

Executive Summary

HUMAN RACE DAY

Humanity Organized to End Poverty

We will spare no effort to free our fellow men, women, and children from the abject and dehumanizing conditions of extreme poverty, to which more than a billion of them are currently subjected.
- United Nations Millennium Declaration, September 2000

Human Race Day is a new citizens' campaign, backed by a social business, designed to produce annual mass participation sporting events focused on creating the political will to achieve the UN's Millennium Development Goals. Its long-term goal is organizing an annual global Human Race Day of 5K walks and 10K running races in over 100 cities worldwide. This will produce the world's largest annual Sport for Development event in support of the world's most effective human development strategies. Human Race Day will raise millions of dollars in annual funding for development groups.

More importantly, it is designed to educate people about working solutions to end extreme global poverty, and then help them to speak out and exercise their political will to end poverty by directing them to local letter-writing and grassroots advocacy groups that are active all year long. Human Race Day is part of a growing global coalition that understands we now possess the means to end extreme poverty in our world. All we need is the will to do it.

Our Goals:

- **Produce the world's largest annual sporting event in support of the world's most effective human development strategies.**
- **Help create the political will required to abolish extreme global poverty and achieve the Millennium Development Goals.**
- ***Q3 2013: First Annual Global Human Race Day 500,000 people participate in 5K walks and 10K races in 50+ cities***

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Human Race Day (HRD) takes its original inspiration from Sport Aid -*The Race Against Time*, which was produced on May 25, 1986. (See documenting text & video at: www.sportaid.net) Sport Aid was a massive global sports event uniting millions of people across five continents for famine relief in Africa. Bob Geldof and the Band Aid Trust organized it following Band Aid and the 1985 global Live Aid concert. Sport Aid was incredibly successful. Over 20 million people in 266 cities and 74 countries ran, walked and participated in 10K races and other sports events, all on the same day. \$100 million was raised, with \$45 million brought in from a special two-hour global television broadcast that reached 750 million people. Rock stars, prime ministers, religious leaders, and Olympic athletes all joined together with millions of ordinary people to support the famine relief effort. Only in the United States was it overshadowed by Hands Across America, which happened on the same day. Sport Aid continues to hold the record as the world's largest sporting event ever. Human Race Day takes inspiration from Sport Aid's historic achievement and applies it to the needs of today. It is designed for a new generation to take up that torch for the Millennium Development Goals (MDGs).

Human Race Day's goals are:

- To organize annual mass participation sport events with the mission of creating political will for the abolition of extreme global poverty. To educate people about the solutions to extreme global poverty and help them to speak out and exercise their civic voice to end it.
- To produce an annual global "Human Race Day" demonstration of popular support for meeting the Millennium Development Goals, with a worldwide television broadcast and web-cast to create a global media platform for basic public education on the potential and promise of the MDGs.
- To create a self-sustaining social business that will generate millions of dollars in annual funding for UNICEF and key strategic partner NGO groups that are demonstrating the most effective human development strategies.
- To spearhead the recruitment of ten thousand people into a global citizen advocacy campaign of local letter-writing and civic action groups that meet monthly and lobby national governments to increase funding and support for meeting the Millennium Development Goals.

Human Race Day is a social business focused on successfully establishing and producing an annual Human Race Day global event. The elements required for a successful and ongoing global Human Race Day mobilization are outlined in a 50-page Human Race Day project proposal. The basic concept and elements are summarized here.

Extreme global poverty is at the root of the gravest challenges facing the world at present — from HIV/AIDS to terrorism, from environmental degradation to regional instability. Its elimination is the single most important step we can take in realizing a better future for the world. In 2000 – for the first time in history – all world governments recognized they share a responsibility for ending conditions of extreme poverty. From this compact, the eight Millennium Development Goals were created that aim to improve the lives of the world's poorest by 2015. Government leaders along with leading scientists and development experts support the MDGs creating a historic global consensus of eight time-bound targets to end extreme poverty across the planet. The first goal is to reduce by half the proportion of people living on less than \$1.00 a day by the year 2015. Human Race Day is using achieving the MDGs as its own goals for measuring its success.

The success of events such as Live Aid, Hands Across America, Sport Aid, and the more recent outpouring of support for the Live 8 and Live Earth global concerts, all demonstrate that there is a global wellspring of many millions of people who are committed to do what they can to solve large global problems. The UN's Millennium Campaign works with citizen groups and coalitions such as the Global Call to Action against Poverty, (www.whiteband.org) made up of many national campaigns. They work together on annual "Stand Up" global visibility event for the MDGs. On October 16-18, 2009 over 173 million people from around the world joined together to Stand Up and Take Action for the Millennium Development Goals at a three thousand events around the world (<http://standagainstopoverty.org>). This set a new Guinness World Record for the largest number of people to "Stand Up" and take action for a social cause. Previous global Stand Up MDG events set world records with 116 million people in 2008 and 46 million participating in 2007. There is clearly a vital growing global movement of people who will stand up, speak out and take action to make poverty history.

The 2005 LIVE 8 Global Concerts to Fight Poverty featured 100 leading bands and pop stars performing in front of a live audience of a million people in eight cities on three continents. Web-cast by AOL to 50 million people online and broadcast by the BBC, MTV and national networks to two billion people in their homes – this was a very clear demonstration that there is a worldwide market of people, and mass media channels, that are receptive to a broad-based civil society campaign focused on raising voices to end extreme global poverty.

Sports are among the most common activities in the world, with participation in every country and at all levels of society. Sports have a strong history of developing positive citizenship values and of supporting charity and good works at all levels of society. The United Nations has developed a strong ongoing program to promote “Sport for Development and Peace”, and has opened special offices to network and support an international *Sports for Development* movement (www.sportanddev.org) focused on the Millennium Development Goals.

On New Year’s Day 2007 Human Race Day and World Runners produced “Run for a Healthy World” with participating runners in the California and Ghana wearing white bands, the international symbol of the movement to end poverty. This was to demonstrate the potential of the grassroots global running community to promote the Millennium Development Goals (see: www.runforahealthyworld.org).

Today one billion people live in “extreme poverty”, defined by the UN as the condition of people with an income of less than \$1.00 a day. Ending extreme poverty is achievable on global basis. A wide variety of low cost, practical and tested solutions have been identified and implemented at various levels all over the world that prove it. In the past 20 years the world has made remarkable progress in coming to a global consensus on the causes of and solutions to extreme poverty. Political will has been consistently identified as the single most important thing required for ending extreme poverty. Relative poverty may always exist, but the abolition of extreme poverty is within our means to accomplish. It requires a shift in the world-view of individuals and societies to drive the active exercise of political will for investing in more and better development aid, fairer trade and sustainable, people focused economic development.

“We know the facts. We know what we want. We know how to get it. All we need is the will to do it.” - Government of Finland’s address to the 2000 Millennium Summit

Experts, scientists, politicians, activists, and journalist all speak out about need for political will. But few take the next step to understand how political will is created. And fewer still get involved in the long-term grassroots people-to-people community organizing that is required to create it. Human Race Day is committed to addressing the whole spectrum required to create political will, from mass media and public education, to organizing local groups and local activity that can directly shape national policies to achieve global goals.

Human Race Day has established a strategic alliance relationship with RESULTS, a leading NGO for educating ordinary people about extreme poverty and organizing them to speak out and exercise their political will to end it. RESULTS has a 30-year record as the most successful citizens lobby focused on global poverty. It has over 150 active groups in the USA, Canada, Mexico, UK, Germany, Japan, and Australia. It has the grassroots, means, and methods that Human Race Day requires for creating political will, but RESULTS needs a large quantitative increase in the numbers of people participating in its local and national groups. It is conservatively projected that a first annual global Human Race Day can have 5000,000 or more people participating in 5K walks, 10K runs and sport events in 50 or more cities worldwide. It is expected that at least one percent or 5,000 people from this pool can be recruited to participate in local monthly letter-writing groups organized by RESULTS and create a global citizens lobby active in 100+ G20 and EU cities and townships worldwide. The strategic alliance between Human Race Day and RESULTS will take advantage of what each group can do best and provide each group with what it needs most. Human Race Day will not participate directly in lobbying but will support MDG campaign groups that do by means of education and awareness. This is a practical acknowledgement that extreme global poverty cannot be eliminated without political will and government action. No amount of philanthropic fundraising can be or will be enough.

Human Race Day has also formed a strategic partnership with the Grameen Foundation and World Runners. It is currently proposing to create several strategic partnerships with UN agencies and NGO groups to accomplish its goals and help accelerate a global movement to abolish extreme poverty.

Money raised by Human Race Day will be targeted to a basket of international development groups that both operate highly effective anti-poverty programs and point the way to the most effective strategies for ending poverty. Sponsorship fees will pay for its operating and production costs so that all donations by the public will go directly to fulfilling Human Race Day’s mission and support development programs in the field. Half of all the money Human Race Day raises will go to UNICEF. A significant percentage of the money raised by Human Race Day will go to the RESULTS Education Fund (501c3) to expand its work and organizational growth.

HRD is designed to be a self-sustaining mission focused social business that earns revenue by providing competitive high value event sponsorship services. Event sponsorship fees from a select group of screened global brand companies will fund Human Race Day's social business operation and production costs. The sponsorship of LIVE 8 in 2005 by AOL, Nokia and Volvo demonstrated that international brand companies will embrace sponsorship of global events that advocate ending poverty and influencing political leaders if the humanitarian message is broad-based and non-partisan. These sponsorship fees earned by the HRD social business will come from corporate event sponsorship and marketing budgets.

On August 31, 2008 Nike produced the Nike+ Human Race, a commercial global event of 10K runs in 25 cities worldwide to celebrate runners and promote their new Nike+ SportBand product. It was a very exciting and successful global event. This event demonstrated many of basic systems that Human Race Day proposes to use by coordinating 25 independent race production companies with online registration and communications incorporating a unified media and brand strategy. But producing a large global event on an annual basis is too much of a distraction from their core business, even for a global sport product company such as Nike. However the Human Race Day model presents a win-win sponsorship proposition to global brand companies such as Nike, which is a much better value for them and is much more sustainable.

The event entry fees from 500,000 participating runners and walkers will be applied to the local production costs in each city. Each event will be managed by a professional race director contracted as a consultant, and produced by a local race production company. The walk and race events in 50 cities will have an average 10,000 people per city participating — some cities will have 2,000–5,000 and others 20,000–50,000 or more.

The Human Race Day events in 50 cities worldwide will provide exciting content for a global television broadcast reaching at least 300+ million people. This is a conservative estimate. The annual New York City marathon reaches a global TV audience of 200 million. Broadcast TV pledge messaging and a global Internet based donation system are conservatively projected to bring in bring in \$50+ million (US) in donation revenue. Strong e-commerce systems and call-centers will be in place and linked to all global communications media. There is also revenue that will come from runners and walkers that raise pledged money (separate from their entry fees). All personal and pledged donations will go 100% directly to UNICEF and the benefiting international development programs. This alone will save thousands of lives annually and provide a sustainable path out of poverty to tens of thousands more.

The most *visible* activity of Human Race Day will be organizing millions of people all over the world to participate in annual runs, walks and sporting events that raise millions of dollars. The most *important* activity of Human Race Day will be organizing people to exercise their political will and civic voice. The key strategy of Human Race Day is to partner with the most effective global development organizations, create exponential growth in the numbers of people active in the global movement to end poverty and support creating global political will to end poverty. That is the leverage and the “trim tab” strategy that will transform Human Race Day from being just another global charity event, into a powerful global tool for meeting the Millennium Development Goals and getting real results. Using this synergy and leverage strategy Human Race Day supported civic action will help generate the billions of new dollars for smarter and more sustainable development programs required to meet the Millennium Development Goals.

All the elements required for a successful and ongoing global Human Race Day production exist and have been proven to work. Media companies and marketing professionals from Hollywood to Madison Avenue have demonstrated that they are hungry for this type of global good will opportunity. Sports marketing and race production professionals are equally ready and willing. The growing global movement to end poverty inspired by the Millennium Development Goals and empowered by access to global communications has demonstrated that it is ready to support large globally coordinated events. What is needed is to bring those elements together and communicate this idea with a strategy of synergy, leverage and focus.

Human Race Day is designed to be a powerful tool for building an international citizen's campaign of practical strategies and solutions to abolish extreme poverty. Using global communications and local teams of ordinary dedicated people Human Race Day can help empower a grassroots globalization of participatory democracy. It is said that the best way to change the world is to design a new tool that is accessible for masses of people to use on their own behalf. That is the intention and hope here - that if people are provided this tool (HRD), they will use it to exercise their civic voice to meet the Millennium Development Goals and change the world.

Each of the great social achievements of recent decades has come about, not because of government proclamations, but because people organized, made demands, and made it good politics for governments to respond. It is the political will of the people that makes and sustains the political will of governments.

- James Grant, former Executive Director of UNICEF