

# Executive Summary

## **HUMAN RACE DAY**

*Humanity Mobilized to End Poverty*

[www.humanraceday.org](http://www.humanraceday.org)

**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*

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 end extreme global poverty. The 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 poverty focused 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 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 Sustainable Development Goals.**
- **Summer 2021: First Annual Global Human Race Day - one million people participate in 5K walks and 10K races in 100+ cities**

Human Race Day Strategic Partner



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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 info & video at: [www.sportaid.net](http://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 achieving Sustainable Development Goals.

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 ending extreme poverty with a worldwide television broadcast and web-stream to create a global media platform for basic public education on the potential and promise of meeting the Sustainable Development Goals.
- 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 policy and programs focused on ending extreme poverty in our world.

Human Race Day is a social business focused on successfully establishing and producing an annual Human Race Day global event. The elements required for Human Race Day are outlined in a 36-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 at the UN Millennium Summit – for the first time in history – all world governments recognized they share a responsibility for ending conditions of extreme poverty. As a result, a 15-year-long global campaign was launched focus on achieving eight Millennium Development Goals (MDGs) to improve the lives of the world's poorest people. The Millennium Development Goals has been the most successful global anti-poverty push in history. With many sub-targets covering a range of poverty, hunger, health, gender equality, education and environmental indicators, the MDGs were embraced by all UN Member States. Major progress at the global, regional, national and local level shows in the many millions of people whose lives have improved due to concerted, targeted efforts by many countries, groups and individuals. In September 2015, a high-level summit of world leaders met at the UN in New York to adopt a post-MDG development agenda, the 2030 Sustainable Development Goals. These 17 goals are a global strategy to provide for the basic human needs of everyone in an environmentally sustainable way.

The success of events such as Live Aid, Hands Across America, Sport Aid, and the more recent outpouring of support for the the AIDS Walks, Live 8 in 2005, Live Earth in 2007 and the annual Global Citizen Festivals that coincides with the UN General Assembly in New York, 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 cultivated this network and coalitions such as the Global Call to Action against Poverty, ([www.whiteband.org](http://www.whiteband.org)) made up of many national campaigns. In 2009 they organized a "Stand Up" global visibility event with over 173 million people joining together to "Stand Up and Take Action" for the Millennium Development Goals at over three thousand simultaneous events worldwide (<http://standagainstopoverty.org>). This set a new Guinness World Record for the largest number of people to take action for a social cause. Empowered by global communications and social networks, there is a vital and 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](http://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 demonstrated the potential of the grassroots global running community to promote the Millennium Development Goals (see: [www.runforahealthyworld.org](http://www.runforahealthyworld.org)).

In 1990, nearly half of the population in the developing world lived on less than \$1.25 a day; that proportion dropped to 14 per cent in 2015. Globally, the number of people living in extreme poverty has declined by more than half, falling from 1.9 billion in 1990 to 836 million in 2015. 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 worldview of individuals and societies to drive the active exercise of political will for investing in more and better development funding, 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 40-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 will have a million or more people participating in 5K walks, 10K runs and sport events in 100 or more cities worldwide. It is expected that at least one percent or 10,000 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 global anti-poverty 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.

It truth, an annual infusion of \$100 billion (US) in new money (not promised, but delivered) for people focused development funding is required. This needs to be invested into the most effective basic education, public health, sustainable agriculture, housing & slum infrastructure, micro-credit & micro-enterprise programs and the empowerment of girls and women. These basic human needs of the world's poorest people living at the very bottom of the economic pyramid are well known. What Human Race Day is designed to prove is that creating the political will to scale up an annual global investment of \$100 billion or more to achieve global development goals is both realistic and possible.

With the current state of global communications, social networking, collaboration and business systems, this has never been more possible. It has already been demonstrated by the global citizen's advocacy that supports the \$5 billion in annual funding for the Global Fund for AIDS, TB and Malaria. This is a process of local advocates communicating with their national leaders to support and achieve specific global goals.

What is needed is a clear vision and commitment with a year-by-year social business plan that supports creating global political will. It is the public and visible commitment of ordinary people, acting on their own humanitarian self-interest, through local groups and local activity that will directly shape the national policies and budgets to achieve our world's sustainable development goals.

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 Human Race Day supported development programs in the field. Half of all the money Human Race Day raises will go to UNICEF. A significant percentage (10%) of the money raised by Human Race Day will go to the RESULTS (501c3) and (501c4) to expand its citizen lobby work and organizational growth.

HRD is designed to be a self-sustaining mission focused social business, based on the successful social business structure and principles advanced by Mohamed Yunus. It will earn revenue by providing competitive high value event sponsorship services. Sponsorship fees from a select group of screened global brand companies will fund Human Race Day's operation and annual event 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. Global brand sponsors are now lined up for the upcoming Sept. 26, 2020, Global Goal Live: The Possible Dream, a 10-hour global media event, organized by Global Citizen, in partnership with Teneo, Delta, Cisco, Johnson & Johnson, Procter & Gamble, and Verizon. HRD will work with sponsors and sponsor employee teams much the way the annual AIDS Walks in San Francisco and Los Angeles do. Like the AIDS Walk, the annual repeating nature of HRD is the key to its value and success.

In 2008 Nike produced the Nike+ Human Race, a one-time commercial global event of 10K runs in 25 cities worldwide to promote their Nike+ SportBand product. This event demonstrated many of basic systems that Human Race Day proposes to use by coordinating independent race production companies with online registration and communications incorporating a unified media and brand strategy. The Human Race Day model presents a win-win sponsorship proposition to global brand companies such as Nike. It is a better more sustainable value because companies are the event sponsors and not the producers.

A \$20 to \$30 (US) scaled entry fee from 1,000,000 participating runners and walkers will be raise \$20 to \$30 million (US) for the event's production costs globally and in 100 cities. Each city event will be managed by a professional race director contracted as a consultant and produced by a local race production company. All the runs and walks will happen on the same weekend day. Each city event 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.

Human Race Day events in 100 cities worldwide will provide exciting content for a global television broadcast and webcast 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 & webcast 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 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 global development goals and getting real measurable results, year after year. 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 2030 Sustainable Development Goals.

HRD will have a positive, inclusive, empowering and factual orientation to its global work. It will challenge old paradigms of poor verses rich and the rich saving the poor. It will work to be inclusive of all social and economic levels in its staff, leadership and decision-making processes. It will use “factfulness” to promote international collaboration and understanding. HRD will use its global media platform for fact based public education that shows the world is getting better, and how it can get even better faster. HRD will be a learning and growing demonstration of, “the power of all of us – for all of us”.

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 real progress in meeting global development goals and empowered by access to global communications, has demonstrated that it is ready to support large globally coordinated events. A HRD Social Business will 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 achieve global development goals and change the world.

## **HUMAN RACE DAY**

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