

LEAD INDIA CHARITY *rally*



**GIVE GLOBALLY
FOUNDATION**
Let's Make a Just World

Outing Miles for Optimizing Smiles

The longest History Making Philanthropic Fund Raising Rally for the Service of Humanity

Be a part of
**Record Breaking
& Historical
Fund Raising
Rally in India**
Explore, Expedite &
Experience

Write to: info@leadindiafoundation.org / contact.leadindia@gmail.com



**GIVE GLOBALLY
FOUNDATION**
REJUSTIFYING SUSTAINABLE ECONOMIC, POLITICAL AND SOCIAL JUSTICE



LEAD INDIA CHARITY



Outing Miles for Optimising Smiles is a Fund Raising Charity Rally of Lead India Foundation, a not for profit making, secular, non political, legal and non governmental going to be a global organisation. We are mostly into networking, nestling and nurturing the NGOs (Grantseekers) working in the grass root level and linking them with different GO and NGO (Grantmakers), attempting to see the funding possibilities for our members by preparing their Project proposal and submitting them to the concerned funding agencies. The Rally is intending to gather more and more organisations to the part of this history making event and at the same time raising an amount of 125 crores for eight causes.

We, at Lead India Foundation believe that, India is a self sufficient country and is a great country for fundraising activity. If one Indian donates One rupee in a day, and all Indians do the same on that day, then the collection of the day will be more than 125 crores. And this “Daydream” can be a “Definite Truth” if all sections of people will come forward and support this rally and be a part of Lead India Network and member of IDEAL INDIAN CLUB.

The ultimate goal of the Lead India Charity Rally is to bring, the Grantmakers and grantseekers working for below causes, under one roof to get the best of their service and to promote their goal with a national level awareness campaign. Rupees 125 crores for the below causes which will be later on disbursed through innovative projects to the eligible grantmakers and grantseekers participated in the rally.

Causes or which the rally will held

- Save Girl Child, Shelters for Women
- Awareness to Respect Women
- Bhikari Mitao Bhok Mitao: A Beggar and Hunger Free India
- Rapid Rescue and Relief in Pre & Post Disaster
- Child Sponsorship and Child Education
- Elderly Care and Old age Homes
- Livelihood and Human Rights
- Networking, Nurturing and Nestling NGOs

LEAD INDIA CHARITY RALLY FOR EIGHT GREAT CAUSES

- SAVE GIRL CHILD & ASSIST THEIR EDUCATION
- RESPECT WOMEN & HELP THEM TO STAND FREE
- A BEGGAR AND HUNGER FREE INDIA
- RAPID RESCUE & RELIEF IN DISASTER
- CHILD SPONSORSHIP & EDUCATION
- STREET CHILDREN EDUCATION
- ELDERLY CARE & OLD AGE HOMES
- LIVELIHOOD & HUMAN RIGHTS

Charity Rally Lead India is the fundraising platform for Lead India, the international aid charity. We are adventure lords, cause propellers, time donators and overland rovers and run the Lead Charity Rally, Ideal Indian Charity Rally and the Ambulance Charity Rally on a not-for-profit basis to fund Lead India's awesome charity projects.

Lead India Foundation is an INDIAN registered charity that is committed to working with local communities/ NGOs in India to improve their access to education and healthcare services related to poverty eradication and livelihood.

ON THE EIGHTH DAY OF MARCH & IN THE EVE OF INTERNATIONAL WOMEN'S DAY LEAD INDIA CHARITY RALLY BEGINS

Fund Raising, Strategic, fun loving, Adventurous

Lead India core objectives behind the rally

- To unite all the NGOs, Gos together to strengthen the goals of Lead India Foundation to serve the people and meet the expenses for the promotion of the programs.
- To bring all the NGOs under one banner to strengthen the voices of NGOs to enable them to have a local and global acceptance.
- To raise funds of Rs 125 Crores and divert them through our member NGOs through different innovative projects through our members.
- To enable access to primary healthcare through the provision, distribution and maintenance of emergency vehicles.
- To foster local talent, through providing scholarships and employment opportunities for young people.
- To support education, disaster management, elderly care, save girl child, women empowerment projects which provide opportunities for development and self-improvement.
- To facilitate the placement of skilled health & education volunteers with the aim of enhancing the capacity of local communities.

We at Lead India Charity rally, arrange different type of rallies to raise fund from each and every individual and organisation. We meet common man to the commanders of the country, convince our concept, make them our member with a nominal donation for our membership effort, make them a member of Ideal Indian club. Presently we are doing the Fundraising rally in four phases:

Phase 1
Ahmedabad to Agartala
(March 7- 25)

Phase 2
Bombay to Bhubaneswar
(To be announced)

Phase 3
Goa to Gangtok
(To be announced)

Phase 4
Kashmir to Kanyakumari
(To be announced)

Apart from the above we also do the following activity to strengthen our financial capacity to assist our network members:

Society is changing and people are demanding faster and better quality services from their government. At the same time, governments are facing severe resource constraint on account of a number of factors. Many government departments see this challenge as an opportunity to revolutionize the way they function. A strong Networking system can bring a solid solution to this.

Lead India Foundation operates Charity Rallies, an event platform which fundraises for charitable projects in India by challenging people to undertake incredible adventures. These include the Lead Charity Rally and the Lead World Rally, in which teams drive from Ahmedabad to Agartala by the route Lead India has chosen, using vehicles of their choice, including ambulances, which are then donated by Lead India Foundation supporters or used in its charity projects.

Save Girl Child, Shelters for Women & Awareness to Respect Women

Traditions and rituals outline the existence of the Indian girl child. Amidst uproars of gender equality and law enforcement, female infants are still found dumped in trash, by the dozens, while unborn fetuses continue to be snuffed in the womb. Wrought with discrimination and prejudiced by rituals, our society has dealt the girl child a rough hand, starting even before birth, till the dark of life.

At www.leadindiafoundation.org, we show you the world from the eyes of a girl child, bright but unprivileged, twinkle in the eye, but remorse in the spirit; the Indian girl child, a picture of dismay.

Save Girl Child is a social endeavor under the auspices of The Organization for Eradication of Illiteracy and Poverty www.charityrallyleadindia.org



Bhikhari Mitao Bhokh Mitao: A Beggar and Hunger Free India

Shelters for the homeless. At least to ensure they have a roof over their heads. We need more shelters all over the country - I rarely see any. Also, appoint supervisors for these shelters to ensure they are safe. (In fact, beggars themselves could be hired by these shelters for odd jobs.)

Skill training. "Give a man a fish and he eats for a day; teach him how to fish and he eats everyday." These programs should be integrated with the shelters, and target women, older people and young adults in particular. This ensures that they can get work later on. This might even be a solution to the traditional crafts which are "dying out" due to lack of craftsmen.

Low-interest loans. Preferably to a syndicate of people so they can start their own business through IDEAL INDIAN project. Discourage taking private loans from moneylenders who rip people off.

Rapid Rescue and Relief in Pre & Post Disaster

More than 90 percent of natural disaster-related deaths occur in developing countries, where poverty and lack of resources exacerbate the suffering. We work in many of these states, preparing for disasters before they happen, and responding quickly when they do. To facilitate the rapid and reliable supply of the large-volume of relief items, reserve supplies must be procured and appropriately stockpiled in advance at locations as close as possible to disaster areas. The main tasks of the Rescue Team are to search for missing people, rescue victims, provide first aid, and move victims to safety.

Child Sponsorship and Child Education

LEAD INDIA's Child Sponsorship programme changes the lives of thousands of children every year. Our vision of creating a better world for our children works on the simple yet powerful principle that the best way to change the life of a needy child is to change the world in which he/she lives!

Child sponsorship creates a network of partners, who in the long-term help build a self-reliant and sustainable community that brings out the best in every child.

As a sponsor, you get the satisfaction of being a very important part of this whole new world! You can keep in touch with your child through letters and personal visits and become a part of your child's world! Child sponsorship is therefore a long-term, meaningful relationship between you and a needy child!

ON THE EIGHTH DAY OF MARCH & IN THE EVE OF INTERNATIONAL WOMEN'S DAY LEAD INDIA CHARITY RALLY BEGINS

LEAD INDIA CHARITY RALLY FOR THE AWARENESS ON RESPECT TO WOMEN

- 15 STATES CROSSING WITH INTERNATIONAL BORDER LINKAGES
- ₹100 CRORES FUNDRAISING & TARGETING 1 LAKH NGOS
- 100 CRORES PEOPLE BOTH ON AND OFF LINE MEETING
- 1 LAKH IDEAL INDIAN CLUBS & 1 LAKH SCHOOL TO TARGET

Non Profit Making, Secular, Non Political, Legal Non Governmental Global Organization

Networking, Nestling and Nurturing NGOs Beyond Borders

- 5000 MILES CROSSING FROM A'BAD TO AGARTALA
- 24 MONTHS PLANNING IN 4 BREAK UPS
- 15000 CHIEF, GOVERNORS & OFFICERS
- COVERING MORE THAN 200 DISTRICTS & 15 LAKH VILLAGES

LEAD INDIA CHARITY
rally

Elderly Care and Old age Homes

For many older people who don't have a roof over their heads or a place to call their own, LEAD INDIA-supported old age homes & day care centres are safe havens where they can live their lives with dignity and interact with their peers.

A rising trend is being noticed among the urban elderly also, who move out of their homes and into habitats especially catering to their needs, in order to spend their later years in comfort. LEAD INDIA has started to address this need for age-friendly habitats, by building integrated housing and care facilities for the elderly.

It has been working towards helping transform old age homes into composite shelters which go beyond providing simply a roof and meeting the basic needs of the elderly. It envisions residential complexes for elders offering a broader range of services and comfort.

ON THE EIGHTH DAY OF MARCH & IN THE EVE OF INTERNATIONAL WOMEN'S DAY LEAD INDIA CHARITY RALLY BEGINS

LEAD INDIA CHARITY RALLY FOR HUNGER FREE INDIA



NGO Networking and Nestling

To network small, middle and large size NGOs, Trusts, Groups, Youth Clubs, Women organizations, Societies, Educational institutions especially working in the remote areas of the country to provide them A2K; and promote and strengthen their aims and objectives for the betterment of the society and to promote the aim and objective of the Lead India foundation through them.

To provide the small, medium and large organisation/s, national and international quality accreditation, by checking their quality as per their service performance, HR performance and financial performance in collaboration with national and international accreditation organization/s.

MAY YOU BRING IT TO GUNNIES BOOK OF RECORDS



GIVE GLOBALLY FOUNDATION



RESPECTING SUSTAINABLE ECONOMIC, POLITICAL AND SOCIAL JUSTICE

Livelihood and Human Rights

Poverty is now understood as being multidimensional and as referring to the lack of the basic capabilities (economic, human, political, socio-cultural and protective) and conditions needed for living in dignity (OECD, 2001). SDC sees poverty as resulting in discrimination, obstacles and exclusion in satisfying the basic necessities of life; in the use and development of individual's physical and human potential, capacities and creativity; in seizing the opportunities and choices for fashioning a fulfilling and dignified life; in the realisation of one's aspirations; and from participating in the formulation and decision-making stages of the social, political and economic transformation process (SDC, 2004).

The multidimensionality of poverty informs not only efforts to understand and analyse poverty but also, crucially, the development and operationalisation of interventions to reduce poverty and promote sustainable development. Several approaches have been developed to address the challenges posed by this, including sustainable livelihoods approaches (SLAs) and human rights-based approaches (HRBAs). These have gained wide recognition among development practitioners and researchers.

How you can contribute your part

- Be a Participant
- Be a Well Wisher
- Be a Brand Ambassador
- Be a Contributor
- Be a Donor
- Be a Propagator
- Be a Promoter
- Be a Sponsor
- Be a Chief Sponsor of a Phase
- Be the Grand Sponsor

There are many ways you can join us and contribute to our community projects and fundraising events.

Take part in one of our charity rallies, fundraising and getting a chance to visit our local projects.

Volunteer to help us out - there are lots of areas we need help with:

Putting on events

Marketing development

Graphic design Film editing

Making arrangements overseas

Liasing with charities

Fundraising Media relations

Website development

General administration.



GIVE GLOBALLY FOUNDATION
Let's Make a Just World

Be different to Make a difference

LEAD INDIA CHARITY RALLY



LEAD INDIA CHARITY RALLY
www.charityrallyleadindia.org

Lead India Foundation works with a number of charities and companies. If you want to be one among them please write to charityrally.leadindia@gmail.com

BE A PARTICIPANT

- They should have their own four wheeler
- They must pay donation as per the below table

We encourage all the participants of this rally to submit their participation before 1st March 2014 with all the required documents.

Duration	Donation
5days 4 Nights	10,000 INR
7days 8 nights	15,000 INR
15days 14 Nights	25,000 INR
30 days	30,000 INR

All the people Who are interested to be part of this History making charity rally, should meet the Above criteria.

Be a Well Wisher

Any person can be a well wisher of Lead India Charity Rally. They must do donation of 500 INR and the necessary documents for the purpose of declaration in celebration day. They should have the interest to welcome the Rally participants in their areas and must bring awareness and raise fund for the causes for which the rally is carried out.

LEAD INDIA CHARITY RALLY INVITES YOU FOR FOLLOWING PURPOSE



Be a Brand Ambassador

If you think or have a proof that you are a well known/established /celebrity type personality in your region/village/city/state/or country, please send your details before 1st March with a demand draft of 5000 INR and a write up what you can do for Lead India Charity rally as an brand ambassador. We will inform you in three working days. The top ten Brand Ambassadors will be given the award of 10 thousand rupees each.

CORPORATE INVITATION



Be a Donor

All the people who are interested to support the rally can be express their interest to be a donor by donating any amount not less than 100 INR. Their name will be appeared in the rally website and the result of the rally will be sent to them in the concerned phase.

Be a Propagator

Any person can be a propagator by giving the details of Schools and colleges in their area and sending the message of Lead India Charity rally in the respective schools and making Ideal India Clubs in Schools and colleges.

Be a Contributor

All those people who want to be a contributor of Lead India Charity rally must send their request before 20th of February 2014 and be a member of Ideal Indian. They must bring awareness on the causes for which the rally is going to be held and raise fund for the causes. The top ten contributors may win upto 5 lacs.

Be a Promoter

Any person can be a promoter of lead India Charity rally by sharing the message of Charity rally both online and offline and donating an amount not less than 100 rupees and making ten other person as the promoter of the rally.



INVITING GRANT MAKERS TO JOIN HAND FOR FUND RAISING



Be a Sponsor

Details are given in Sponsorship Format
Be a Chief Sponsor of a Phase
Details are given in Sponsorship Format

Be the Grand Sponsor

Details are given in Sponsorship Format

This Sponsorship is an ideal networking opportunity with a substantial, sophisticated audience who appreciate your commitment to our community. LEAD INDIA also provides the Presenting Sponsor the exclusive opportunity to reward clients and employees with a VIP experience and to showcase a product or service during the event, developing new customer prospects.

Non Indian Body : \$30,000

GRAND SPONSOR

Indian Body : 5.5 lacs INR

Benefits:

Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
 Sponsor listing on all at-event signage and in the event program
 Sponsor recognition and link from the event page on the LEAD INDIA CHARITY RALLY web site
 20 tickets to the main event in all the four phases

Unique Benefits:

Company name mentioned in all media advertising: print, online and radio (see attached media reach)
 Sponsor advertisement in event program
 20 tickets to the VIP pre-party wine tasting
 Opportunity to speak to VIP reception attendees
 Sponsor table at the event and the opportunity to display any products, services or company marketing materials

Non Indian Body : \$20,000

PHASE SPONSOR

Indian Body : 4.0 lacs INR

Benefits:

Prominent sponsor recognition on all event-related marketing & promotional collateral save the date, invitations, flyers, e-mails and posters.
 Sponsor listing on all at-event signage and in the event program
 Sponsor recognition and link from the event page on the LEAD INDIA CHARITY RALLY web site
 20 tickets to the main event

Unique Benefits:

Company name mentioned in all media advertising: print, online and radio (see attached media reach)
 Sponsor advertisement in event program
 20 tickets to the VIP pre-party wine tasting
 Opportunity to speak to VIP reception attendees
 Sponsor table at the event and the opportunity to display any products, services or company marketing materials

Non Indian Body : \$10,000

CITY WISE SPONSOR

Indian Body : 2,50,000 INR

Benefits:

Sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters.
 Sponsor listing on select at-event signage and in the event program
 Sponsor recognition and link from the event page on the LEAD INDIA CHARITY RALLY web site
 10 tickets to the main event

Non Indian Body : \$5,000

ON ROAD SPONSOR

Indian Body : 1,50,000 INR

Benefits:

Sponsor recognition on select at-event signage and in the event program
 Sponsor recognition on the event page on the LEAD INDIA CHARITY RALLY web site
 5 tickets to the main event

Non Indian Body : \$10,000

T-SHIRT SPONSOR

Indian Body : 2,50,000 INR

Benefits:

Prominent sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters
 Sponsor listing on all at-event signage and event hand-out
 Sponsor recognition and link from the event page on the LEAD INDIA CHARITY RALLY web site
 20 tickets to the event

Unique Benefits:

Company name mentioned in all media advertising: print, online and radio (see attached media reach)

Non Indian Body : \$5,000

CAP SPONSOR

Indian Body : 1,50,000 INR

Benefits:

Sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters.
 Sponsor listing on select at-event signage
 Sponsor recognition and link from the event page on the LEAD INDIA CHARITY RALLY web site
 15 tickets to the event

Deadlines: February 28, 2014, for sponsorship inclusion in print media March 1, 2014, for signage recognition at event.

We appreciate your consideration.

Corporate Sponsor's Name :.....

Lead India Representative Name:.....

We would like to contribute the following to raise funds for the LEAD INDIA CHARITY RALLY of the Lead India Foundation:

DONOR LEVEL

- | | | |
|---|---|---|
| <input type="checkbox"/> GRAND SPONSOR | <input type="checkbox"/> CITY WISE SPONSOR | <input type="checkbox"/> T-SHIRT SPONSOR |
| <input type="checkbox"/> PHASE SPONSOR | <input type="checkbox"/> ON ROAD SPONSOR | <input type="checkbox"/> CAP SPONSOR |

We, the undersigned, agree to become a Corporate Sponsor for the Car Rally of LEAD INDIA CHARITY RALLY Fundraising Campaign. I am also interested to know how to raise funds for the charities of the Lead India foundation at the Donor level of Rs. _____. Payment is due by February 28, 2014

Purchasing Firm:.....
 Firm Representative:.....
 Address:.....
 Lead India Representative:.....
 Phone:.....

Bill To: (if different from Purchasing Firm)
 Address:.....
 Phone:.....
 Signature:.....
 Authorized Firm Representative

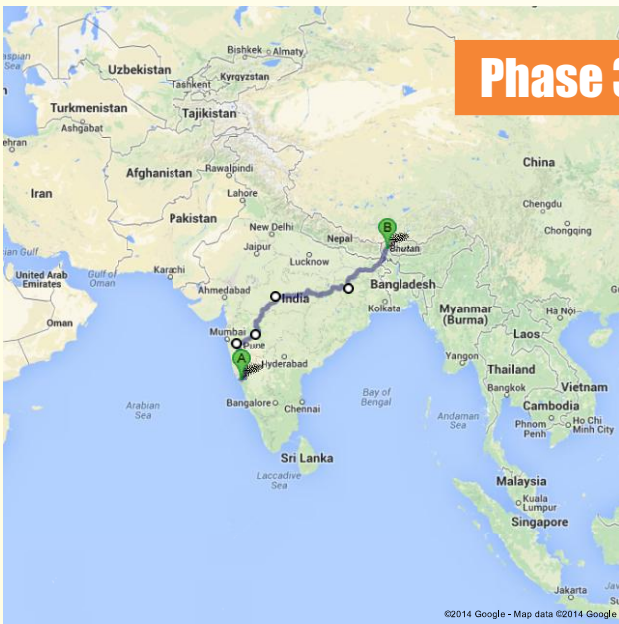
Thank you again for your support. A letter confirming your taxable donation will be sent prior to the end of the year.

Ahmedabad to Agartala (March 8-25)

Phase 1



Goa to Gangtok (To be announced)



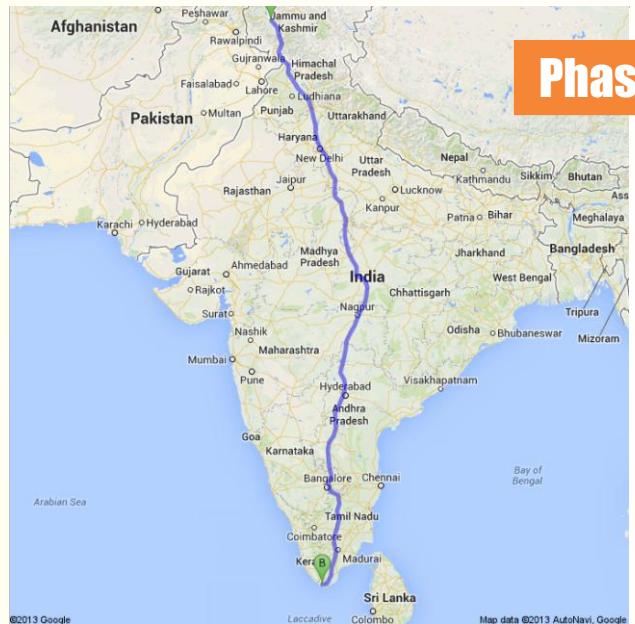
Phase 3

Bombay to Bhubaneswar (To be announced)

Phase 2



Kashmir to Kanyakumari (To be announced)



Phase 4



LEAD INDIA CHARITY RALLY

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