



YOUTH·ONE

街跑一隊

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