RunOurCity’s Youth.ONE is a comprehensive multi-year youth development program aimed to equip secondary school children from low socio-economic background to build character, confidence, perseverance, and physical strength supported by income from organisation of corporate running events.

- **The need**: Roughly one in five children live in poverty in HK; children from poor backgrounds lack resources to join ECAs. Mental strength and resilience are important in dealing with rising stress levels and suicide rates amongst school children.

- **USP**: Youth development, mental and physical health positive social impact, breakeven business model and new sports marketing business.

- **Step change**: To establish programs in 60 schools and train 1,680 students from high poverty rate districts over investment period.

- **SIP capacity building**: Start-up of new multi-year program with advisory on tailored impact measurement.

- **Sustainability**: New business lines to support program startup.