



THE EXTRA MILE

2020
IMPACT REPORT

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Impact Report 2020

Overview

The Bloomberg Extra Mile program looked very different in this uniquely challenging year. Whilst 2019 programming made significant impact into 2020, the world was then turned upside down as the COVID-19 pandemic hit. As the reality of worldwide lockdowns set in from March, organisations had to think of innovative ways to keep their communities engaged and moving throughout this incredibly difficult time.

Whilst we were able to host live Bloomberg Square Mile Relays in Dubai, Sydney and Mumbai at the beginning of this year, from March onwards we could no longer come together for live events in any of the other cities. However, the Extra Mile program remained committed to supporting the truly fantastic work and projects carried out by our charity partners in response to the COVID-19 pandemic.

The Bloomberg Square Mile Relay launched its 'Virtual Club' to convene its global community, connecting colleagues from companies across the race cities to train and compete in global virtual challenges and races - with every point earned going towards unlocking vital funds for the partner charity in each city.

2020 Cities

— Live Race
— Virtual Club



Beijing



Dubai



Hong Kong



London



Mumbai



New York



San Francisco



São Paulo



Shanghai



Singapore



Sydney



Tokyo

The Virtual Club

As challenging as 2020 proved to be for us all, the Bloomberg Square Mile Relay were still able to bring their global community together to united through the Virtual Club, which was launched in July after the postponement of the live races for the remainder of the year.

The Virtual Club was created to ensure that corporate participants from around the globe could still go The Extra Mile and be active as a team to help unlock up to US\$300,000 in donations in 2020. The funds donated would support one partner organisation in each race city (with the exception of those cities that already hosted live events and received funding at the beginning of the year) who is directly responding to the COVID-19 pandemic or addressing inequality issues.

IN-PERSON RELAYS

Run



VIRTUAL CLUB 15 ACTIVITIES ON THE PLATFORM

Walk, cycle, swim, cardio training, weight lifting, yoga, meditation and more



1,967
Members



6.8 Million
Points Earned



851,557
KMs Travelled



931,003
Activity Hours



565,990
Bonus Points



56,915
Activities



263
Companies



3,231 Events
Completed

By taking part in the **Bloomberg Square Mile Relay live races in Dubai and Mumbai** and the **Virtual Club races and challenges**, participants helped to raise

\$373,531

to support the Extra Mile Partner charities around the world.

Social Impact in 2020

The Extra Mile addresses a unique social challenge in each of the 12 Bloomberg Square Mile Relay race cities. The program leverages Bloomberg's Philanthropic relationships in each city to deliver a meaningful and actionable difference through the power of sport.

In 2020, these social challenges included:



EDUCATION



HEALTH



**COMMUNITY
SERVICE**



**MENTAL
HEALTH**

The Extra Mile donated **\$373,531** for year long grants supporting programming addressing these causes in each city. The grants enabled the charity partners across **12 CITIES, 9 COUNTRIES** and **5 CONTINENTS** to immediately adapt their programming for a global community of 22,000 marginalised young people and adults as the COVID-19 global pandemic struck and worldwide lockdowns took hold.

Adapted programming in 2020 included:

- The logistical development of **distributing vital food and personal care supplies** to families during the height of the pandemic
- The continuation of programs allowing **participants to seamlessly access online learning** curriculum and mentorship
- The flexibility for teachers and coaches to continue to offer **beneficiaries the opportunity to remain engaged in physical activity** through virtual platforms
- The access for young people to a continued source of **personal health and wellness support** in a time of uncertainty and fear
- For young adults, the continuation of their **education in time management and self-awareness** through virtual career awareness sessions

Digital Engagement and Impact



76 Extra Mile social media posts

35,996+ Total reach

428 Total digital engagements



184 email campaigns
mentioning The Extra Mile

397,691+ email recipients



Impact - In Their Words

"I learnt not only about sports, but also how to develop as a person."

Participant, Tokyo

"My life has gotten better since being with Greenhouse as I've started coming to school a lot more just to attend the volleyball sessions as they're really fun. When I play volleyball it makes me feel re-energised, happy and better about my day. It's made me make friends and become more outgoing"

Ameera, London

"Tennis makes me happy!"

Participant, Shanghai

"Thanks to Football United we have been going to school more"

Group of female participants, Sydney

"Magic Bus has provided a platform for us to know more about potential career options. They have been engaging with us through online classes and have taught us skills to fulfill our aims in life. Their mentors and tools used in the sessions have made it easy for us to help shape our future careers. The teachers are very helpful, friendly and teach us many things in a very interactive manner. They have taught us about how to differentiate between good and bad influences in life. Many thanks to the Magic Bus team"

Mohammad, Mumbai

"The game is interesting, and we are delighted"

Student C, Beijing

"Your game is special and interesting...I hope that not only will children have enough practices, but also that they will be able to learn what they can play in the spare time and break time and hope that, through the game, children will be able to achieve excellent results in the sports assessment"

School principal, Beijing

THE EXTRA MILE



CITY DETAILS & IMPACT

Impact shared for each city from both Extra Mile 2019 programming that was completed in 2020 and Extra Mile 2020 programming that has taken place so far

Sydney Overview



The Charity Partner

Coaches Across Continents is a year-round Process Consultancy to governments, foundations, corporations, and community-based organizations on creating Education Outside the Classroom Legacies based on the UN SDGs. In Sydney, they work with community partner, Football United, to provide opportunities in sports and education to at-risk refugees and displaced people.



\$40,000* Donation Amount

The Winning Cause 2019



**INCLUSION
AND ENVIRONMENT**



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
EDUCATION AND WOMEN'S
ECONOMIC DEVELOPMENT**

The Winning Cause 2020



HEALTH



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
HEALTH**



Impact

87%



of participants reported that they met someone through participation in the regular weekly Football United Fun program

72%



of participants reported that they felt more able to make a contribution to their community

86%



of teachers agreed that participation in Fun had a positive impact on young people's relationships with other students

114



high school aged young people participated in Football United's Bloomberg-funded after-school programming

Behavioral Changes

Improved
team skills

Improved **social and talking skills**

Greater **school engagement**

Improved
confidence

How 2020 funding will support Football United and Coaches Across Continents' work in responding to the COVID-19 pandemic into 2021

The Extra Mile funds will go towards providing Football United leaders and coaches with training in Coaches Across Continents' COVID-19 response resources. Following the training, FU will deliver youth programming in selected children's centers all over Tokyo-exact numbers depend on the final budget. The focus will be on using physical activity and health and wellness to address the virus and its lingering after-effects on children. CAC will support their delivery year-round with ongoing tools and communication.



Beneficiary Spotlight

Kahn, Sydney

Kahn was selected as the Story of Most Significant Change because of the immense social growth she demonstrated over the program. Kahn reported that the Extra Mile program helped her become a lot more confident interacting with students from different grades. Subsequently she was able to make friends with people she normally wouldn't have had much to do with.

Kahn believes the Extra Mile program “has taught the whole group how to interact with each other in a more respectful manner which is helpful for the school as a whole”. The Head Facilitator observed that Khan becoming more respectful and team oriented allowed for a greater enjoyment of the program by the rest of the group.



Mawuli, Sydney

Mawuli was selected as the story of most significant change because of the transformation in his autonomy and his positive attitude towards helping others over the course of the program. Mawuli explains that the Extra Mile program taught him to “rely on himself” and be proactive in getting things done, even before others ask him to do them. Mawuli also reported the program helped him navigate a challenging relationship with his father. He says he never used to have a good relationship with his father but now he understands the value of doing what his father tells him. In Mawuli's own words, “the program is important because it will help me in life”. He now knows to lead others by example.

San Francisco Overview



The Charity Partner

America SCORES Bay Area (SCORES) is a youth development, afterschool program for children in grades one through eight. SCORES partners with public schools in low-income communities to implement a triple play curriculum of soccer, poetry and civic engagement transforming youth into "poet-athletes".



\$50,000* Donation Amount

The Winning Cause 2019



HEALTH

The Winning Cause 2020



HEALTH



**BLOOMBERG PHILANTHROPIES PILLAR ALIGNMENT:
HEALTH/OBESITY PREVENTION**



Impact

1,600 

1st-8th grade children and youth received programming support

55 game days during 2019 fall season



Behavioral Changes

Sense of **belonging**

Ability to **share feelings**

Increased **confidence**

More **willing to try** something new

How 2020 funding will support America SCORES' work in responding to the COVID-19 pandemic into 2021

The Extra Mile funds will support America Scores to support virtual programs for low-income youth developed in response to the COVID-19 epidemic. In partnership with under-resourced San Francisco public schools, the curriculum provides mentored activities to increase fitness, literary, and community connection.

When schools across the Bay closed in mid-March, SCORES quickly transitioned their programming to their online platform, SCORES U. They knew that youth and families are those most impacted by the shelter-in-place order. The majority of their families live in poverty and are service-workers which makes them that much more economically vulnerable as businesses close and jobs are lost. Because of their high-risk status, SCORES coaches made every effort to reach out to each SCORES family to see how they are coping and to connect them to local resources if needed.

SCORES has been offering online poetry lessons, fitness, and soccer skill-building practices to their participants during the quarantine. SCORES understands how important it is to remain connected to their youth, especially those who are most marginalized during normal circumstances. They want to be sure that physical distancing does not equal social isolation, and their coaches are constantly experimenting with new ways to stay in touch using different social media platforms and leading zoom practices. SCORES will continue to improve upon their virtual offerings and be ready to layer them into their physical programming if needed. They are now well-equipped to support SCORES kids, families, and community partners in a variety of formats.



Beneficiary Spotlight

Samiah, San Francisco

Fourth-grader Samiah from Learning Without Limits Elementary School in Oakland is one of America SCORES Bay Area's four 2020 poet-athlete laureates. These exceptional poets were the 2020 winners of their regional poetry slams. They serve as ambassadors, inspiring, and empowering other kids to shine and express their own voices through poetry.

Samiah presented her poem "I am Somebody" at the America SCORES Bay Area Oakland Poetry Slam last Fall.

"I am Somebody" by Samiah

*I may be clumsy when I fall
But I am pretty when I smile
I may be a different race
White. Black. Brown.
White as wide walls
Black for all of my beautiful black women
Now! Let me hear a cheer for all of my beautiful black women
Brown for me! I am a power girl
Like lightning when it goes BOOM!
When it strikes in a zigzag
I feel powerful when I sing to my nephew
When I sang to him in my sister's stomach
He got to know me!
I felt inspired to sing to him because of Beyoncé I am proud of me for me
I am somebody who is God's child
I am valuable of others time
I am Somebody*

London Overview



The Charity Partner

Greenhouse Sports is a London charity that uses sport to engage young people from the most deprived areas to improve their life chances. To counter the negative effects of growing up in poverty for young people aged 2-18, Greenhouse works with state schools, placing sports coaches into the school environment to deliver full-time extracurricular programs that empower and inspire young people growing up in disadvantage to reach their full potential.



\$63,686* Donation Amount

The Winning Cause 2019



EDUCATION

The Winning Cause 2020



EDUCATION



**BLOOMBERG PHILANTHROPIES PILLAR ALIGNMENT:
EDUCATION**



Impact



Coaches have engaged with **4,450** participants across Greenhouse's 50 mainstream and SEND (special educational needs and disabilities) school programmes

Behavioral Changes

Due to the impact of COVID-19 Greenhouse Sports have been unable to measure behavioural change in participants as previously planned. However, over the next 12 months they will be taking the opportunity to receive feedback on topics such as impact of lockdown, female engagement in sport, life and ambitions outside of the Greenhouse programme and more.

How 2020 funding will support Greenhouse's work in responding to the COVID-19 pandemic into 2021

The Extra Mile funds will enable Greenhouse Sports coaches to help young people who have been the worst affected by the coronavirus lockdown. It was reported that less than half of children on school meals were engaging with their education during lockdown, and their coaches and mentors will seek to help these children re engage with their education to close the inequality gap.

Beneficiary Spotlight

Coach Tony introduces Jacob

"I have seen many young people grow within Greenhouse at Crest Academy, with one main highlight being Jacob who came to England from the Philippines as a youngster. When he started at Crest in Year 7 his English wasn't great, he was very introverted, and his grades were some of the lowest in his year.

He slowly started to show interest in table tennis, gradually attending more and more sessions, then before he knew it, he was coming to every session that was on offer and growing in confidence each session.

By the time he reached Year 9 his English had massively improved, his grades had shot up and his table tennis ability ranked him as one of the best in the school. His bold personality was also starting to shine: he wasn't as quiet and withdrawn, had many friends and many of his teachers were noticing just how much he was improving in lesson and coming out of his shell.

Jacob is now in Year 11 and his GCSE's are coming up. He has combined his studies with his training very well, even helping out at after-school clubs with the new up and coming players. They all look up to him which is great as he is a very good role model for them. He is now top of the class in most of his subjects and is a credit not only to Crest, but to himself and his very proud parents.

All his predicted grades have gone up several levels and after looking at his mock results he is on target to smash those targets too. He has grown into a wonderful young man."



Jamie, London

"My parents are from Ghana and I grew up in Wembley, then Harlesden. My dad works in security and my step-mum sometimes works, too. I have two older brothers and a half-sister. I started playing table tennis six or seven years ago, at Crest Academy with the Greenhouse Sports charity, then came to the Greenhouse Centre in Marylebone too.

I'm captain now of the performance team, and I've been in the top 30 in the country for my age group. I used to love football, but table tennis is special: when I hit the ball, it feels like I'm one with it. Connected. It's taken me into a completely different environment. I've met people from lots of different backgrounds, learned about their cultures, and even learned how to say hello in other languages, like Chinese. I never knew people from such varied backgrounds before table tennis, but we're all in the same place and care about the same thing, so we automatically have something in common. It's like a family, and I know the names of all the young kids here.

I've travelled to places that I never thought I'd go, like to Holland for a training camp. I go to tournaments outside London at weekends and recently went to Edinburgh to give them some table tennis coaching. Without table tennis, I'd just be stuck in Harlesden. Before table tennis, I was quite a shy guy, but now I'm more open and it's improved my confidence: younger players look up to us, and I can share my knowledge with them; and when I socialise with the coaches, I learn how to interact with older people.

As players, we umpire corporate events, coaching people who are 30 or 40 years old. We give them presentations about Greenhouse Sports, and we ask them about their work and businesses, so it's a great opportunity to learn about the wider world. Through interactions like that, I've learned how to get outside the box. Now I'm in sixth form, studying Business, Maths and Film Studies as part of an International Baccalaureate. I want to go to university to study business marketing, and I'm hoping to go to Loughborough because the sport is so good there, and I want to play internationally.

When I was younger, I just played console games and didn't really care about education. I would say that I was lazy and didn't really value life or my time. Now I'm more committed and ambitious. Not just in table tennis, but outside it, too. It's taught me to work hard, to be dedicated, committed, to balance my time and to achieve greater things in life. I think I would be a very different person without it."



New York Overview



The Charity Partner

The National September 11 Memorial & Museum at the World Trade Center bears solemn witness to the terrorist attacks of September 11, 2001 and February 26, 1993. Respecting this site made sacred through loss, the Memorial & Museum remembers and honors the nearly 3,000 victims of these attacks and all those who risked their lives to save others. It further recognizes the thousands who survived and all who manifested extraordinary compassion and leadership in the wake of the attacks. Demonstrating the consequences of terrorism on individual lives and its impact on communities at the local, national, and international levels, the Memorial & Museum attests to the triumph of human dignity over human depravity and affirms an unwavering commitment to the fundamental value of human life.



\$65,417* Donation Amount

The Winning Cause 2019



EDUCATION

The Winning Cause 2020



**COMMUNITY
SERVICE**



**BLOOMBERG PHILANTHROPIES PILLAR ALIGNMENT:
EDUCATION**



New York Impact



Impact

1,925 

have attended evening programs

158,307 

Interpretive Guide Tour participants

11,561 

people have participated in Education Programming

4,517 

Civic Training programs participants

Behavioral Changes

All Education program participants leave the 9/11 Memorial & Museum with a greater understanding about the history of September 11, 2001 and with a greater capacity to think critically about various topics related to 9/11. Currently, our organization is making every effort to accommodate the highest levels of support and learning with online resources and appropriately connecting lessons and examples from 9/11 to present day

How 2020 funding will support the 9/11 Memorial & Museum's work in responding to the COVID-19 pandemic into 2021

Funds from The Extra Mile will directly support the reopening and operation of the 9/11 Memorial, a sacred site of hope, healing and renewal in the aftermath of tragedy. The Memorial can only be sustained through donations due to the continued temporary closure of the 9/11 Memorial Museum and related loss of admissions revenue.

Tokyo Overview



The Charity Partner 2019

Special Olympics is a global inclusion movement using sport, health, education and leadership programs every day around the world to end discrimination against and empower people with intellectual disabilities. Founded in 1968, and celebrating its 50th Anniversary this year, the Special Olympics movement has grown to more than 5.5 million athletes and Unified partners in more than 170 countries.



The Charity Partner 2020

Extra Mile programming in Tokyo is delivered with local CAC trained leaders from Ludens Japan. Ludens Japan is managed by one of these CAC leaders who helped us to launch the Jump Jam initiative in the Children's Centers. Ludens Japan has 2 core programs- developing human resources related to play and exercise and instructing play at events and workshops. Due to COVID-19 Ludens are part of a new online platform delivering physical activity to youth in middle to lower socioeconomic areas of Tokyo. This free platform will ensure children of all ages and abilities experience the fun of physical activity



\$50,000* Donation Amount

The Winning Cause 2019



EDUCATION

The Winning Cause 2020



HEALTH



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
EDUCATION**



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
HEALTH**



Impact

83

coaching clinics held,
1860 participants received
programming

5

certified coach
seminars held, 279
participants took part

27

coaches attended the
Unified basketball head
coach seminar



Behavioral Changes

Coaches deepened the understanding of the philosophy of unified sports. They started to focus more on team management through communication instead of winning. As a result, team members seemed to have developed stronger friendship and more communication among team members has been observed.

How 2020 funding will support Ludens Japan and Coaches Across Continents work in responding to the COVID-19 pandemic into 2021

The Extra Mile funds will go to providing Ludens Japan leaders and coaches with training in Coaches Across Continents' COVID-19 response resources. Following the training, Jump Jam will deliver youth programming in selected children's centers all over Tokyo. The focus will be on using physical activity and health and wellness to address the virus and its lingering after-effects on children. CAC will support their delivery year-round with ongoing tools and communication.

Hong Kong Overview



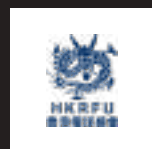
The Charity Partner 2019

Special Olympics Hong Kong (SOHK) aims at changing the life of persons with intellectual disability (ID) through sports, health, education and community building programs. After development and expansion for over 40 years, thousands of athletes and participants from more than 100 agency members have taken part in the year-round training, competitions and non-sport events.



The Charity Partner 2020

HKRU's Community Foundation is a local charity that works with multiple local organizations using rugby but also other sport to address a slew of issues facing Hong Kong. A recent survey of their youth beneficiaries revealed that the biggest issue by far plaguing young people in the wake of the COVID-19 pandemic is mental health issues.



\$50,000* Donation Amount

The Winning Cause 2019

Due to political unrest in Hong Kong in 2019, the Bloomberg Square Mile Relay was cancelled. However, Special Olympics Hong Kong still received The Extra Mile donation to be allocated for one of the three identified causes.

The Winning Cause 2020



MENTAL HEALTH



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
HEALTH**



Impact



In Hong Kong, the Unified Schools Program engaged **2 special education schools and paired them with 2 mainstream schools**

83



Special Olympics athletes and 68 Unified partners were engaged for regular interactions

24



A Unified hiking trip was organised in Hong Kong in November 2019 – 24 Special Olympics athletes and Unified partners participated to promote inclusion and acceptance in the community

Behavioral Changes

- Participants of the program learnt to accept people of different abilities
- Helped youth to develop good healthy habits which will then improve health conditions
- Participants with and without intellectual disabilities would be given opportunities to receive further development on leadership training

How 2020 funding will support Hong Kong Rugby Union's work in responding to the COVID-19 pandemic into 2021

The Extra Mile funding will go towards developing a specific mental health curriculum using the power of sport to support the young people of Hong Kong. Youth mental health, already a pressing concern in Hong Kong, has been further impacted by the COVID-19 pandemic – we have the highest youth suicide rates of any global city, with children as young as 11 taking their own lives.

HKRU's "Healthy Body, Healthy Mind" programme will see an online course on key wellness topics, reinforced by practical coaching sessions, delivered to 30 coaches and 600 young people aged 12-16 enrolled in sports clubs across the 18 districts in Hong Kong. These players represent all sections of the community with about 23% of them girls and across different ethnicities, socioeconomic status and education backgrounds.

Shanghai Overview



The Charity Partner 2019

Special Olympics is a global inclusion movement using sport, health, education and leadership programs every day around the world to end discrimination against and empower people with intellectual disabilities. Founded in 1968, and celebrating its 50th Anniversary this year, the Special Olympics movement has grown to more than 6 million athletes and Unified Sports partners in over 190 countries.



The Charity Partner 2020

CAC will be working with United Way through the China Charity Federation umbrella in Beijing and Shanghai. China Charity Federation (CCF) is a nationwide non-governmental charity organization. The goals of CCF are to uphold the spirit of humanitarianism and the Chinese tradition of helping people in poverty or with special needs to be able to help themselves. There are over 366 affiliates of CCF throughout China. In China, United Way's focus is on training teachers and leaders to support migrant school children across the country.



\$51,300* Donation Amount

The Winning Cause 2019



HAPPINESS

The Winning Cause 2020



HEALTH



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
EDUCATION**



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
HEALTH**



Impact

A Special Olympics unified tennis team was created comprising **57 Special Olympics athletes** and unified partners aged 11-18, who practiced tennis for more than 4 hours each week

Complying with strict COVID-19 prevention regulations, **53 coaches attended** a Special Olympics tennis coach training session, each of whom committed to developing 2 coaches afterwards

Behavioral Changes

- More encouragement for Special Olympics athletes from peers
- Gain in sports leading to further improvement in school
- Special Olympics athletes are more positive and optimistic to confront the challenge and embrace life
- Improvement seen in participants both physically and psychologically. The COVID-19 pandemic meant that they could not gather and train physically, but their hearts are together

How 2020 funding will support United Way and Coaches Across Continents' work in responding to the COVID-19 pandemic into 2021

The Extra Mile funds will support CAC in training United Way teachers and leaders in their COVID-19 response curricula and resources. This training will be online for leaders in both Shanghai and Beijing. The curricula and resources will allow the United Way teachers and leaders to educate left behind children about preventing the spread of COVID, discussing mental well-being associated with lock down, and staying physically active. CAC will include themes such as child protection, coaching methodology, and monitoring and evaluation during the training. Using these resources and training, the United Way leaders will deliver the Extra Mile programming through the online platform over the course of 6-12 months with local youth in Beijing and Shanghai. If regulations allow, the programming will also be delivered in-person in selected schools in Beijing and Shanghai. The regular sessions will be inclusive of all ages and abilities.



Beneficiary Spotlight

Huang Xufeng, Shanghai

Huang is a Shanghai native. His father is a driver, his mother is unemployed. He has a younger sister. His parents are not well educated so their family is not in good financial status. Huang has significantly delayed development with a kindergarten level of literacy and calculation at the preliminary stage of middle school. Now he is junior two, but he is only 1.4 meters tall. Limitation in literacy and normal thinking ability prevented him from school's regular teaching and activities. Sleeping in class, uncommunicative, huge gap in height with other classmates, he is unwilling to try or participate in any activities even if he is welcomed to do. "I don't know, I don't want to join, I am not willing to" is his phrase. Thus, he is isolated and marginalized in the class.

Once Huang's father played badminton with him and found his athletic ability was very good. Despite his tiny size, he was flexible and agile. Under father's instruction, he took part in the tennis training. Physical testing, high-intensity training, parents' company, coach's encouragement let the self-distrust child harvest confidence, recognition, and the smile blooming in his face.

One day, his doctor told him that he couldn't move his legs for two weeks because of his decreased bone density. "Coach, let me stand aside watching their training, even just standing here without playing, it makes me happy!" he begged and begged and finally the coach agreed. The coach even had to remind him to rest several times. Tennis makes the child move, his life is lit up by peer encouragement, coaches' professionalism, interesting training, leadership attention, and parents' company. His gains in sports also led to his improvement in class. He became more active in reading and began to read to increase knowledge.



Beijing Overview



The Charity Partner

Coaches Across Continents (CAC) is a year-round Process Consultancy to governments, foundations, corporations, and community-based organisations on creating Education Outside the Classroom Legacies based on the UN SDGs. In Beijing they work with community partners on the Football for Happiness program.



\$50,000* Donation Amount

The Winning Cause 2019



HAPPINESS

The Winning Cause 2020



HEALTH



**BLOOMBERG PHILANTHROPIES PILLAR ALIGNMENT:
HEALTH**



Beijing Impact



Impact

Before COVID-19, the Football for Happiness programme delivered 3 sessions every other week to 12-13 year old students at the Beijing Tongxin Experimental School

50 students have received the online football practice teaching sessions



Behavioral Changes

Due to the limited number of students returning to school in September 2020, behaviour changes could only be observed through the online courses. However, the smiles of the children showed how much they enjoyed the videos on basic physical strength and conditioning. Especially as, in traditional Chinese PE lessons, children would not be interested in the sessions or find just doing push-ups and sit-ups to be boring.

Children have **developed their personal thinking skills,** participation and imagination



How 2020 funding will support United Way and Coaches Across Continents' work in responding to the COVID-19 pandemic into 2021

The Extra Mile funds will support CAC in training United Way teachers and leaders in their COVID-19 response curricula and resources. This training will be online for leaders in both Shanghai and Beijing. The curricula and resources will allow the United Way teachers and leaders to educate left behind children about preventing the spread of COVID, discussing mental well-being associated with lock down, and staying physically active. CAC will include themes such as child protection, coaching methodology, and monitoring and evaluation during the training. Using these resources and training, the United Way leaders will deliver the Extra Mile programming through the online platform over the course of 6-12 months with local youth in Beijing and Shanghai. If regulations allow, the programming will also be delivered in-person in selected schools in Beijing and Shanghai. The regular sessions will be inclusive of all ages and abilities.

Mumbai Overview



The Charity Partner

Magic Bus is one of the largest poverty alleviation programs in India, working with more than 375,000 children and young people in 22 States and 77 Districts of the country. Their activity-based sessions are carried out across 798 schools and 1934 communities. In Mumbai, they work with some of the poorest children and young people living in poverty, taking them from a childhood full of challenges to a life with meaningful livelihoods using methodology that integrates sport, play and games. Magic Bus equips young people with the life skills and knowledge they need to grow up and move out of poverty.



\$50,000* Donation Amount

The Winning Cause 2019



LIVELIHOOD

The Winning Cause 2020



EDUCATION



BLOOMBERG PHILANTHROPIES PILLAR ALIGNMENT:
EDUCATION, PUBLIC HEALTH, CAREER AND TECHNICAL EDUCATION

Mumbai Impact



Impact

1000 individuals have received programming – **437 female** and **563 male**



Behavioral Changes

- Students learned how to **manage their own time** efficiently
- Students now **respect others' opinions and point** of views
- All students now show a keen interest in planning their career as they are now **equipped with more information about career options** and **graduation programmes** through the Magic Bus career awareness sessions
- Through regular interaction with parents of girls especially, **families are now increasingly willing to let their daughters pursue graduation programmes** and have a successful career

How 2020 funding will support Magic Bus' work in responding to the COVID-19 pandemic into 2021

Since March 2020 when India was put under lockdown, Magic Bus began conducting virtual sessions which will continue into 2021. The team conducted 831 virtual sessions in 2020 with the Youth on the topic of time and task management, money management and self-awareness, personal health hygiene and grooming. A platform called LearnWISE was used, which is a cloud based learning platform to help teachers with skilling programmes for students.

Mumbai **Spotlight**



Beneficiary Spotlight

Aditya Harijan, Mumbai

Aditya Harijan hails from one of the communities in Nallasopara in the outskirts of Mumbai and has been attending the Magic Bus programme for over a year now. He is 15 years old and is in the 10th Grade, which is a very crucial year in the Indian education system. He lives with his parents and three siblings and his father is a truck driver and is the only earning member in the family. His father and mother did not complete secondary education and therefore he did not have a mentor who could guide him in his career and also motivate him to complete school and pursue higher education to have a successful career.

However, this changed drastically after Aditya started attending the Magic Bus sessions regularly. He says that he has learnt a lot in Magic Bus in the past year and his mentors have helped him a lot. During the lockdown period when schools were shut the Magic Bus team was in touch with him every week and he continued learning through online platforms. He now feels very motivated and positive to continue school when they open this month. Aditya has also learnt to manage his time well and always makes a daily schedule for himself. Though he is still figuring out what career he would like to pursue he is actively thinking about it and is confident to work towards a successful and fulfilling career.



São Paulo Overview



The Charity Partner

Created by Ana Moser, former athlete and Olympic volleyball medallist, the Instituto Esporte & Educação is a Non-Governmental Organisation, whose objective is to increase access to physical activity and sports through educational methods in low income communities. The projects are guided by the principles of educational sport: inclusion of all, respect for diversity, collective construction, integral education and the course towards autonomy, developing the sports culture with the purpose of forming a critical, creative and protagonist citizen.



\$50,000* Donation Amount

The Winning Cause 2019



**ACCESS AND
INCLUSION**



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
EDUCATION AND ENVIRONMENT**

The Winning Cause 2020



HEALTH



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
HEALTH**



São Paulo Impact



Impact

IEE adjusted their service model in the wake of COVID-19 and developed online versions of classes, activities, challenges, competitions and more. IEE also participated in several campaigns for the purchase and distribution of basic hygiene, cleaning and food kits for their students' families.

48       

Whatsapp groups were created as COVID-19 hit to interact with the community served by IEE such as students, mothers, associations etc

305

students have joined these Whatsapp groups



24 

individual educational games have been created to send to students as part of the online model developed in the wake of COVID-19

44 

meetings were held with the team of teachers and interns at the core of the program

How 2020 funding will support IEE's work in responding to the COVID-19 pandemic into 2021

During the COVID-19 pandemic, IEE adapted the pedagogical and monitoring activities of students to the online format with classes, activities, challenges, competitions and lives. The Extra Mile funds will go toward efforts to deliver food and personal items to the families of IEE beneficiaries as well as delivering health-based education programs through sport and physical activities, given the lack of clarity from the government on safe practices of preventing and avoiding infection.

Singapore Overview & Impact



The Charity Partner

The philanthropic arm of Sport Singapore, SportCares leverages on sport experiences to bring about long-term change to the lives of the vulnerable and underserved in Singapore. As a force for social good, SportCares designs and delivers sport-based development programmes to engage the community. Programmes for children & youth at-risk include football, rugby, swimming, athletics and floorball while programmes for persons with disabilities & special needs include Play-Ability and YES! I Can. Working alongside like-minded partners from the government, corporates and social service sectors, SportCares brings individuals together in a spirit of empathy and empowers people for a more inclusive community.



\$63,220* Donation Amount

The Winning Cause 2019



**ACCESS AND
INCLUSION**



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
CAREER AND TECHNICAL
EDUCATION, HEALTH**

The Winning Cause 2020



HEALTH



**BLOOMBERG PHILANTHROPIES
PILLAR ALIGNMENT:
HEALTH**

How 2020 funding will support the work that SportCares is doing in responding to the COVID-19 pandemic into 2021

The Extra Mile funds will go toward strengthening accessibility to sport-based programmes safely for SportCare's low-income constituents by spending on sport equipment, as well as procuring connectivity support. Due to Covid-19 lockdown, SportCares found that their constituents couldn't partake fully in the planned activities because they don't have the necessary equipment such as football, stretch bands, etc.

At the same time, their constituents were relying a lot on mobile data to participate in Zoom sessions, so SC will provide them with cheap broadband access in their homes so they can participate in all sessions and ensure they are staying physically active and receiving programming.

Overview & Impact

The Charity Partner

The Red Crescent in Dubai works to promote the spirit of solidarity and compassion within the community. The Red Crescent Branch in Dubai has become a centre for humanitarian and relief services, conducting 185 development projects in 13 countries around the world. Both locally and internationally, they coordinate awareness programs, first aid, and the protection and control of epidemics, as well as providing humanitarian assistance for vulnerable, needy people across a variety of causes and when disasters occur.



\$67,060* Donation Amount

The Winning Cause 2019



EDUCATION

The Winning Cause 2020



DISASTER RELIEF



**BLOOMBERG PHILANTHROPIES PILLAR ALIGNMENT:
EDUCATION**

Behavioral Changes

- Students who benefitted from the educational program expressed their happiness and gratitude for what the program provided them in terms of support of their educational life
- Students were enthusiastic and excited to continue their classes
- Students felt encouraged and supported to seize the opportunity to complete their studies
- Students approached new tasks with a positive attitude

How 2020 funding will support the Red Crescent Dubai's work in responding to the COVID-19 pandemic into 2021

The Extra Mile funds will greatly support The Red Crescent Dubai in contributing to the payment of school fees for the students in both boys and girls schools in the UAE. Funds have been affected as the economy has been so restricted due to the COVID-19 pandemic. The Extra Mile funding will help bridge the uncertainty for these students in terms of being able to pursue their educational necessities from the start and during the pandemic.

APPENDIX

The Extra Mile 2020 Process



CHARITY PARTNER SELECTED

A local charity partner for each city was selected based on remit, presence and impact within the community. Eight charities returned as Extra Mile partners from the 2019 race series, and four new charity partners joined the initiative as a result of their work at the heart of the response to the COVID-19 pandemic in their cities.



SOCIAL CAUSES IDENTIFIED

In 2020, after COVID-19 hit, The Extra Mile Charity Partners were asked to identify the biggest challenges in their city as a result of the pandemic and use the funds received through the Virtual Club to address them.



FROM JULY ONWARDS RUNNERS UNLOCK POINTS FOR THEIR CAUSE THROUGH THE VIRTUAL CLUB

The Bloomberg Square Mile Relay global race community had the opportunity to unlock up to US\$300,000 in donations to support charity partners in responding to the pandemic in the race cities.

By registering for the Bloomberg Square Mile Relay Virtual Club, participants would be auto-enrolled into The Extra Mile Challenge each month and by running, jogging, walking or cycling, would start to accumulate activity points that will help the global community of Virtual Club members work towards unlocking the Extra Mile donation each month



BONUS POT AWARDED

The city that earns the most points through taking part in Virtual Club challenges would win a bonus donation to their charity partner of US\$30,000

The Extra Mile 2020 Process

Continued



THE DONATION

For live races, the Extra Mile donations totaled 25% of race entry fees with a minimum of \$20,000 being provided to each charity partner. All funds were allocated towards the winning cause.

For the Virtual Club, runners were able to earn points towards unlocking a donation of \$30,000 in each city. There was also a 'bonus donation' of an additional \$30,000 made available to the city whose participants accumulated the most activity points through the Virtual Club.



EXTRA MILE PROGRAMMING

After the live race nights in 2019 and after receiving donations unlocked by the Virtual Club participants from July, each local charity partner then begins to deliver a year of programming to address the winning social cause, making true and lasting impact in their local community. Reports are provided by the charity at three, six and twelve months post-race to share impact results.

The background of the entire image is a dark, low-key photograph of a group of people, possibly a sports team, standing in a field. The people are mostly in silhouette, with some light reflecting off their clothing. They are arranged in a loose line, facing towards the right side of the frame. The overall tone is somber and reflective.

THE EXTRA MILE 2020

**THANK
YOU**