

Ketto | Marathon & Outdoor Events

A crowdfunding platform to raise funds for social causes and charities in India

How it works?

United Warehousing Ltd participated in the Mumbai City Marathon

01

UWL had 30 employees running as a part of The Hunger & Malnourishment Trust. Each runner started an online fundraising page on UWL micro-site.- UWL.ketto.org

Each runner raised half of the funds via their fundraising page and pending half was donated by UWL.

03

The runners marketed the page via social media & email to their personal & professional network

04

Employees started fundraising pages & raised funds for the cause of Hunger & Malnourishment - UWL.ketto.org



The screenshot shows the UWL Ketto website interface. At the top, there is a navigation bar with the UWL and Ketto logos, and links for 'Browse Campaigns', 'How It works', 'Start A Campaign', 'SIGN UP', and 'LOGIN'. Below the navigation bar is a large banner image of children. Overlaid on the banner is the text '₹ 12,00,000 MONEY RAISED' and a blue button with a plus sign and the text 'START A CAMPAIGN'.

[All Campaign\(s\)](#) [About](#)



EDUCATION

Speak out against child hunger

by [Santosh Pande](#)

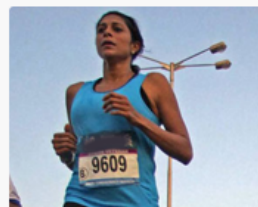
I am raising funds for Care India

Raised

₹ 3,00,000



1



EDUCATION

If we can conquer space, we can conquer childhood hunger

by [Eshita Munshi](#)

Speak out against...

Raised

₹ 3,00,000



8



EDUCATION

Time to Act

by [Varun Sheth](#)

I am raising funds for Teach for India

Raised

₹ 3,00,000



11



EDUCATION

Children suffer the most

by [Suchita Parekh](#)

I am raising funds for CORP

Raised

₹ 3,00,000



11

Campaign and Outcome

UWL participated in the Mumbai City Marathon & selected to donate to Hunger & Malnourishment Trust as a part of the process. UWL had 30 of its employees to run for NGO Hunger & Malnourishment Trust

The Process and Promotion:

- UWL had 30 employees running and decided to contribute INR 3 lacs.
- Each participant had a fundraising page with a goal to raise INR 1.5 lacs.
- Each employee participant raised INR 15,000 and the company equally matched the contribution of the same amount.
- All campaigns ran for 30 days prior to the event.
- Employees promoted the campaigns on their social media handles, emails and direct-marketing.

Advantages to the Corporate:

- Increase employee participation to create social change.
- Increase branding of corporate social activities as all activities happen on corporate micro-site- UWL.ketto.org
- Positive & Feel- good factor to employees as employer matches the funds raised for the cause.
- Increase in Goodwill due to the large network effect.

Thank You

To Know More



www.ketto.org



www.facebook.com/ketto.org



www.twitter.com/ketto