Largest no. of participants from a company	Ernst & Young (90) KPMG (90) Bird Group (90)	KPMG (150)
Highest amount in pledges raised by a company	Rs. 6,39,800 (Ernst & Young)	Rs. 10,50,000 (Ernst & Young)

Highest Fundraising NGOs / Description

Highest Fund Raising NGO	Rs. 26,62,352 (Bharti Foundation)	Rs. 28,00,000 (Bharti Foundation)
--------------------------	--------------------------------------	--------------------------------------

UTILIZATION OF FUNDS BY NGO'S

NGO Name: UDAYAN CARE

Report on utilization of funds raised through Airtel Delhi Half Marathon 2008

(as submitted by Udayan Care to Concern India Foundation)

1) PROGRAMME "UCCTLC" and CREATE

Our project UCCTLC "Udayan Care Computer Training and Learning Centre" based at different locations in Delhi and NCR provides computer training and "Create" at Greater Noida provides Computer, Stitching, Tailoring and Beauty training to the needy persons. The details of expenses are as under:

Funds allotted	Expense head / name of instructor	Expenses for the period April 2008 to March 2009 (INR)
Rs. 9,90,672	Rent of building @Rs. 4,950 per month	Rs. 4,950 X 12 = Rs.59,400
	Salary of instructors	
	Ms. Bindu Bansal Rs. 6,000	
	Mr. Vinod Arya Rs. 4,000	
	Mr. Bhom Singh Rs. 3,500	
	Mr. Pawan Rs. 6,600	
	Mr. Harishanker Rs. 2,500	
	Mr. Kuldeep Rs. 4,500	Rs. 3,91,801
	Monitoring and Supervision charges	
	Part consultancy charges of consultant Mr. N.K. Rawal and Mr. Manoj Srivastava	Rs. 2,50,000
	Centre Maintenance cost per annum	
	1. Electricity charges Rs. 76,496	
	2. Equipment/material charges Rs. 52,963	
	3. Printing and reproduction Rs. 13,832	
	4. Telephone expenses Rs. 63,912	
	5. Travelling expenses Rs. 80,530	
	6. Conveyance Rs. 1,693	Rs. 2,89,426
	Total expenses for the period April 2008 to March 2009	Rs. 9,90,627

2) PROGRAMME "VOLUNTEER AND COMMUNICATION PROGRAMME"

Funds allotted	Expense Heads	Period April 2008 to March 2009 Amount (Rs.)
Rs. 3,03,520	2.1 Consultancy charges It includes the consultancy charges for Ms. Geeta Bora, Neerupama Sekhari and Kristen Benson	Rs. 2,58,974
	2.2 Conveyance Expenses It includes the conveyance expenses incurred by beneficiaries	Rs. 44,546
Total Expenses for the period April 2008 to March 2009		Rs. 3,03,520





TESTIMONIALS OF INDIVIDUALS RAISING MONIES

VIVEK GAMBHIR

Dream Teamer

Do you feel that the money you raised last year was spent appropriately?

- ✓ Yes, of course.

What motivated you to raise pledges for the chosen NGO, Udayan Care?

- ✓ A spirit that has a vision to achieve sound health, education for the poorest section of the society, especially women, adolescents and children. I always take it not as a duty but as a privilege. The motivation for me is to give something back to society and nation. The girl child is very close to my heart and if we want our nation to progress it is essential that a good education reaches all classes of society and primarily to girls as they will give direction to their children which are our future.

How did you go about raising money this year?

- ✓ By electronic communication, like sending e-mails, and of course, verbal communication.

How long did it take for you to raise pledges?

- ✓ Approx 90 days.

Now that you have raised money for a cause you believe in, describe your sense of achievement.

- ✓ An awesome feeling! It is not just about the Airtel Delhi Half Marathon; it's a social duty to take part in such activities. It makes me proud to be able to do this.

Your plans for the next ADHM?

- ✓ To be a Dream Teamer once again and raise more money for charity.

LOWELL D S WADAN

A member of the Fluor Daniel Corporate Challenge team

Interacting with people around me who are doing well in life, I have found that most are looking for ways to give back to society but need assurance that their money will not be misused. I guess that when I tell them that I am going to sweat and pant in the sun to support a charity, they put their faith in me. Most of the contributors are the same who contributed last time. I sent them a photograph of myself at the finish line of the race with a (friendly) note that this is proof that I sweated it out to earn their money! Also, have been telling them about my preparations for the actual race.

KUNAL VERMA

A | Pledger

What motivated you to raise pledges for the chosen NGO, Oxfam India?

- ✓ In October 2009, I became part of a relief programme as Oxfam India's disaster response in the wake of the deadly floods which devastated Andhra Pradesh and Karnataka. The immediacy of the relief work since people were in need of food, water, shelter and hygiene kits personally motivated me to raise pledges. Thus ADHM seemed like the perfect platform to raise funds for the flood victims. Besides, the feedback that I have received from my past donations to Oxfam India, transparency and accountability in its practices and my personal belief in the values of this organisation in supporting the poorest of the poor have all contributed towards this decision.

How did you go about raising money this year?

- ✓ Since this was my 1st year, I was excited about the whole thing. I started talking about it early and communicated my intent to raise pledges to friends, relatives and supporters (mostly through face to face interaction). Closer to the event and even afterwards I posted personalised emails for support to South India floods and followed up consistently with progress report on our relief work. I guess that's what worked – people liked hearing about how our relief activities were shaping up and photographs from the field were the best testimony of our work. In addition, I widely circulated my appeal online across the various social networking sites like Facebook, Twitter etc.

How long did it take for you to raise pledges?

- ✓ Very honestly, it was one week of planning and three weeks of rigorous execution with persistent follow-ups which helped me raise pledges over Rs. 4 lacs.

Now that you have raised money for a cause you believe in, describe your sense of achievement.

- ✓ It feels wonderful and I am indeed thankful to Airtel Delhi Half Marathon for giving me this platform. I also feel empowered and overwhelmed as an individual for having been able to garner support from such a large base of friends, acquaintances and relatives and make a difference in the lives of the poor and the marginalised.

Your advice on pledge raising based on your experience.

- ✓ My personal take on this would be:
 - a. Plan in advance and don't jump into it.
 - b. Evaluate your list of friends, relatives, work mates and ask everyone for support. I must thank Concern India Foundation for having compiled a very handy toolkit on pledge-raising. It was literally my bible till the race day.
 - c. Follow-up religiously since people will be busy.
 - d. Engage all levels of communication and once the cheque comes in, please don't forget to say "THANK YOU". Leave it on the note that you would look forward to their support next year.
 - e. Remember, every contribution matters and should be treated equally without discrimination on the basis of the quantum of funds donated.
 - f. Last but not the least, feedback is most important. Therefore, don't forget to send at least one report from your charity about the utilisation of the monies raised.

Your plans for the next ADHM?

- ✓ This was my first year and it's been a pleasant experience since I have managed to garner support from a very large base of individuals. There were several glitches, however learning too has been immense and next year I intend to take it to the next level as I plan to mobilise 5 of my acquaintances to join me in the run preferably as Dream Teamers. They will also become the cause ambassadors on behalf of Oxfam India.

SUJATA WINFIELD

A | Pledger

What motivated you to raise pledges for the chosen NGO, Rahi Foundation?

- ✓ RAHI, the NGO for which I raised money, is my sister Anuja's life work. Since its inception in 1996, it remains the foremost NGO working on incest/child sexual abuse.

Anuja and her partner Ashwini continue to work with fierce dedication and ambition despite the fact that they keep running out of financial fuel. To be able to provide fuel for moving this engine of change, revving it up and accelerating it towards its vision of an India without Child Sexual Abuse gets my adrenalin flowing. And a US dollar's gas gives a longer run....

How did you go about raising money this year?

- ✓ I created a list of friends and wrote a very moving and persuasive letter reminding previous donors that the time had come around again, and urging the new ones to join in. I followed that with a second persuasive email two weeks later, and then an irresistible phone-call that started with, "I am not trying to corner you, but that is exactly what I am doing ...". I also lured some by putting in the money on their behalf until such time, sooner or later, as they were able to pay.

How long did it take for you to raise pledges?

- ✓ I started a month before the due date and am still trying to wrest the promised amounts from a well intentioned straggling few. I am composing another email/phone message.

Now that you have raised money for a cause you believe in describe your sense of achievement.

- ✓ The sense of achievement is heady. There is disbelief at my ability to ask friends for money. There is thrill at opening US eyes to Indian realities and creating a community of those who want to participate and care. And there is a happy sense of having done my bit well enough so that I can forget blissfully for a year.

Your advice on pledge raised based on your experience.

- ✓ Be bold. If you don't ask you don't get. Be charming. If you are not you don't get. Create an atmosphere of intimacy and exclusivity. Work hard. Treat donors to a thank you coffee or lunch, remembering not to spend more than they paid.

Your plans for the next ADHM?

- ✓ Brewing. Will be ready for tasting only next November.

Are you happy with how the money raised last year was used? Why did you come back to raise money for Rahi Foundation again?

- ✓ Yes, I am happy with how the money was spent. I did it again this year because not doing so does not make sense. The NGO has to be kept running. Having specifics from RAHI about how the money was used, which I included in my letter, was important in getting pledges. Also important in getting results was the fact that the fund-raiser was not an individual NGO's drive but that of numerous NGOs sheltered under a respectable umbrella – Concern India Foundation.

NAMRATA DATT

A member of the Ernst and Young Corporate Challenge team

Chosen NGO - Concern India Foundation for community initiatives (Project for Rehab of rape victims and education for convicts' children)

- ✓ I decided to raise pledges to appreciate what I have and so many others have not. I ran the marathon for the joy of running but I see so many others who would like to run and cannot do so. Similarly, there are other things which we tend to take for granted, but it's important we appreciate these.

There are many institutions doing such fantastic work and several areas that require support, so it seemed like a difficult choice at first. However, very soon, the clarity emerged that I wanted to be associated with initiatives that enable marginalised people to become self-reliant and include an area of intervention which is in need of greater support. After some research, the "Community initiatives" of Concern India appealed to what I was trying to do.

I was also motivated after my first-ever experience to raise pledges last year, which gave me a great sense of personal satisfaction.

How did you go about raising money this year?

- ✓ I connected with friends, colleagues and family, both in India and overseas. I realised that generally people would be more open and ready towards contributing to a specific cause/project and accordingly had a detailed discussion with Concern India to understand the current projects, specific funding requirements and needs. An e-mail communication was shared with all concerned seeking donations, which was followed by personal phone calls to all.

How long did it take for you to raise pledges?

- ✓ 5 days

Now that you have raised money for a cause you believe in, describe your sense of achievement.

- ✓ Its great - the satisfaction that I have gone beyond the call of work and home to do something meaningful for the society which sustains me. I did not start out with a target and am delighted I could raise this amount. Also, a tremendous sense of responsibility for the fact that people have placed their confidence in me and contributed their resources to the specific NGO/project identified by me.

Your advice on pledge raising based on your experience.

- ✓ - Start work from day one
- Choose your NGO or Cause carefully and clearly articulate the reasons for your choice when you are seeking support
- Speak to the NGO, if possible, to develop a better understanding. Do your research.
- Anticipate questions from those whom you are seeking support and prepare your responses in advance
- Set a target
- Do not hesitate to ask people to contribute or even to raise their pledge amounts. Sometimes people do not realise their own capacity to give and actually feel better giving a higher amount.

Your plans for the next ADHM?

- ✓ Run harder, both on and off-field.

SUNIL BAJAJ

A member of the Ernst and Young Corporate Challenge team

What motivated you to raise pledges for the chosen NGO, Vishwas?

- ✓ I am a proud father of a two year old son and the smile that greets me when I return home motivated me to try and bring similar smiles on the faces of many other children who aren't as fortunate. Parents of many children can't afford education or even meals for them and many other children are orphans. Thus I took the initiative to encourage my colleagues, friends and family members to contribute and together try to make a significant difference to support a noble cause.

How did you go about raising money this year?

- ✓ I began with a 'dream' to raise at least Rs. 100,000. But soon I realised that I was too shy to ask others and it's not easy to get people to donate for charity. But on being encouraged by my two senior colleagues, I wrote to few people and approached a few others personally. Also unexpected response from Mumbai, Pune, London, and by few old school friends, was something that encouraged me to try and fulfil what I called my 'dream'. Initially meeting a revised target of Rs. 51,000 was very difficult, when I crossed the same I went for Rs. 75,000 and when that was crossed, I finally went for Rs. 1,01,000. 'Revised stretched but achievable targets and persistence' is how I would summarise my efforts but it would not have been possible without others feeling for the cause.

How long did it take for you to raise pledges?

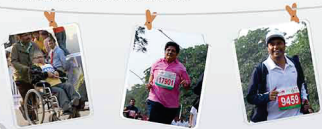
- ✓ Efforts were spread over 20 days but with a gap of 12 days in between.

Now that you have raised money for a cause you believe in, describe your sense of achievement.

- ✓ Am happy to belong to a group which has convinced so many people to contribute for a noble cause. Hopefully the money so raised would benefit children who are not as fortunate as we were in our childhood.

Your advice on pledge raising based on your experience.

- ✓ If you are convinced for the cause and are confident that the funds would be utilised for the intended purpose then the task is relatively easier.



SULBHA RAI

A | Pledger

What motivated you to raise pledges for the chosen NGO?

- Being a mother, any cause related to children was always closer to my heart. I have also been involved in similar activities like volunteering for teaching etc. This intrinsic drive was my sole motivation for choosing to raise pledges for under privileged and handicap children.

How did you go about raising money this year?

- Initially, I spoke to a lot of people about my pledge raising effort. Once I successfully completed the run, I wrote a mail to my colleagues about the marathon, my motivation behind it and my passion for the cause I had chosen. Then I personally visited all of my colleagues who responded positively with and intend to donate and collected the pledges personally from them.

How long did it take for you to raise pledges?

- It took me about 18 days to raise the pledges.

Now that you have raised money for a cause you believe in, describe your sense of achievement.

- Contribution to society through under privilege kids has given me special sense of achievement and true happiness.

Your advice on pledge raising based on your experience.

- Be honest to the cause, spread the word but no point pushing people for it. Pure passion to cause is the key to success, rest all follows.

Your plans for the next ADHM?

- Yes, will target to raise more pledges and run the half marathon next year.





AMOUNTS RAISED BY NGOs

NGOs and their Profile

Amount (Rs.)

ACTION FOR ABILITY DEVELOPMENT AND INCLUSION

Working in the field of Disability and Development

3,79,439

AIDE ET ACTION (AeA)

An international development organisation working since 1981 with a vision of, 'a world where dignity is ensured for all men, women and children through education - the lever for human development'

8,300

APOLLO TYRES FOUNDATION

Apollo Tyres Foundation was registered in April 2008 primarily with the objective of identifying and working towards key issues concerning all its stakeholders. Currently the main area of work include HIV - AIDs, Tuberculosis, Malaria and other diseases, promoting education and encouraging environmental sustainability.

7,00,000

AROH FOUNDATION

A ray of hope, for the underprivileged women who have been deprived and oppressed, to empower them to face the challenges in life, a ray of hope for the children who need care and facilities to grow up and become the nation's pride, a ray of hope for the poorest of the poor to enable them to live with dignity, a ray of hope for the physically challenged, HIV+, cured leprosy patients, etc, who may need livelihood support, economic support or just a caring word.

4,46,311

ASSOCIATION FOR CRICKET FOR THE BLIND IN INDIA

To promote cricket for the blind to increase their self-confidence and raise awareness in the society

57,766

ASTHA

To provide services to children/persons with disabilities and their families. Rights of individuals with disability have been at the core of Astha's belief and work ethics. Astha reaches out to children/persons with disability irrespective of the type and severity of disability.

3,24,377

BHARTI FOUNDATION

A philanthropic arm of Bharti Enterprises, working on the issue of education

28,00,000

BUTTERFLIES

A voluntary organisation working with street and working children in Delhi since 1989. The organisation believes in the right of every child to have a full fledged childhood where s/he has the right to protection, respect, opportunities and participation in his/her growth and development.

2,970

CAN KIDS .. KIDS CAN

Can Kids is a family support group enabling children and their families faced with Cancer. A unit of Indian Cancer Society, Delhi Branch, set up in 2004, to provide a complete range of services to children with Cancer and their families, from moment of diagnosis, through treatment and after and continuity of care through relapse, palliation and loss, on the one hand, and survivorship on the other.

30,571

CHARITIES AID FOUNDATION

CAF India is a part of the CAF international network. It's an independent trust registered in India since 1998.

1,75,000

CHILD RIGHTS AND YOU

Child Rights and You is India's leading advocate for child rights.

1,75,000

CHILDCARE AND DEVELOPMENT FOUNDATION

Working in the field of education and overall development of street and under-privileged children.

46,550

CHILDLINE INDIA FOUNDATION

Childline operates out of 83 cities with over 150 partners. It aims to reach out to every child in need of care and protection by responding to emergencies on 1098 and by physically reaching out to them. Childline responds to an average of 2million calls a year.

9,92,594

DAS FOUNDATION

Das Foundation is a registered charitable Trust set up under the Bombay Public Trust Act for the purpose of establishing and managing night schools for under privileged children

1,07,500

DEEPALAYA

Deepalaya is a registered charity, working on issues affecting the urban and the rural poor, with a special focus on children. 'Every child deserves a chance', the organisation believe and work for.

90,000

DHRIITI – THE COURAGE WITHIN

Build and promote a spirit of entrepreneurship amongst youth by supporting SME's and conducting trainings.

13,550

FAMILY OF DISABLED

Building and nurturing the capacities of persons with disabilities through different sustainable interventions for improving their quality of life, making them self-reliant and facilitating their mainstreaming.

1,29,300

FRIENDICOES SECA

Working for the welfare of stray animals in Delhi and the NCR for the last 30 years. They provide ambulance service for injured and sick stray animals as well as a abandoned pets. This service now runs round the clock. We have a hospital cum shelter in Delhi and a sanctuary in Gurgaon. Between them we have under our care more than 900 animals at any given day.

1,67,000

FXB INDIA SURAKSHA

The organisation works for children made vulnerable due to HIV/AIDS.

500

GTL FOUNDATION

A Public Charitable Trust

1,75,000

KHUSHBOD WELFARE SOCIETY

Working in the field of mental and multiple disability.

4,47,264

LITERACY INDIA	1,75,000
MOBILE CRECHES Mobile Creches works at multiple levels to move closer to its vision of a "just and caring world". All have a stake in the future of the country and All must take responsibility for the future of those at the bottom of the pyramid - the most vulnerable, invisible, young children of India.	6,25,000
MUSKAAN A voluntary organisation of parents and professionals working to make a difference in lives of persons with intellectual disability.	2,000
NATIONAL THALASSEMIA WELFARE SOCIETY Looking for the treatment of Thalassemia children and health care of under privileged women and children of Gurgaon.	1,91,600
NAVJYOTI INDIA FOUNDATION Working for child education, women empowerment, health care, rural development, environment, drug de-addiction and counselling.	5,86,634
NIRMAYA CHARITABLE TRUST Prevention of Blindness and vision restoration. Community eye care for rural and urban poor.	90,000
NIRANTAR TRUST Nirantar is a women's NGO which works in the area of gender and education including sexuality education.	20,500
OXFAM INDIA Oxfam India is a public charitable Trust affiliated to Oxfam International. It works on a rights based approach to address the root causes of poverty. It believes that the women and men it works with and for are stakeholders and not victims. Oxfam has been actively partnering with communities and like-minded organizations in helping the poorest and the most vulnerable in their struggle against poverty, suffering and injustice.	6,96,770
PARDADA PARDADI EDUCATIONAL SOCIETY PPES works to uplift and empower girls from poorest sections of the society by providing them free education and vocational training.	1,75,000
PLAN INTERNATIONAL (INDIA CHAPTER) Working for child rights and community development.	1,75,000
PRAYAS JAC SOCIETY Prayas works for juveniles and children in need of care and protection between age group of 6 to 18 years.	5,25,500
PVR NEST Children and environment	90,000
RAHI FOUNDATION Working on incest and child sexual abuse	13,74,304

SAKSHAM

Disability to Ability - Working for the education and rehabilitation for persons with vision/multiple impairment.

1,75,000

SAMANYAY – SAATH SAATH

Started in the year 2005 by a group of teachers from junior modern school New Delhi to help impart primary education to underprivileged children.

1,03,104

SANKALP WELFARE SOCIETY

Working on the issue of education for underprivileged children.

1,75,000

SCORE FOUNDATION

One stop information resource in the domain of eye and blindness.

57,766

SEARCH YEARS

Non formal and Formal Education, Vocational Training and Environmental Education.

1,75,000

SNEHI

An organisation working for psychological support and mental healthcare.

97,950

SOCIETY FOR ALL ROUND DEVELOPMENT

3,50,000

SSHRISHTI

Working on education of underprivileged children, especially those of migrant labourers.

71,277

SUKARYA

To achieve sound health for the poorest section of the society, especially women, adolescents and children by not just providing access to health care but empowering them to create a healthy society through promotion of efficacious and affordable methods of disease prevention. We seek to empower particularly the women and children for 'Behar Swasthya Behar Samaj'.

7,18,211

THE DEAF WAY FOUNDATION

Committed to educate, empower and advocate for the deaf community of India.

2,900

THE INDIA SPONSOR FOUNDATION

Working with NGO partners to provide remedial support for girl children in Delhi slum areas.

59,500

UDAYAN CARE

Working for children - Homes/Education/Health.

14,94,706

UNITED WAY DELHI

Committed to creating opportunities for all its community members in Delhi and NCR by focusing resources in the area of education, income and health. We create lasting changes in our community by addressing the underlying causes of issues, by working in close partnership with all stakeholders - Corporates, community members, government, credible NGOs and the beneficiaries.

3,50,000

VISHWAS

Working in the field of disability, it is an inclusive primary school where education is imparted to special needs children along with their non-disabled peers. Vishwas is also reaching out to the rural population of Gurgaon and its surrounding areas and providing need based services.

6,26,000

Various issues (education, health, community development)

21,76,000

TOTAL**1,88,28,714**

An amount of Rs. 21,20,170 retained by Charity Partner, Concern India Foundation towards administration expenses.

ABOUT CONCERN INDIA FOUNDATION

www.concernindia.org

Started in 1991, by Mr. Ardeshir B K Dubash, Concern India Foundation is a non profit, public charitable trust. Our objective is to work towards making the disadvantaged self-reliant and thereby enable them to lead a life of dignity.

We strongly believe that the disadvantaged need opportunities, not charity. Concern India Foundation supports development oriented organizations working with the most vulnerable people of our society in the areas of education, health and community development.

Through financial and non financial support, Concern India Foundation helps bring about a positive change in the lives of destitute children, youth, the differently abled people, women and the aged. Concern India Foundation today supports over 160 programmes through its offices in Mumbai, Delhi, Bangalore, Chennai, Hyderabad, Kolkata and Pune.









A



**PROCAM
INTERNATIONAL**

Initiative