



Outing Miles for Optimizing Smiles

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

informative

Open

Definitely

away

Be a part of
Record Breaking
& Historical
Fund Raising

Rally in India
Explore, Expedite &
Experience



















GIVE GLOBALLY





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. Rupees125 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 Bhook 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



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.



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 acceptation.
- 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 commo 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)

Bombay to Bhubaneswar
(To be announced)

Goa to Gangtok
(To be announced)

All I Can say

about Life is.

Serving Humanity

& Optimizing

Smiles

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 qualityservices 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 he 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 choosen, 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 sniffed 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 Bhookh 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.

LEAD INDIA CHARTY

WITH RALLY, I CAN TAKE ACTION
TO HELP WOMEN IN MY COUNTRY
FOR THEIR EMPOWERMENT,
TO GAIN THEIR RESPECT AND
GIVE THEM JUSTICE AND
HELP TO SAVE THE GIRL CHILD.

www.charityrallyleadindia.org

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!



LEAD INDIA CHARITY RALLY FOR THE AWARENESS ON RESPECT TO WOMEN

STATES
CROSSING WITH
INTERNATIONAL
BORDER
LINKAGES

₹IOO CRORES FUNDRAISING & TARGETING I LAKH

IOO CRORES PEOPLE BOTH ON AND OFF LINE MEETING I LAKH
IDEAL INDIAN
CLUBS &
I LAKH SCHOOL
TO TARGET



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



Networking, Nestling and Nurturing NGOs

Beyond Borders

5000 MILES ROSSING OM A'BAD TO

AGARTALA

24 MONTHS PLANNING IN 4 BREAK ISOOO CHIEF MINISTERS, SOVERNORS S OFFICERS

COVERING MORE THAN 200 DISTRICTS & I.5 LAKH VILLAGES



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.





Livelihood and Human Rights

Poverty is now understood as being multidimensional and as referring to the lack of the basic capabilities (economic, human, political, sociocultural 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.

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. Be a Participant

• Be a Well Wisher

• Be a Brand Ambassador • Be a Sponsor

• Be a Contributor

• Be a Donor

• Be a Propagator • Be a Promoter

• 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.



Be different to Make a difference





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.

LEAD INDIA CHARITY RALLY INVITES YOU FOR FOLLOWING PURPOSE FINANCE Capital Campaigns FAITH Leadership AVALUST Lead INDIA CHARITY RALLY INVITES YOU FOR FOLLOWING PURPOSE FINANCE FINANCE AVALUST AVALUST AVALUST FINANCE FAITH AVALUST AVALUST AVALUST FINANCE FAITH AVALUST AVALUST AVALUST AVALUST FINANCE FINANCE FINANCE FAITH AVALUST AVAL

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.

CORPORATE INVITATION



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 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 Branad Ambassadors will be given the award of 10 thousand rupees each.

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 Promoter

Any person can be a promoter of lead India Charity rally by sharing the message of Charity rally both online and offline and donationg 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

TOP 10 REASONS WHY SPONSORING AN EVENT IS A BRILLIANT MARKETING STRATEGY

Sponsorship is not an act of charity - it must show some form of positive return on investment (ROI). Sponsoring Lead India Charity Rally is gives both online and offline promotion of your brand, action, product at the national level as it reaches more than 1 crore direct target customer. Since sponsorship is a business arrangement, standard evaluative criteria should be used to establish the suitability of a proposed event in relation to the sponsor? image and products. A sponsor can enjoy a wide range of benefits from a carefully selected sponsorship, which can:

- raise brand awareness and create preference
- provide attractive content for a range of products and services
- support a sales promotion campaign

- create positive PR and raise awareness of the organisation as a whole
- build brand positioning through associative imagery
- create internal emotional commitment to the brand

Act As Corporate Hospitality That Promotes Good Relations With Clients

In today's new economy, budgets have been cut in almost every area, including marketing dollars. In the world of advertising, we are being bombarded every day with messages of new and improved products and services. Traditional ads that shout buzz words about how different hey are from their competition or why someone should buy something, have lost their impact and prove to be a waste of money. A more effective alternative is becoming an event sponsor. Here are the top 10 reasons why it's a powerful way to promote your company.

1. Create, Develop and Enhance Credibility

Companies in general have few opportunities to build trust and establish rapport with their customers and prospects. Getting involved with an event and being seen as dependable and supportive will accelerate the process. Attending an event is important but standing out in the crowd by being a sponsor will highlight you and your business with a captive audience.

3. Leveraged Lead Generation

The majority of people who attend an event will most likely know others with similar interests. Remember, not only will you be in front of them but may have a chance to be recommended to their connections as well.

4. Media Exposure

All events have their own marketing efforts to make sure the event is well attend and generally successful. When sponsors decide to be involved, they will automatically get the benefit of being promoted throughout the process. Some events have local media support while others may offer national campaigns. This could provide extended exposure and visibility in markets they have not tapped into yet.

6. Generate NEW Sales & Form NEW Business PartnershipsMost events will have tables available to display products or encourage people to buy on site. Consider providing a limited quantity or special discount if purchased at the event offer. Create NEW professional relationships with other sponsors, vendors, speakers and attendees.



Make a Positive Difference and help Alleviate Hunger and beggary In our cities

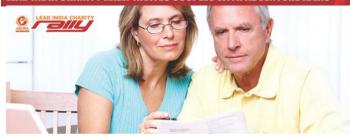
10. CONTACTS - Access to Mailing Lists, Distribution Channels, Broadcast Opportunities

Acquiring a list of attendees may prove to be the most valuable asset available to a sponsor. If the event organizer is unable to provide the contact list for privacy reasons, it is perfectly acceptable For them to send out your marketing message on your behalf. Before Committing to becoming a sponsor, make sure you evaluate where they plan on promoting their event. With today's advancements in social media, it's important to know what type of online presence the event has.

2. Highly Targeted Marketing

Events will have a certain mix of people that are in attendance. The event organizer is responsible for creating the audience and will have a goal to bring together the right crowd that will benefit from their program. Make sure to ask who their typical audience Is and determine if they will be specifically targeted to your prospects.

LEAD INDIA CHARITY RALLY INVITES COUPLES WITH ADVENTURE IDEAS



5. Brand Awareness & Recognition

Logo placement in a variety of places such as flyers, direct mail, brochures, websites, email marketing campaigns, tickets, signage, etc. will add to increase brand awareness. Being recognized as a sponsor will communicate value and support with the audience at the event.

7. Community Involvement and Giving Back

Larger, more established corporations that get involved with local events will be sending a message to the attendees that they are genuinely interested in providing support. Companies that show generosity for a cause will spark more human interest and appeal to the audience.

8. Distribute Samples or Trial Offers

Whether a company has been around for years or just starting, bringing samples to an event is a great way to "test market" before investing in a major marketing campaign. Consider giving trial offers to the attendees in exchange for honest feedback. This will provide useful information and allow the company to adjust accordingly.

9. Tax Deduction & Write Off

Some events will be in the non-profit sector which would make a portion of the sponsorship a charitable donation. For profit events will allow companies to claim the sponsorship as advertising if enough marketing is offered in exchange. Consult with a tax consultant before making any contributions.



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:

web site

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

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

Indian Body: 4.0 lacs INR

Indian Body:

1,50,000 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 o company marketing materials

ON ROAD SPONSOR

Non Indian Body: \$10,000

CITY WISE SPONSOR

Sponsor recognition on all event-related marketing & promotional

Indian Body:

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

collateral: save the date, invitations, flyers, e-mails and posters.

Benefits:

10 tickets to the main event

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

Non Indian Body:

\$5,000

Non Indian Body: \$10,000

T-SHIRT SPONSOR

Indian Body:

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: Indian Body: \$5,000 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.

Authorized Firm Representative

We appreciate your consideration.
Corporate Sponsor's Name : Lead India Representative Name:
Ve would like to contribute the following to raise funds for the LEAD INDIA CHARITY RALLY of the Lead India Foundation
DONOR LEVEL
GRAND SPONSOR CITY WISE SPONSOR T-SHIRT SPONSOR
■ PHASE SPONSOR ■ ON ROAD SPONSOR ■ 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
Bill To: (if different from Purchasing Firm) Purchasing Firm: Address:
irm Representative:
ddress:Phone:
ead India Representative:

Ahmedabad to Agartala (March 8-25)



Goa to Gangtok (To be announced)



Bombay to Bhubaneswar

(To be announced)



Kashmir to Kanyakumari

(To be announced)



USA VA OFFICE GIVE GLOBALLY,

386 Warrenton Road,

I-95 Exit 133/133A,

Fredericksburg,

VA 22405US

Ph.: +1 (973)-444-9576



INDIA OFFICE

LEAD INDIA FOUNDATION 168, Opp. Nigam Petrol Pump, Sector-21, Gandhinagar-382021 Gujarat, INDIA. Mo. +91 89052 33043

USA NJ OFFICE GIVE GLOBALLY 317, Georges Street, **New Brunswick,** NJ 08902, USA. Ph.: +1 (919)331-6246

www.globallygive.org info@globallygive.org

Find Us In:





