



Standard Chartered
Hong Kong Marathon
渣打香港馬拉松
2024



Standard Chartered Hong Kong Marathon 2024

Marathon Charity Programme

Programme Guidelines

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” and “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 the Organiser - Hong Kong, China Association of Athletics Affiliates

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.

About the Title Sponsor of SCHKM - Standard Chartered Hong Kong

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.

Standard Chartered is a leading international banking group, with a presence in 53 of the world’s most dynamic markets and serving clients in a further 64. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

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:

- 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
- Have the opportunity to conduct community engagement activities in SCHKM during pre-race carnival
- Additional special bib cloth 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, 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 the SCHKM2024 website (www.hkmarathon.com). Completed application forms in both MS Word format and signed 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: 14 September 2023 (Thursday) at 5:00 PM

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

The results of the applications (both successful and unsuccessful) will be informed by email on or before 29 September 2023. All successful applicants must confirm acceptance of the offer in writing by 4 October 2023; otherwise, it will be regarded as forfeited.

Final list of successful applications will be announced on 5 October 2023 on the official website of SCHKM.

4. Fundraising Interim Review and Reporting

To enhance the fundraising process, the successful applicants should submit interim progress and completion reports on the use of sponsored quotas and the amount raised according to the set schedule. Final reports with insufficient, incomplete, or false information may jeopardise applicant's future applications. Templates of interim report and final report can be found in the Appendices.

Programme Schedule

Date	Event	Remarks
7 August 2023	Application opens	Programme Guidelines available on the HKAAA and SCHKM websites
14 September 2023	Application closes	Cut-off at 5:00 PM
15 – 28 September 2023	Internal review and shortlisting, and; Interview and Selection Panel discussion	
29 September – 4 October 2023	Acknowledgement from selected 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)
5 October 2023	Public announcement	
9 October 2023	Charity Quota registration opens	Race registration link available
18 October 2023	Deadline of Charity Quota deposit	
15 November 2023	Project Interim Report	Provide fundraised amount and reference photos of fundraising activities if any
29 December 2023	Charity Quota registration closes	
17 to 20 January 2024	Marathon Carnival & race pack collection	Race pack group collection arrangement; Non-fundraising promotional activities
21 January 2024	Race Day	
22 February 2024	Project ends	
22 March 2024	Project Final Report	Provide final fundraised amount and no. of beneficiaries

Selection

Independent representatives with 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 to be supported by the Programme.

HKAAA Secretariat will collect and consolidate the applications and will ensure that organisations being considered by the Selection Panel are eligible for the Programme.

Selection and Assessment Criteria

Applications will be assessed and selected according to the criteria listed 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.

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 150. **Applicants should base on their needs and resource availability to determine the requested number of quotas 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	HKD1,950 each
Half Marathon	HKD1,720 each
10km	HKD1,560 each

Selected beneficiaries will be required to deposit (HKD100 per requested quota) on or before 18 October 2023 or the approved quotas will not be assigned. Deposit will be deducted in pro-rata for any unused quotas.

All funds raised through the Programme will not be refunded in all circumstances.

Fundraising Project and Mechanism

Selected 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 projects that the applicants might 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

Applicants must comply with 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 activity is under all of the following circumstances:

- 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; and
- the activity is to be held in a public place.

Donation

Donors shall make their donations directly to the selected organisations. HKAAA will not impose any charges or administration fees in between.

Selected 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.

Runners' Registration

A registration link with passcode will be provided to the selected organisations on or around 9 October 2023. The organisation may share the link with passcode with their charity runners for online registration, and the runners' registration procedures shall be as follow:

1. Charity runner should register within the registration period with the given link and enter the passcode in the field "Organisation Code".

Charity Quota Registration Period: 9 October – 29 December 2023

2. Successful registration will receive an acknowledgement email.
3. The responsible person of the charitable organisation shall confirm with Marathon Registration and Runners' Communication Office the list of their charity runners by 29 December 2023.
4. Charity runners whose registrations have not been confirmed will not be allowed to participate and duplicate registrations will be rejected without prior notice.
5. After verification of the registration information, a confirmation email including race category and start time will be sent to each of the runners by early Jan 2024. The responsible person of the charitable organisation shall assist with HKAAA and Marathon Registration and Runners' Communication Office on their runners' registration information.

For enquiry related to 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 2024.
3. Publicity related to SCHKM and the use of the SCHKM logo are subject to rules and regulations as may 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 brand style guide 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 and misleading information will be prosecuted.
3. Fundraising projects must not be used for political, religious, or commercial publicity for any individuals or organisations.
4. Selected 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 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 organisations and their 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 organisations and their donors and beneficiaries in relation to any matter of or arising from the Programme.

Enquiries

For further information, please visit the SCHKM2024 website (www.hkmarathon.com) or contact the HKAAA Secretariat at:

Phone: 2177 2600

Email: hkmarathon_charity@hkaaa.com

Appendix I - Interim Report Template

**Standard Chartered Hong Kong Marathon 2024
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[Charity Name] - Interim Report**(A) Summary of the fundraising project / activity**

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(B) Fundraising progress

Race	Fund raised (HKD)	No. of quota used	No. of quota offered
Marathon			
Half Marathon			
10km			
Total			

(C) Progress of fundraising project

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(D) Progress interim review *(Please put a ✓ in the appropriate boxes.)*

	Strongly disagree	Disagree	Agree	Strongly agree	N/A
1. The objectives of our fundraising project align with the Programme’s objectives.					
2. Our fundraising project echoes with the marathon spirit.					
3. Our fundraising project is carried out as planned.					
4. The quota offered is enough to support our fundraising project.					
5. Our fundraising project can be completed with the estimated cost stated in the application form.					
6. Our fundraising project has an impact on our target community.					

(E) Any difficulties encountered

(F) Any other suggestions or comments

(G) Attach reference photos of your fundraising project (optional)

Organisation Chop

Signature

Name

Title

Date

Appendix II - Final Report Template

**Standard Chartered Hong Kong Marathon 2024
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[Charity Name] - Final Report**(A) Fundraising summary**

Race	Fund raised (HKD)	No. of quota used	No. of quota offered
Marathon			
Half Marathon			
10km			
Total			

(B) Fund raised breakdown

Please complete the spreadsheet provided separately.

(C) Impact / outcome of the fundraising project (e.g. no. of beneficiaries / people reached)

Final fundraising project review (Please put a ✓ in the appropriate boxes.)

	Strongly disagree	Disagree	Agree	Strongly agree	N / A
1. The objectives of our fundraising project aligned with the Programme's objectives.					
2. Our fundraising project echoed with the marathon spirit.					
3. Our fundraising project was carried out as planned.					
4. The quota offered was enough to support our fundraising project.					
5. Our fundraising project was completed with the estimated cost stated in the application form.					
6. Our fundraising project had an impact on our target community.					

(D) Attach reference photos of your fundraising project (optional)

(E) Any difficulties encountered

(F) Any other suggestions or comments

(G) Declaration

For and on behalf of _____ [organisation name] by authority of its board of directors, I confirm and declare that all details given in this application are true, accurate and complete in all respects, and all documents submitted are true and exact copy of the original.

Organisation Chop

Signature

Name

Title

Date
