

Standard Chartered Hong Kong Marathon 2026

Marathon Charity Programme

Programme Guidelines



Standard Chartered
Hong Kong Marathon
渣打香港馬拉松
2026



Marathon Charity Programme

The Marathon Charity Programme (the “Programme”) of the Standard Chartered Hong Kong Marathon (“SCHKM”) aims to provide local charitable organisations the opportunity to raise funds for their services and programmes.

Charitable organisations are cordially invited to apply to participate in the Programme if they serve in one of the three categories, namely “Children & Youth”, “Rehabilitation & Health Care” and “Diversity & Inclusion”.

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

About the Organiser - Hong Kong, China Association of Athletics Affiliates

The Hong Kong, China Association of Athletics Affiliates’ (“HKAAA”) 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 running the 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

Selected charitable organisations will be entitled:

- ✓ A certain number of 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.
- ✓ Benefit from the exposure in the event official channels such as website, official event app and social media
- ✓ Host community engagement activities in SCHKM Expo
- ✓ Additional special designed bib will be given to runners applying through the Programme

Eligibility of Applicants

The Programme welcomes applications from charitable organisations which must be a non-governmental charitable organisation with Section 88 exemption, providing services under one of the three service categories of “Children & Youth”, “Rehabilitation & Health Care” and “Diversity & Inclusion”.

➤ **Children & Youth**

Charitable organisations which aim to help children and youth to face challenges and difficulties in their personal growth and / or changing environment and circumstances.

➤ **Rehabilitation & Health Care**

Charitable organisations which aim to assist patients and their families with emotional or daily living problems arising from illness, trauma or disabilities; to enable patients to make the best use of the medical / rehabilitation services in medical institutions and the community; to contribute to the total rehabilitation (physical, medical and social) of patients, and their reintegration into society; and to strive for the promotion of health awareness for patients, their families and the community.

➤ **Diversity & Inclusion**

Charitable organisations which aim to assist the minorities groups to integrate into the society; to help minorities gain basic rights and more equal treatment and opportunities; to train and assist special educational needs students; to help and encourage the active participation of people with disabilities in the society; foster public understanding of people of different abilities and ethnic cultures and eliminate discrimination and misunderstanding.

Application Procedures and Programme Schedule

There are four stages of the process -

1. Application Submission

The application form can be downloaded from the HKAAA website (www.hkaaa.com) or SCHKM website (www.hkmarathon.com). Completed and signed application forms in PDF format, and other supporting documents should be submitted by email to (hkmarathon_charity@hkaaa.com) before the application deadline. Late submissions will not be considered.

Application Deadline: 23 July 2025 (Wednesday) at 5:00pm

2. Application Assessment

All completed application forms will be reviewed and assessed by the Selection Panel. Shortlisted applications may be invited for panel interview.

3. Results Announcement

Application results (both successful and unsuccessful) will be informed by email in late August. All successful applicants must confirm acceptance of the offer by returning the signed Acknowledgment, Undertaking and Representation before the specified date; otherwise, it will be regarded as a declination of the offer. Final list of successful applications will be announced at the official website of SCHKM after the official announcement of the 2026 Event.

4. Fundraising Interim Review and Final Report

Successful applicants are required to submit interim progress and final reports on the use of allocated quotas and the amount raised according to the set schedule. Interim report and final report with insufficient, incomplete, or false information may jeopardise applicant's future applications.

Programme Schedule

Date	Event	Remarks
25 June 2025	Application opens	➤ Programme Guidelines available on the HKAAA and SCHKM websites
23 July 2025	Application closes	➤ Cut-off at 5:00 PM
Mid-August 2025	Selection process	➤ Applicants may be invited to attend interviews or provide supplementary information during the selection process
Late August 2025	Announcement of selection result to applicants and quota confirmation	➤ Selected applicants to provide organisation logo design files, reference photos, bilingual information for marketing purposes (e.g. official website of SCHKM)
	Charity Programme Briefing Session	➤ Briefing session details to be provide in the confirmation email
Late August to early September 2025	Charity Runners Registration begins	➤ Selected organisation information upload on SCHKM website and Race registration link available
Late September 2025	Submission deadline for Charity Quota deposit	➤ Selected organisations submit deposit by cheques
Mid-October 2025	Submission deadline for Project Interim Report	➤ Provide fundraised amount and reference photos of fundraising activities if any
Mid-November 2025	Deadline for Charity Runners Registration	
14 - 17 January 2026	SCHKM Expo & race pack collection*	➤ Non-fundraising promotional activities
		➤ Race pack group collection arrangement
18 January 2026	Race Day*	➤ Non-fundraising promotional activities
		➤ Charity runners' receptions
02 March 2026	Submission deadline for Project Final Report	

*Details of the SCHKM Expo and Race Day arrangement shall be available in due course.

Selection

Independent representatives with extensive experience in community and charitable services will be invited to be members of the Selection Panel. The Selection Panel will be responsible for the selection of applications of Programme.

Selection and Assessment Criteria

Applications will be assessed, selected and such assessment of selection may include the following criteria:

1. Charitable activities carried out by the charitable organisation
2. Reputation, Goodwill, Image and History
3. Past contributions
4. Whether the charitable organisation receives Government Grants
5. Objectives of participation in the Programme
6. Fundraising Proposal
7. Anticipated amount of donations to be raised
8. Use of donations
9. Impact of the Programme on the charitable organisation
10. Impact of the Charity organisation on the Programme
11. Requested quota
12. Size of the charitable organisation
13. Any other factors which the Panel Members may decide as relevant to the Programme

HKAAA reserves the right of final decision on the selection.

Race Quota and Minimum Fundraising Amount

Applicants should state their preferred number of quotas for Marathon, Half-Marathon, and 10km in the application. The total number of requested quotas should not be less than 10 or more than 100. **Applicants should determine the requested number of quotas based on their needs and resource availability carefully.**

Applicants should set a **total target fundraising amount** and the target fundraising amount for each quota should not be less than the amount set out below:

Marathon	HKD2,150 each
Half Marathon	HKD1,890 each
10km	HKD1,720 each

Selected charitable organisations will be required to pay deposit (HKD100 per requested quota) on or before **Late September 2025** otherwise the approved quotas will not be assigned. HKAAA reserves the right to forfeit the deposit on pro-rata basis for any unused quotas.

Fundraising Project and Mechanism

Selected charitable organisations are encouraged to conduct activities and events which echo with the spirits of sports and marathon and promote healthy running in the community. The followings are some of the fundraising activities that the applicants may consider:

- Peer-to-peer fundraising liaison
- Pledge challenges
- Bake-sales
- Raffle tickets
- Charity sales
- Matching gifts
- Social media challenges
- Charity or fundraising auctions
- Race tee design competition

Selected charitable organisation must comply with the Laws of Hong Kong and are required to apply for a Public Subscription Permit from the Director of Social Welfare if its proposed fund-raising activities conduct of any of the following:

- collection of money or sale or exchange for donations of badges, tokens or similar articles is involved;
- the activity is to be held for charitable purposes; or
- the activity is to be held in a public place.

Donation

Donors shall make their donations directly to the selected charitable organisations, and HKAAA will not impose any charges or administration fees in connect therewith.

Selected charitable organisations must issue official receipts to donors upon requests and they may be required to provide a record of receipts issued in relation to the Programme to HKAAA.



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Runners' Registration

A registration link and an Organisation Code will be assigned to each selected charitable organisations in due course. Selected charitable organisation may share the link and the Organisation Code with their charity runners for online registration, and the runners' registration procedures shall be as follow:

- Charity runners should register within the registration period with the given link and enter the Organisation Code in the corresponding field.

Deadline for Charity Runners Registration: Mid-November 2025

- Successful registration will receive an Application Acknowledgement Email, with a unique Registration ID.
- The responsible person of the charitable organisation shall confirm with Marathon Registration and Runners' Communication Office the list of their charity runners on early December 2025. Upon confirmation of the runners' list, runners will receive a registration confirmation email by mid-December 2025. Charity runners whose registrations have not been confirmed will not be allowed to participate and duplicate registrations will be rejected without prior notice.
- After verification of the registration information, a Runner's Pack Collection Email including race category and start time will be sent to each of the runners by late December 2025.

To facilitate the runners' registration, Admin Dashboard access will be granted to the responsible person of the charitable organisation. All registered information should be kept strictly confidential. The procedures are as follows:

1. The responsible person must attend the Charity Programme Briefing Session. The log-in details will be shared with the responsible person before the start of registration.
2. Throughout the registration period, the charitable organisations are responsible to monitor the registration progress and update the registered personal information of the charity runners (if necessary). Late registration will not be accepted by HKAAA.
3. The Admin Dashboard access will be limited to view ONLY once the runners' list is confirmed. The responsible person of the charitable organisation shall assist with HKAAA and Marathon Registration and Runners' Communication Office on the Runner's Pack Collection arrangement.

For enquiry related to runners' registration, please contact the Marathon Registration and Runners' Communication Office at 2577 0800.

Confidentiality and Publication

1. It is important that the confidentiality of information related to the application should be protected. Parties involved in the Programme should not disclose any such information to third parties.
2. Information stated in the application may be used for marketing purposes and may be published on the SCHKM website or via other official promotional channels. Selected organisations or their beneficiaries will also be invited to provide support the overall communications of SCHKM.
3. Publicity related to SCHKM and the use of the SCHKM logo are subject to rules and regulations as may vary from time to time be imposed by the Organiser. All publicity materials related to SCHKM and the use of the SCHKM logo should be submitted to the Secretariat for review and confirmation before publishing and use. [The use of event logo and turn-around time for review are to be confirmed by HKAAA. A list of sponsors will be provided if necessary.]

Other Terms and Conditions

1. Applications will not be processed or considered if applicant fails to provide all the required information in the prescribed format of the application form.
2. Proposals containing fraudulent or misleading information may be prosecuted.
3. Fundraising projects must not be used for political, religious, or commercial publicity for any individuals or organisations.
4. Selected charitable organisations must ensure at all times that their fundraising projects and all other matters relating to their participation in the Programme shall not damage the reputation or injure the rights of SCHKM, its organiser and sponsors.
5. HKAAA has the sole and absolute discretion to select the charitable organisations for the Programme and its decision shall be final and not subject to any challenge.
6. The HKAAA has and reserves the right to
 - A. exclude any intended runner / beneficiary nominated by the selected organisation;
 - B. cancel, terminate, postpone or reduce the scale of SCHKM and / or the Programme at any time without giving any reason and without any liability or responsibility to any selected charitable organisations and their runners, donors and beneficiaries;
 - C. from time to time amend the rules and terms and conditions of the Programme without prior notice; and
 - D. make the final decision on all matters and disputes relating to the Programme.
7. HKAAA shall not incur any liability and responsibility to the selected charitable organisations and their runners, donors and beneficiaries in relation to any matter of or arising from the Programme.
8. HKAAA welcomes collaborations for promotion or sponsorship between charitable organisations and commercial entities. Participating charitable organisations interested in promoting the Programme or engaging in fundraising activities may:

- A. seek cooperation opportunities by contacting the official sponsors through the Organiser's assistance;
- B. when participating in the promotion of the Programme, the charitable organisations should not engage in promotional collaborations with brands or services that are not included in the confirmed sponsor's list;
- C. the trademarks of brands not included in the list should not appear simultaneously with the SCHKM logo in the same promotional materials;
- D. the list of sponsors for the SCHKM2026 will be announced in late August and will be periodically updated.

Enquiries

For further information, please visit the SCHKM2026 website (www.hkmarathon.com) or contact the HKAAA Secretariat at:

Phone: 2177 2600

Email: hkmarathon_charity@hkaaa.com