

RUN
for a CAUSE



*Great sport.
Spirited support.*

**AIRTEL DELHI HALF MARATHON
2011**

27th Nov, 2011



Nanhi Chhaan Foundation

Save Environment

Save Girl Child

Save Humanity



RUN
for a **CAUSE**

Life is an Endless Race

YOU RUN FOR MONEY

YOU RUN FOR FAME

YOU RUN FOR POWER

YOU RUN FOR MEETINGS

YOU RUN FOR CLIENTS

YOU RUN FOR FAMILY

YOU RUN FOR FRIENDS



When was the last time
you ran for Hope?



RUN
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SAVE ENVIRONMENT SAVE GIRL CHILD SAVE HUMANITY

- 1 out of every 25 female fetuses has been aborted in India since 1994
- By 2020, there will be 50 million males in India without life partner
- India has lost 728 Sq.km. of forest cover since 2003
- India's forest cover is only 26% of the country's total geographical area





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RUN FOR HOPE

RUN FOR A CAUSE

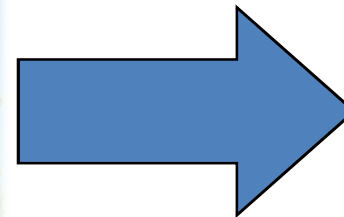
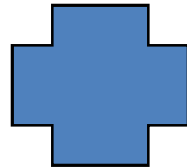
RUN FOR NANHI CHHAAN





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OBJECTIVES



Nurturer & Givers

**Socially &
Environmentally better
world**

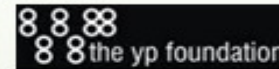


OUR CORPORATE SPONSORS



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PARTNERSHIPS





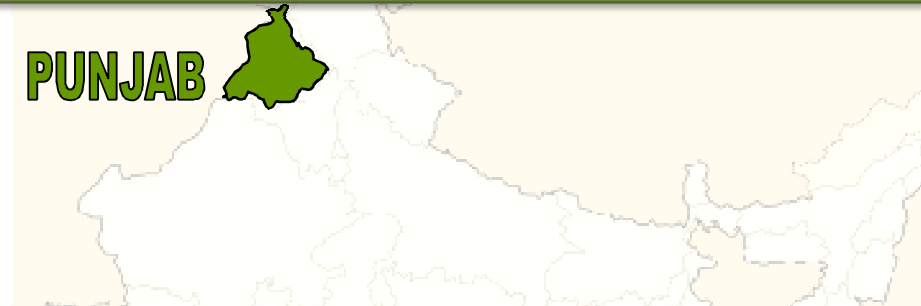
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THE JOURNEY SO FAR



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Launched : 27th August 2008 - Galiara at Golden Temple



Launched : 8th October 2008 – Talwandi Sabo, Bhatinda



Launched : Anand Pur Sahib & Muktsar Gurdwara





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March'09 – Sacred Heart Cathedral

DELHI



July'09 – Ghalib Academy



August'09 – Bangla Sahib Gurudwara





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NATIONAL LAUNCH OF NC

CRPF-NC LAUNCH – December 18, 2009



**Workforce
Locations**

- 2,70,000
- 200 all over country



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NDTV/Nanhi Chhaan- Greenathon

March 6, 7 2010

DELHI



THE **NDTV**  **TOYOTA**
GREENATHON



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NANHI CHHAAN WITH MRS. MICHELLE OBAMA

November 8, 2010



DELHI



Two girls from poor Dalit families, Manpreet Kaur (13) and Ramanpreet Kaur (12) studying in VII and VI standard respectively at the state run Elementary & Middle School, supported by Nanhi Chhaan, were selected to meet Mrs. Michelle Obama, First Lady of the United States. They innocently posed some endearing questions to her such as: who makes up first when you both have a fight at home; is there still discrimination between girls and boys at American schools; what food did you like most on your visit, among others. With gracious frankness the First Lady answered their questions, that made headlines in the national news.



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FORTIS NANHI CHHAAN DAY

JANUARY 6, 2011



DELHI



Nanhi Chhaan Day was celebrated across the Fortis network at 17 places and 15 facilities, including the Community Hospital in Amethi and Fortis Corporate office. Fortis Nanhi Chhaan Day was presided over by Mr. Salman Khurshid.



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NATIONAL LAUNCH OF NANHI CHHAAN BY THE PRESIDENT OF INDIA

APRIL 9, 2011



DELHI



National launch of Nanhi Chhaan by the President of India on the 9th of April from Gandhi Darshan. (It was an inspiring occasion with eminent personalities freely mixing with young students, mostly girls, successful industrialists, leaders of different Faiths and NGO's. The simple message of honoring motherhood by protecting the girl child, planting saplings and invoking all Faiths to lend their support was well received by one and all.



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DPS SOCIETY PARTNERS WITH NANHI CHHAAN

JULY 29, 2011



DELHI



DPS Ki Nanhi Chhaan

“DPS Society partners with Nanhi Chhaan to save the girl child, protect environment & promote secularism.”



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MILLION TREES GURGAON

AUGUST 4, 5, 2011



**We are planting a million trees in Gurgaon.
Be a part of the change.**

SMS TREE to 58888 or register @ www.milliontreesgurgaon.com

IN ASSOCIATION WITH



OUR KNOWLEDGE PARTNERS



SUPPORTED BY
NASSCOM



**million
trees
gurgaon**



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**Launched : 9th April 09 –
Govind Devji Temple, Jaipur**



RAJASTHAN



**Launched : 9th April 09 –
Santokba Durlabji Hospital,
Jaipur**

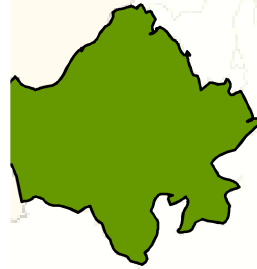




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AJMER LAUNCH – DARGAH & MAYO

AUGUST 1, 2010



RAJASTHAN





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PLEDGE

TO SUPPORT NANHI CHHAAN FOUNDATION

IN

AIRTEL DELHI HALF MARATHON 2011



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Choose The Run

The Half Marathon - 21.097 km

[Born on or before 20.11.1993 (18 yrs)]

A test of speed and stamina for serious sports people

The Great Delhi Run - 6 km

[Born on or before 20.11.1999 (12 yrs)]

open to individuals above the age of 12 years

Senior Citizen's Run - 4 km

[Born on or before 20.11.1951 (60 yrs)]

An easy pace for those above the age of 60 years

Wheelchair Event - 2.5 km

[Born on or before 20.11.1999 (12 yrs)]

A moving show of human spirit, minimum age 12 years

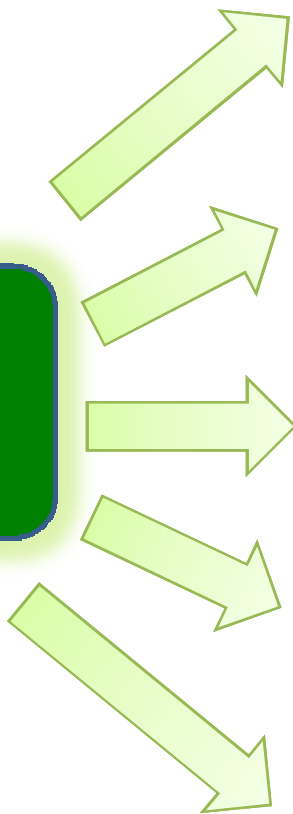


Airtel Delhi Half Marathon
ADHM 2011



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CHARITY STRUCTURE



DREAM MAKER: Individual raising at least Rs. 1.50 Lakh in donations

DREAM CHALLENGER: Individual raising at least Rs. 3.50 Lakh in donations

CORPORATE CHALLENGE I: Corporate donating 2.25 Lakhs for a team of 25

CORPORATE CHALLENGE II : Corporate donating 3.25 Lakhs for a team of 40

1 PLEDGE: Individual raising donations in any amount



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Business Benefits:

HUMAN RESOURCE

1. Team Building opportunity with staff
2. Gives employees outlet for their social passion
3. Improved employee morale
4. Promotion of employees' health & wellness, leading to greater efficiency

MARKETING

1. More targeted promotions possible in Corporate tent
2. Opportunity to interact with other corporates and promote brand
3. Emotional association with brand

PUBLIC RELATIONS

1. Demonstrate that the firm is a civic-minded corporate leader
2. Goodwill towards the firm among the public
3. Promotional time on national and international media

TAX

Receive tax exemption of funds donated
(Tax 80G receipt)



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CORPORATE CHALLENGE

1. Corporate Challenge I that contribute a minimum of Rs. 2,25, 000 plus the Event Registration Fee (as applicable) each and send up to 25 employees to participate in the event.
2. Corporate Challenge II that contribute a minimum of Rs. 3,25, 000 plus the Event Registration Fee (as applicable) each and send up to 40 employees to participate in the event.
3. A Corporate signs up by filling the Corporate Challenge Form and making an upfront, non-refundable contribution of Rs. 2,25,000 or 3,25,000 and the Event Registration Fee (as applicable)
4. Out of Rs. 2,25,000 or 3,25,000 the charity partner retains 12.5% towards admin. expense, and the rest goes to the charity
5. The Event Registration Fee for the 25 runners or 40 runners is according to the running category i.e. Rs. 400 for GDR and Rs. 700 for HM



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MODALITIES

Two separate cheques need to be drawn by the corporate for registration:

- a. **Rs. Two Lakhs and Twenty Five Thousand for a team of 25 and Rs. Three Lakhs Twenty Five Thousand for a team of 40.**
- b. Participation Fee calculated at @ Rs. 400 (for the Great Delhi Run) or @ Rs. 700 (for Half Marathon)



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CORPORATE CHALLENGE - INCENTIVES

1. Regular Newsletters to teams and pre race day communication.
2. Pledge Kits (downloadable from www.concernindiafoundation.org Link: Run for a cause) for all participants and a previous year event AV-CD for each team.
3. Online interactive corporate page, a link of which will be on the Concern India Foundation website www.concernindiafoundation.org (Link: run for a cause) to enable internal communication in the team with online fund raising option.
4. Team leaders updates/meetings-event update, pledge raising tips, standardized presentations that they can use to motivate their team members, etc. (on request)
5. Separate holding area at the event venue on the race day
6. Branding at the Marquee (standardized for all corporates)



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CORPORATE CHALLENGE - INCENTIVES cont.....

7. Event celebrity visits the marquee
8. Event T-shirts to be given out to the first 50 early birds who have raised submitted a minimum of Rs. 1000/- for their chosen charity (ten days before the race day) to Concern India Foundation
9. A Priority line-up and start for the CC teams who have opted to participate in the Great Delhi Run
10. Line up as per roll of honor, determined by the quantum of charity that was raised in the previous year for the first five companies
11. An invitation to the heads/CEOs of top 3 corporates who raised the maximum the quantum of charity in the previous year, to encourage and motivate their participating team from the Events presentation stage on the race day
12. Profiles of the Corporate will be put on the event website and Concern India Foundation website



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IMPORTANT DATES

- Registration for Corporate Challenge Teams begins from 22 August 2011
- Last Date of Registration: 8th November 2011
- Last date of acceptance of pledges of CC team members: 16th December 2011
- Last date of receiving Individual Corporate Challenge team members event online entry forms is 8th November 2011



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**Lets join hands to Proetect
the Girl Child, Preserve our
Environment
And make this Run a
Success.
Celebrate the
Spirit of Nanhi Chhaan**

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