



# FACT SHEET

## Marathon Charity Programme

In collaboration with the Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered Hong Kong”), the Hong Kong, China Association of Athletics Affiliates Limited (the “HKAAA”) is introducing the Marathon Charity Programme (the “Programme”) of the Standard Chartered Hong Kong Marathon (SCHKM) to provide local charitable organisations the opportunity to raise funds for their services and programmes.

Adopting a pilot scheme in the Programme of SCHKM2024, the HKAAA is now inviting charitable organisations with serving arms in one of the three categories, namely “Children & Youth”, “Rehabilitation & Health Care” or “Diversity & Inclusion”, to join our Programme.

Under the Programme, selected charitable organisations can apply for Charity Race Quota which will provide a platform for them to fundraise for their services and programmes to support those in need.

## About HKAAA

The Hong Kong, China Association of Athletics Affiliates’ mission is to promote athletics in Hong Kong, including the development of athletes, coaches, technical officials and professional staff, so as to enhance athletic performance and promote a healthy image, making Athletics one of the most popular sports in Hong Kong.

## Objectives

- To support charitable organisations to promote their public profile and awareness to the running community
- To provide a platform for fundraising purpose
- To provide a channel for the running community to make donations to charitable organisations with good causes
- To enhance a cohesive, inclusive, and caring society such that charitable organisations with different serving arms and groups can be supported

## Entitlement

A maximum of 10 charitable organisations will be selected with these entitlements:

- Quotas of Marathon, Half Marathon and / or 10km (non-challenge races)
- The allocated charity quotas are used for fundraising purposes, and the proceeds from fundraising can be used for their services and programmes to support those in need.
- Exposure in the event official channels such as website and official event app and social media
- Chance to conduct community engagement activities in SCHKM during pre-race carnival
- Additional special bib cloth will be given to runners applying through the Programme

## About Standard Chartered

Standard Chartered Hong Kong has been the title sponsor since the first Standard Chartered Hong Kong Marathon in 1997 and also sponsors marathons in six other cities globally including Taipei, Singapore, Nairobi, Kuala Lumpur, Stanley and Jersey, as well as a 10km run in Shanghai and 5km run in London.

## Eligibility

A non-governmental charitable organisation with Section 88 exemption serving one of the three areas, “Children & Youth”, “Rehabilitation & Health Care” or “Diversity & Inclusion”.

## Minimum Fundraising Amount Per Quota

Marathon: HKD1,950

Half Marathon: HKD1,720

10km: HKD1,560

All donation will not be refunded in all circumstances.

## Deposit of Charity Quota

Selected charitable organisations will be required to deposit (HKD100 per approved quota) on or before 18 October 2023. Deposit will be deducted in pro-rata for any unused quota.

## Selection Criteria

Selection will be undertaken by a Selection Panel comprised of independent members, having due regard to the criteria set out below.

1. Background and serving history
2. Relevance to Programme’s objectives
3. Fundraising strategies
  - a. Communication / visibility
  - b. Innovativeness
  - c. Engagement opportunities
  - d. Feasibility
4. Social impact / KPI
  - a. Community awareness
  - b. Target reach of beneficiaries (if any)
  - c. Target fundraising amount

HKAAA reserves the right of final decision on the selection.

## Programme Guidelines & Application Form

Guidelines will be published alongside the opening of application on 7 August 2023 on the SCHKM website [www.hkmarathon.com](http://www.hkmarathon.com).



Charitable organisations that are interested in participating in the Programme should read the guidelines carefully before application.

## IMPORTANT DATES

7 August 2023	5:00 PM 14 September 2023	15 – 28 September 2023	29 September – 4 October 2023
Application Opens	Application Closes	Internal Review and Shortlisting Interview and Selection Panel Discussion	Acknowledgement from Selected Applicants and Quota Confirmation
5 October 2023	9 October 2023	29 December 2023	17 - 21 January 2024
Public Announcement	Charity Quota Registration Opens	Charity Quota Registration Closes	SCHKM Carnival & Race Day
			22 March 2024
			Final Report Submission

## Programme Enquiry

HKAAA Secretariat

Phone: 2177 2600

Email: [hkmarathon\\_charity@hkaaa.com](mailto:hkmarathon_charity@hkaaa.com)