



MMRDA ATAL SETU L&T MARATHON 2025



RUN FOR PLANET EARTH

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Introduction to the MMRDA Atal Setu L&T Marathon 2025

The MMRDA Atal Setu L&T Marathon offers a comprehensive and inclusive charity program that enables individuals and corporations alike to support a cause of their choice by raising funds. Participating in the marathon with a charitable purpose enhances the experience and provides an opportunity to make a meaningful impact. Here's why you should consider running for a cause.

The Inspiration

Running is often a journey of personal growth, and when combined to support a cause, it becomes a deeply fulfilling experience. Knowing that your run is not only a personal accomplishment but also supports a greater cause brings an extra layer of motivation and purpose to your journey.

Multiplying Your Impact

As a fundraiser, you extend the impact of your run by involving friends, family, colleagues, and even acquaintances, raising greater awareness for the cause and the work of the selected NGO. Your efforts create a lasting ripple effect that continues to benefit the cause beyond the race day. This is your chance to be part of a mission larger than yourself.

Rewards For Your Dedication

Fundraising can be challenging yet incredibly rewarding, and the MMRDA Atal Setu L&T Marathon celebrates your commitment to making a difference. Participants receive special benefits, including:

- Recognition by the platform and selected cause/NGO
- Official event gear
- · Cheer points along the route
- · A personalized training plan
- · Invitations to additional events
- · Fundraising tips and race-day perks

Benefits are subject to the total funds raised by individuals, corporations, and NGOs. Please refer to the charity structure for details.

Ready to make a difference? Here's how to get started.







The Official Philanthropy Partner - SACH

SACH, a national NGO working for comprehensive development of underprivileged society across India has been taken on board as the official Philanthropy Partner for the MMRDA Atal Setu L&T Marathon, empowering NGOs to leverage the event's fundraising potential. SACH conducts rigorous due diligence on participating NGOs, manages philanthropic funds, and issues tax-exemption receipts for donations processed through its platform.

SACHs digital platform provides NGOs with multiple fundraising options, including Corporate Team participation, Charity Bibs, and online crowd funding opportunities. The platform operates completely neutral, transparent and dynamic, ensuring equal fundraising opportunities for all registered NGOs. By covering payment gateway fees, SACH ensures that the donations reach the NGOs, making it one of the most transparent and vibrant platforms for NGOs to raise funds for their most felt unaddressed needs of the society.

Overview of the MMRDA Atal Setu L&T Marathon 2025: Charity Structure

The Charity Structure for the MMRDA Atal Setu L&T Marathon details the event's philanthropic framework, including key dates, fundraising opportunities for NGOs, the Charity Bib allocation system, individual and corporate registration processes, and associated participant privileges.

Race Categories

For 2025, the following on-ground race categories will be offered, along with virtual race options:

Race Categories	Distance
Full Marathon	42.195 km
Half Marathon	21.0915 km
10 km Run	10 km
5 km Run	5 km





Six Ways for an NGO to Raise Funds at the MMRDA Atal Setu L&T Marathon 2025

1. NGO Pages

Each registered NGO gets listed on SACH's platform, featuring the NGO's mission, contact information and fund requirements. With a donate button on the page, supporters can donate through the platform with SACH ensuring disbursement of all donations to the NGO of the donations received.

2. Charity Bibs

Special slots, or Charity Bibs, are reserved across race categories for registered NGOs. These bibs grant runners guaranteed entry, even if general registration has closed. SACH emphasis for minimum donation levels per category to ensure equity, while NGOs may set higher donation targets to meet required fundraising targets. NGOs are also encouraged to write to their donors, friends and well-wishers to participate in the event.

3. Individual Fundraising

Individual fundraisers get listed on fundraising pages, engaging their network to raise donations. This pages provide resources to help fundraisers reach their goals.

4. Corporate Team Participation

Corporate teams can register to run and raise funds for selected themes/NGOs, generating required contributions while fostering team building within its own organizations and participating in the marathon.

5. Top-Up Donations During Registration

During registration, participants are encouraged to make a donation, which will be allocated to the selected cause/NGO or a shared pool that will benefit NGOs based on identified causes.

6. Special Number Bibs

Runners can personalize their bibs with a custom six-digit number by making a donation of INR 10,000 to the NGO of their choice.





NGO Pages

SACH provides a dedicated page for each NGO on its platform, enabling donor review and securing donations.

Charity Bib Requests:

Donors may request Charity Bibs directly, facilitating connections between NGOs and potential supporters.

Fundraiser Display:

NGOs can feature their fundraisers on the page, boosting visibility and credibility.

Utilization Reports:

Provides fund utilization reports to all donors within 3 months of making the donation including comprehensive information on how funds have been used.





Charity Bibs

Charity Bibs are special race slots reserved for registered NGOs, available even after general registration closes. By setting a minimum donation amount, SACH ensures fairness among NGOs, allowing each to raise funds through their Charity Bibs, prominently displaying their name on the bibs.

Charity Bibs - Rs. 800 - Rs. 1,000 per person

Charity Bibs for NGO

Charity bibs will be allocated according to number of participants per NGO

10 participants	Rs. 10,000
20 participants	Rs. 16,000

Charity Bibs Corporate Registrations

SI. No.	Team Size C	Corporate ontribution	Participate Restriction under 5 km race	Participate Restriction under 10 km race	Free to participate in any category other than 10 km & 5 km
1	20	Rs. 4,50,000	Maximum 12 Members	Maximum 5 Members	
2	30	Rs. 7,50,000	Maximum 20 Members	Maximum 7 Members	Balance members can participate in any category
3	50	Rs. 10,50,000	Maximum 35 Members	Maximum 10 Members	
4	100	Rs. 20,00,000	Maximum 80 Members	Maximum 15 Members	





Charity Bib Allocation Process

NGOs may request Charity Bibs on a first-come, first-served basis. Each NGO receives an initial bib, which can be used for any race category with available slots. SACH will assign additional Charity Bibs as existing ones are utilized, up to 5th December, 2025.

Submission Process:

Donations may be collected online or offline. Upon donation confirmation, SACH generates a voucher code for the runner to complete their registration on the marathon site.

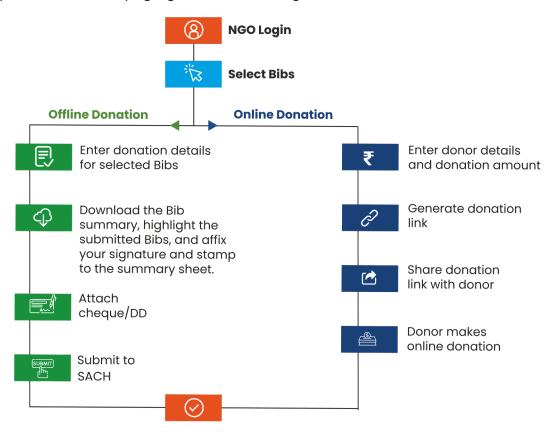
Race Categories	Distance	Female	Male
Full Marathon	42.195 km	under 8 hours	under 7 hr 30 mins
Half Marathon	21.0915 km		
10 km Run	10 km		
5 km Run	5 km		





Charity Bib Submission Process

Log into your NGO account page, go to the Bib Manager.



Upon realising the donation, the runner will receive a voucher code for registration. The code will also be visible to the NGO on their dashboard against the Bib and if applicable, a new Bib is allocated automatically in the Individual Bib section.

Runner Registration

After a donation is confirmed as successful by the platform, a voucher code is generated and sent directly to the runner for registration via email. The registration process happens at the Event Promoter's end on https://youtoocanrun.com

The voucher code will also be visible in the login page for every runner. NGOs can share this code with their runners to register directly on the event website. This online registration method saves time and allows runners to register quickly, receiving a confirmation email immediately. SACH does not accept physical runner forms for either online or offline donations.

Please Note

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



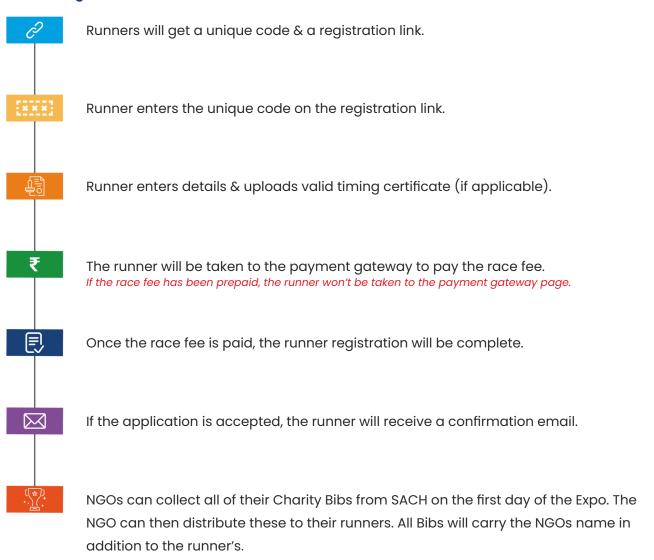


Race Fee

The Charity Bib donation is separate from the event's race fees. Hence, runners need to pay the race fees directly to the Event Promoter, **youtoccanrun.com**, during the runner registration process.

NGOs can request for a link to make the payment to the event organiser for the entire group. Once the race fee is paid, a special code for the runners is generated so they won't have to pay the race fee individually while registering.

Runner Registration Process







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 SACH desk for onward distribution to their runners. Charity Bib runners need to connect with their NGOs for their Bibs. This process facilitates meaningful interactions between NGOs and their supporters, strengthening the commitment to the organisation. 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 SACH requesting for distribution of their Charity Bibs from the SACH desk at the Expo. Their runners will have to come to the Expo to collect the same from the SACH desk.

Please Note

- SACH does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the NGOs to ensure that the Timed Bibs are allotted to runners who have a valid timing certificate.
- A valid timing certificate is required to register for Marathon and Half Marathon race categories. To check if the runner is eligible, please refer to https://youtoocanrun.com.
- The running event should have been conducted on or after 24th July 2025.
- No donation will be refunded once made.
- SACH will issue 80G receipt and 10BE certificate to all donors contributing through its platform.
- · Any offline donations i.e. either cheque or NEFT mode need to reach SACH at least 1 week prior the Charity Bib deadline.





Individual Fundraising at the MMRDA Atal Setu L&T Marathon

Individual fundraisers are integral to the event's philanthropic success. Fundraisers can register on SACH's platform, set fundraising goals, and upload media to inspire donations.

Fundraising Options:

Fundraisers can receive donations directly to the SACH's account, collect offline donations, or fundraise entirely online.

Process of Becoming a Fundraiser

Step 01 Register here
• https://www.sachindia.org/login
Step 02 Relogin
• With username and password

Step 03 Create MMRDA Atal Setu L&T Marathon Fundraising Page

- Add a fundraising target and select an NGO you wish to support
- Add your appeal and a short bio

Now your page is ready to be shared with your peers, friends and family

Two Ways to Raise Funds

Fundraisers can raise funds online, offline or, in special cases, directly to their chosen NGO's bank account.

Online

After selecting an NGO and setting a target amount, a Donate button gets activated on the fundraiser's page, allowing them to gather funds online through a payment gateway for their campaign.

Offline

Fundraisers have the option to raise funds through offline means, such as cheque or DD payable to 'Society For Action in Community Health' or through direct bank transfer to SACH's bank account/ NGO bank account.





Corporate Team Participation

The Corporate Team category allows companies to create employee teams for the MMRDA Atal Setu L&T Marathon, where they can raise funds for NGOs through the charity platform. This initiative promotes employee engagement, strengthens team connections, and supports meaningful causes. Corporate participants enjoy a designated tent on race day, enhancing their overall experience.

The event encourages companies to invest in employee well-being by engaging them in charitable activities. Research shows that volunteering, donating, and acts of kindness can boost mental health, reduce stress, and improve overall well-being. Many companies organize fundraising challenges, campaigns, and contests to increase participation.

By joining as a Corporate Team, companies gain several advantages:

- **1. Cultivate a Purpose-Driven Culture:** Empower employees to support causes they care about, fostering a positive and socially responsible workplace.
- **2. Unique Race Day Experience:** Provide employees with access to the Corporate Tent, where teambuilding and relaxation activities are available.
- **3. Increased Brand Exposure:** Customized corporate-branded t-shirts and larger team turnouts help maximize brand visibility among thousands of runners and spectators.
- **4. Innovative Fundraising Opportunities:** Corporates can encourage donations through employee pledges, such as yearly contributions from unused leave, to support various NGO causes.

Corporate Tent

A unique benefit for corporate participants, the Corporate Tent is set up exclusively for teams participating through philanthropy. The tent offers engaging activities, including games, Zumba classes, foot massages, arts and crafts, photo booths, team challenges, and refreshments, ensuring a memorable experience for corporate team members.

Corporate Team Runner Benefits

Corporate Team members also receive the following perks:

- Flexible Timing: Corporate teams participating in the Half Marathon through charity receive special timing relaxations.
- Customized Bibs: Each runner's bib prominently displays the company's name.
- Priority Line-Up: Corporate runners in the Dream Run category are positioned ahead of general participants.
- Exclusive Tent Access: Corporate Team runners have access to the dedicated Corporate Tent, separate from general participants.
- Company Recognition: The company is acknowledged in the Corporate Tent and in the philanthropy report.*





Bib Allocation as per Team Sizes

Companies have the flexibility to form teams of 20, 30, 50, or 100 runners by making a non-refundable contribution. This contribution includes donations to selected NGOs (which must be registered with SACH for the MMRDA Atal Setu L&T Marathon 2025).

Companies wishing to contribute from their CSR budget can choose the split cheque option to comply with CSR laws, which require contributions to align with projects eligible under the company's CSR policy. In this option, the total contribution is divided between the NGO (for the project) and SACH, as outlined in the table below. For companies not contributing from their CSR budget, a single donation can be made to SACH, which will then disburse the funds to the selected NGOs according to the table below.

Charity Bibs Corporate - Charity Bibs Corporate Team

SI.	Team	Corporate	Donation for Split Contribution		Category Restriction
No.	Size	Contribution	in the name of SACH	in the name of Beneficiary NGO (for the project	for 10K/ 5K Run
1	20	Rs. 4,60,000	Rs. 43,000	Rs. 4,17,000	Up to 15
2	30	Rs. 6,60,000	Rs. 60,000	Rs. 6,00,000	Up to 20
3	50	Rs. 10,50,000	Rs. 94,000	Rs. 9,56,000	Up to 35
4	100	Rs. 20,00,000	Rs. 1,75,000	Rs. 18,25,000	Up to 60

No Restriction per team for Full Marathon/Half Marathon

Corporate Team registrations are on a first-come, first-served basis due to limited slots. Historically, Corporate Team slots tend to fill up before the deadline, so companies are strongly encouraged to register early.

For companies opting to donate via cheque/DD, the cheques/DDs/ NEFT should be drawn in the name of the NGO to whom the donation is made and the details of donations made may be sent to SACH for verification. In the case of direct bank transfers, NGOs need to share their bank statement as evidence of donations received. The verification of donations is a prerequisite for finalizing Corporate Team allocation.





Please Note

- The contribution amount includes a non refundable donation to the chosen NGO (NGOs registered with SACH for L&T Marathon 2025) and SACH retention. The race fees, based on the number of employees, are seprate from the donation and must be paid to the Event Promoter **youtoocanrun** upon team submission following the invoice sent.
- . Race fees should be paid within 30 days of invoice generation.
- SACH does not validate or verify the timing certificates. Therefore, it is the sole responsibility of the corporate to ensure that the Marathon and Half Marathon Bibs are allotted to runners who have a valid timing certificate.
- Valid timing certificate is mandatory for all Marathon and Half Marathon applicants. To check if the applicant is eligible, please refer to the table on the next page or the event website https://www.Intseabridgemarathon.in
- As per the circular dated June 18, 2014 issued by the Ministry of Corporate Affairs, one off events such as a marathon would not qualify as CSR expenditure for the purposes of Section 35 of Companies Act, 2013.
- Since one off events such as marathon do not qualify as CSR expenditure, the corporate donor shall be solely responsible
- and liable for compliance in relation to the amounts being paid by the corporate donor for participation in the MMRDA Atal Setu L&T Marathon (including any amount contribution as the event registration fees for Charity Bibs or towards administrative expenses) with respect to provisions relating to corporate social responsibility under the Companies Act, 2013 and the rules made thereunder (including but not limited to Section 135 of Companies Act, 2013).

 All contributions, except event fees regardless of the chosen option, are eligible for tax exemption, and Form 10BE will be
- emailed by SACH for all donations made to SACH.
- For vendor registration of youtoocanrun for race fees, kindly send the form and instructions (if any) to
- support@youtoocanrun.com
 - If youtoocanrun rejects a runner's application for any reason, they will refund the entry fee paid by the applicant according
- to the entry rules. However, any amount donated or contributed to the NGO or SACH will not be refunded.







Green Bib:

Empowering Change Through Sustainability and Charity at the MMRDA Atal Setu L&T Marathon

The Green Bib initiative at the **MMRDA Atal Setu L&T Marathon** stands as a symbol of sustainable living and a commitment to driving social impact. This innovative category, introduced in partnership with **SACH (Social Action for Community Help)**, combines the essence of environmental responsibility with the spirit of philanthropy. It aims to create a meaningful connection between runners, the community, and the environment.

What is the Green Bib?

The Green Bib is not just a ticket to participate in the marathon; it's a pledge to champion sustainability and support noble causes. Participants choosing the Green Bib category align themselves with the principles of environmental stewardship while contributing to the philanthropic goals of the event.

Every Green Bib participant embodies a dual mission:

- **1. Support Sustainability:** Engage in environmentally friendly practices and raise awareness about reducing our ecological footprint.
- **2. Champion a Cause:** Contribute to the impactful work of SACH, which focuses on community development, health, education, and social upliftment.

The Role of SACH as a Philanthropy Partner

SACH, as the official philanthropy partner, leverages its deep-rooted expertise in addressing social challenges to channel the funds raised through Green Bibs toward transformative projects. Each





contribution by participants ensures tangible outcomes in areas such as:

- Providing healthcare access to underprivileged communities.
- Supporting education initiatives for marginalized children.
- Empowering women and youth through skill development programs.
- Promoting sustainable living practices at the grassroots level.

SACH also plays a vital role in ensuring transparency, offering donors insights into the impact of their contributions, and celebrating the stories of change driven by their generosity.

Why Choose the Green Bib?

- **1. Run with Purpose:** While achieving personal fitness goals, Green Bib runners make a direct impact on society and the planet.
- **2. Celebrate Sustainability:** Green Bib participants receive eco-friendly kits, including reusable materials, plant-based t-shirts, and seed paper bibs that can be planted after the race.
- **3. Build a Better Future:** A portion of the registration fee goes directly to projects led by SACH, ensuring that every step taken during the marathon contributes to a broader cause.

The Marathon Experience for Green Bib Runners

Green Bib runners enjoy a unique experience that extends beyond the race. Special perks include:

- Access to dedicated pre-race sustainability workshops.
- Recognition through eco-friendly finisher medals and certificates.
- Networking opportunities with like-minded individuals passionate about making a difference.

Impact Beyond the Marathon

The Green Bib is more than an event feature; it's a movement. Through this initiative, the MMRDA Atal Setu L&T Marathon and SACH aim to inspire individuals and organizations to integrate sustainability and philanthropy into their daily lives. The funds raised contribute to long-term projects, creating ripple effects in society and the environment.

Join the Green Bib Movement

By opting for the Green Bib, participants become changemakers, weaving the threads of environmental consciousness and philanthropy into the fabric of the marathon. Together with SACH, the MMRDA Atal Setu L&T Marathon offers a platform where every stride leads to the finish line and builds a better world for future generations.

Embrace the Green Bib, and let's run for a cause that matters!





Top-Up Donations

To encourage runners to contribute to meaningful causes, the registration process for the MMRDA Atal Setu L&T Marathon provides an option to support an NGO of their choice. Participants can make a donation during registration and also create personalized fundraising profiles to raise additional funds for their selected NGO. If no specific NGO is chosen, the donation will be allocated to a shared pool. Funds from this pool will be distributed among NGOs based on their respective privilege levels.

Please Note

- · Donations are non-refundable, regardless of runner registration acceptance.
- Since this donation is handled outside of SACH's platform, a deduction of 4.72% will be made by youtoocanrun, the Event Promoter, for payment gateway charges and processing fees. SACH will distribute 95.28% of the funds received from youtoocanrun to the chosen NGO without retaining any portion.
- · An 80G receipt and 10BE certificate will be issued for the total donation amount to the donor by SACH
- NGOs are expected to thoroughly go through all information mentioned on the event website regarding runner registration on https://lntseabridgemarathon.sachindia.org/

Special Number Bib

As a valued participant in the event, you have an exclusive opportunity to elevate your experience by upgrading your bib number. Personalize your experience with a unique 6-digit number that holds special significance—such as an important date, like a birthday or anniversary.

This exclusive option is available across all race categories and offers a meaningful way to add a personal touch to your journey while supporting a worthy cause. To secure your customized bib number, participants are invited to make a contribution of INR 5,000 to an NGO of their choice.

Please Note

- No donation will be refunded once made.
- An 80G receipt and 10BE certificate will be issued for the total donation amount to the donor by SACH.



Registrations



MMRDA Atal Setu L&T Marathon NGO Registration

To participate in the TMM, all NGOs must register with SACH and complete the due diligence procedures. The registrations and due diligence incurs no cost to the NGO. By registering with SACH NGOs also gain access to different funding opportunities possible through the platform. SACH works with over 50 companies on their CSR & employee giving.

NGO Due Diligence Process New NGOs sign up here www.sachindia.org/singup-ngo **QR CODE** Step 01 **Statutory and Financial Diligence** Login with the user ID and password shared by SACH. Fill the online form and mandatory documents.* Step 02 **Organisational Details** Once SACH reviews information from Step 1, log in and update organisational details. Due diligence process complete Step 01 Fill the MMRDA Atal Setu L&T Marathon 2025 online form. Step 02 Download, sign and stamp form. **MMRDA Atal Setu L&T Marathon** Step 03 Submit the form to SACH.

Registration Completed





Clearing the statutory and financial due diligence process will require the following documents from each NGO

- Certificate of registration of the NGO (Societies Registration Act 1860 / Public Trust Act / Section 8-Company's Act).
- Trust Deed/Memorandum of Association.
- Renewed 12A registration certificate under the income tax.
- Renewed 80 G Certificate.
- PAN Card.
- Last 3 Financial Years audited annual accounts including auditors report/statement of particulars, balance Sheet, Income & expenditure certificate signed by the auditor and the trustees.
- Form 10B of last 3 Financial Years.
- ITR Acknowledgement Assessment of last 3 Financial Years.
- FCRA registration certificate (if applicable) front and back.
- Cancelled cheque (for domestic).
- Address proof (electricity/telephone/internet Bill/ front page of the updated passbook/ lease agreement, etc. Please note the name of the organization should be there in the proof).





Important Deadlines

January 2025

Important Deadlines	
Ü 10th Feb 2025	Corporate Team Registration Ends.
2025 12th Feb 2025	Corporate Team Submission Deadline.
2025 12th Feb 2025	Final Charity Bib Submission Date.*
2 14th Feb 2025	Final Charity Bib Runner Registration Date.
14th Feb 2025	Special Bib Number Request Deadline.
### 16th Feb 2025	MMRDA Atal Setu L&T Marathon Race Day
25th March 2025	Individual Fundraising Deadline.*

^{*}Offline Donation will close 7 business days prior to the race day.





Important MMRDA Atal Setu L&T Marathon Registrations information

Category Wise Retention Amounts

Category	Offline	Online
Charity Bib	INR 800)
Corporate Team	8.75% to 9.35% depending on team size.	g N.A.
Individual Fundraising	4 % depending on fundraiser level.	3%
Special Bib Number	2%	2%
Pledge Raising	2%	2%

Disbursements to the NGOs

All disbursements will be completed before 31st March, 2025.

Disbursement can be expected in the following order:

- Corporate Team donations by the 1st week of February, 2025.
- Charity Bibs donations by the 2nd week of February, 2025.
- Offline donations by the 2nd week of March, 2025.
- Online donations will be done in three batches.

Disbursement will be through direct bank transfer hence NGOs are requested to update SACH of any changes in the bank details at the time of registration. Following Foreign Contribution Regulation Rules, SACH will not accept any donation from a foreign source meant for a participating NGO and thus will not disburse any FCRA funds to any participating NGO. NGOs will be required to submit audited financials for FY 23-24 prior to disbursement being made, along with any updates to their due diligence documents.







Email: contactus@sachindia.org

Website: www.sachindia.org

facebook.com/sachindiaofficial

instagram.com/ngo_sachofficial

linkedin.com/company/sach-india/

youtube.com/@sachindia219





Scan here to join the L&T Sea Bridge Marathon 2025 WhatsApp group for NGO partners and receive regular important updates.