

Developing the leaders of tomorrow while
solving today's critical issues

RACE 4  GOOD[®]

REAL PEOPLE REAL PROBLEMS REAL IMPACT





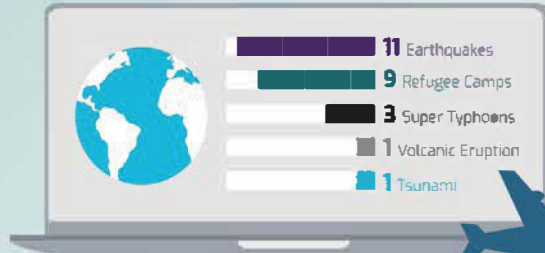
A **Global Youth League** that mobilises students to engage in high-impact learning and develop practical problem-solving skills as they are challenged to confront **real-life critical issues** with immediate implementation of all winning solutions.

RACE4GOOD[®] targets leadership skills, diversity and inclusion, innovation, cultural sensitivity, and emotional intelligence, where student groups collaborate as a team with guidance from business mentors as they compete against other schools from around the world.

Will your school become the next Race4Good Champions?

FRONTLINE EXPERIENCES

Frontline-Recovery Posts:



Frontline Experiences:

- Escaped from a rebel army
- Held at gunpoint twice
- Suffered altitude sickness
- Experienced near-death hypothermia
- Sutured own face
- Lived and worked in the midst of bombs and violence for 2 years



“Linda makes the impossible, possible”

- Sir Richard Branson



MY MENTORS



REAL PEOPLE REAL PROBLEMS REAL IMPACT

RACE 4 GOOD®

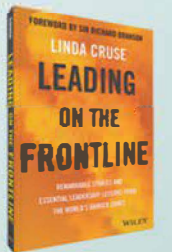
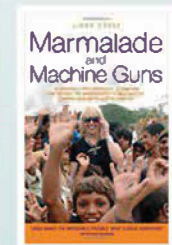
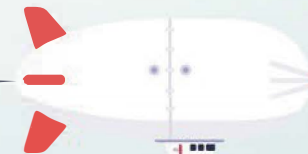
25 years | 7 continents

“Money is always needed but the real jewel is harnessing the empathy, intelligence & innovation of the individual, their time and talent.”

- HM King Charles III



PROGRAMMES, TALKS & PUBLICATIONS





REAL PEOPLE REAL PROBLEMS REAL IMPACT

Introduction

The **Race4Good[®] Global Youth League** is a student leadership programme unlike any other, bringing together schools from around the world to take part in a series of ground-breaking races.

Each school team, comprising students and international business leaders, competes to develop sustainable uplift plans that will change lives, forever. Through **a fast-paced, online race format,** teams are given a specific number of days or weeks to research real-life issues and develop business plans to uplift carefully chosen communities, from families in the Himalayas to a nomadic tribe in Morocco.

As teams progress, they start to **tackle more complex issues, including healthcare, infrastructure, design, education and water harvesting.**

This is not a paper exercise – winning solutions are implemented within days!

Designed to appeal to students of all ages and interests, the race complements:

- The International Baccalaureate
- CAS – Creativity, Activity, Service
- Cambridge Global Perspectives
- Extended Project Qualification (EPQ)
- Duke of Edinburgh's Award
- Universities and Colleges Admissions Service (UCAS)

The race develops responsible global citizens, tomorrow's leaders – caring, compassionate, inquiring, internationally minded, empathetic, and knowledgeable young people who can create a better world through the development of intercultural understanding and respect.



READ ABOUT A RACE4GOOD

» [International Teacher Magazine article](#)

Complements the following:

- International Baccalaureate
- Creativity, Activity, Service (CAS)
- Cambridge Global Perspectives
- Extended Project Qualification (EPQ)
- Universities and Colleges Admissions Service (UCAS)
- Duke of Edinburgh's Award

BENEFITS TO STUDENTS

Work with **top international business leaders**

Create **memorable videos and presentations**

Develop **innovative solutions** to a range of challenges

Fast-track **leadership, business, and life skills**

Develop **extreme empathy**

Enjoy **direct communication** with the community

Opportunity to **contribute skills** and passion to uplift the lives of others

Create a **significant legacy** for a challenged community

Create strong team bonds and build **lifelong friendships**

Experience a safe space to **tackle and solve real-life problems**

See **sustainable solutions implemented within days**

Experience **deep immersion** in an exciting and unfamiliar world

Enjoy a thrilling, **real-life learning experience**

Have a **positive impact** on another's life, the school and wider community

Make a **sustainable contribution** to society

Work with other highly motivated students **towards a shared goal**

Gain access to **Race4Good Leadership Modules**



CHANGES LIVES FOREVER!

Immense Learning Opportunities



KEY LEADERSHIP AND BUSINESS SKILLS

Research, planning, information-gathering skills

Questioning, challenging assumptions

Analysis, problem-solving, critical thinking, strategizing

Self-discipline, motivation, ambition

Evaluation, decision-making, innovation, independent thinking, business planning, calculated risk assessment, sustainability

Communication – written, visual, oral, aural, public speaking, presenting

Collaboration, teamwork, goal setting, brainstorming, diversity and inclusion



KEY LIFE SKILLS

Reflection, global perspective, intercultural understanding

Knowledge, inquisitiveness, extreme empathy, emotional intelligence, open-mindedness, compassion

Creativity, imagination, inspiration, innovation

Trust, loyalty, service, kindness, caring, respect

Self-confidence, courage, accountability, resilience, public speaking

Relationship-building, friendships

BENEFITS TO SCHOOL

Complements the International Baccalaureate, Creativity, Activity, Service (CAS), Cambridge Global Perspectives, Extended Project Qualification (EPQ), Duke of Edinburgh's Award

Access to international business leaders

Opportunity to be a force for good and develop global citizenship awareness



Develops key leadership and life skills

Supports teachers

Appeals to wide range of students across student years

Opportunity to work with other international schools

Enhances value-proposition for parents

Generates positive PR and media coverage



BENEFITS TO COMMUNITY

Provides sustainable economic, social, and environmental uplift.



Plans inject vibrancy, innovation, and new market opportunities.



Provides family, cooperative, and community uplift.

Restores hope and dignity to a community.



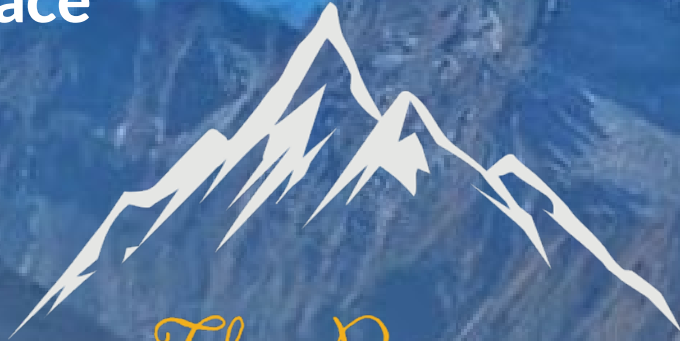
Creates a bond between international schools and their students.



Addresses significant issues such as healthcare, education, water-harvesting, and infrastructures.

Sparks a cultural exchange of skills and ideas.

Impact of a Race



The Race

15 TEAMS

- COMMUNITY TRANSFORMED: 1
- MULTIPLE-FAMILY COOPERATIVES CREATED: 2
- FAMILIES UPLIFTED: 4
- SCHOOL CHALLENGES IMPLEMENTED: 4
- DESIGN UPLIFTS IMPLEMENTED: 4
- HEALTH CHALLENGES IMPLEMENTED: 4
- SPORTS CHALLENGES IMPLEMENTED: 4
- CULTURAL CHALLENGES IMPLEMENTED: 4
- PSYCHOLOGICAL UPLIFTS IMPLEMENTED: 4
- OBSERVATION CHALLENGES IMPLEMENTED: 4

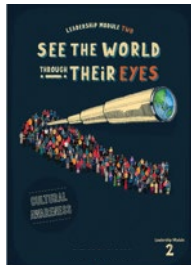
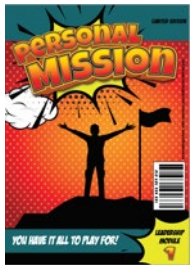


Programme Steps

Where the best and brightest minds come together to form dynamic teams to solve critical real-life challenges through an unforgettable, fast-paced and highly-competitive race.

STEP 1 GET IN SHAPE: CREATING FUTURE LEADERS

- **Preparation:** Prior to the Race4Good, teams warm up with guided access to the Race4Good Leadership Modules.
- **Modules:** 'Who Are You?' and 'See the World Through Their Eyes'



- **Goal:** To stimulate self-awareness and cultural reflection.

STEP 2 THE RACE: LEAVING A LEGACY

- **Time to Compete:** Students collaborate with their peers and business mentors over an **agreed timeframe** – this might be a 3- 5- or 6-week race.
- There are 2 to 3 elimination rounds integrating dynamic mid-race challenges and assignments where students use all available resources to tackle real-life issues.*
- Sustainable economic uplift business plans are submitted at the end of each round.
- At the end of each round, a judging panel, including members of the community, reviews business plans. All winning plans are implemented.

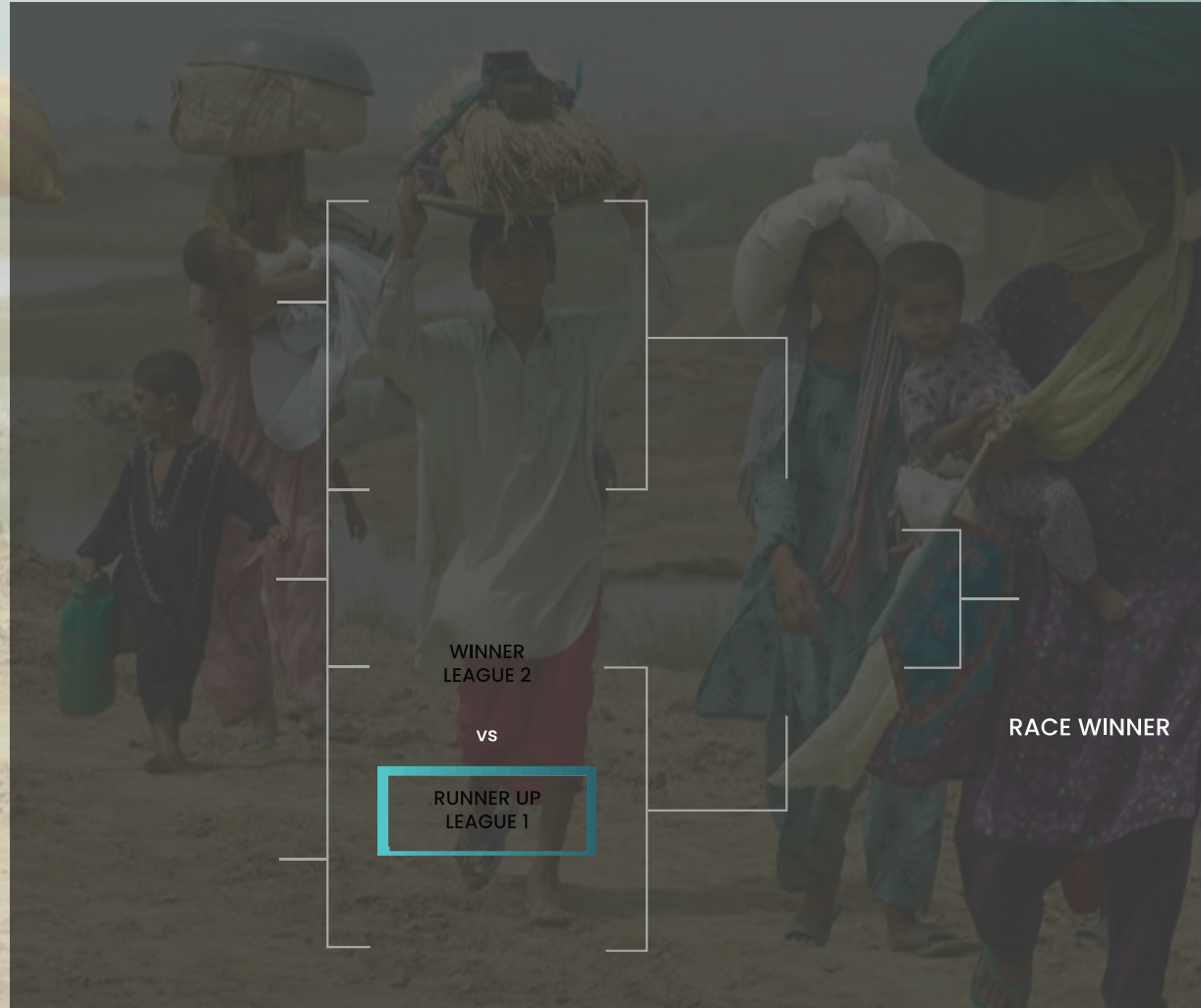
STEP 3 MAINTAIN FITNESS: EMBEDDING LEADERSHIP

- **The Finish Line:** This is just the beginning as the teams have continued access to the Race4Good Leadership Modules.
- **Module:** The Power Of You.



- **Goal:** To integrate the learning into day-to-day life and continue to lead and inspire others.

Example Race Format



ROUND 1 UPLIFTS*

- 4x Schools
- 4x Health
- 4x Sports
- 4x Observation
- 4x Culture
- 4x Psychological
- 4x Families

ROUND 2 UPLIFTS

- 2x Culture
- 2x Research
- 2x Cooperative Creation

ROUND 3 UPLIFTS

- 1x Community Uplift

*Mid-Race Challenges are chosen from the selection listed.

Example Race Structure

ROUND 1	ROUND 2	FINAL
<p>Main Challenge: extended family-level economic uplift</p> <p>Uplift Budget: £250</p> <p>Mid-race challenges: 3</p> <p>Number of Teams: 15</p> <p>Leagues: 3</p> <p>Duration: 21 days</p> <p>Judging: teams have the opportunity to present to an influential group of judges.</p>	<p>Main Challenge: cooperative-level economic uplift</p> <p>Uplift Budget: £350</p> <p>Mid-race challenges: 1</p> <p>Number of Teams: 6</p> <p>Leagues: 2</p> <p>Duration: 7 days</p> <p>Judging: teams have the opportunity to present to an influential group of judges; teams no longer competing can vote for their favourite business plan.</p>	<p>Challenge: community-level economic uplift</p> <p>Uplift Budget: £600</p> <p>Number of Teams: 2</p> <p>Races: 1</p> <p>Duration: 4 days</p> <p>Judging: teams have the opportunity to present to an influential group of judges; teams no longer competing can vote for their favourite business plan</p>
<p>Outcomes:</p> <ul style="list-style-type: none"> • Four extended family-level uplifts implemented. • Three mid-race challenges implemented. 	<p>Outcomes:</p> <ul style="list-style-type: none"> • Two multiple-family cooperatives implemented. • One mid-race challenge implemented. 	<p>Outcomes:</p> <ul style="list-style-type: none"> • One community-level uplift implemented.
<p>Summary: after a virtual launch event, teams are given a specific family to uplift. Each team will compete virtually against 3 other teams to produce a business plan and proceed to round 2. Teams will face exciting mid-race challenges and have an opportunity to interact with the community, families, and an advisory group. Successful mid-race challenges will be implemented. Daily support from Race Operations and allocated business mentors.</p>	<p>Summary: Teams are challenged to develop a cooperative that will uplift a minimum of four families. Teams will face one exciting mid-race challenge and have an opportunity to interact with the community, families, and an advisory group. Successful mid-race challenges will be implemented. Daily support from Race Operations, and allocated Business Mentors.</p>	<p>Summary: teams are challenged to develop a plan to uplift the whole community. Daily support from Race Operations, and allocated Business Mentors.</p>
<p>Time Guideline Teams: 5 hours combined research per team, per week</p> <p>Time Guideline Business Mentors: 2 hours per week</p>	<p>Guideline: 7 hours combined research per team over 7 days</p> <p>Time Guideline Business Mentors: 2 hours over 7 days</p>	<p>Guideline: 5 hours combined research per team over 4 days</p> <p>Time Guideline Business Mentors: 2 hours over 4 days</p>

The budget for all challenges is intentionally limited as experience has shown us that success lies in applying innovation, intelligence, and empathy to a problem.

Example Race Timeline



*Mid-Race Challenges are chosen from the selection listed.

Example Mid-Race Challenges

Race4Good engages and teaches students, tomorrow's leaders, critical life skills, including cultural intelligence, emotional intelligence, trust, accountability and courage. Number of challenges will depend upon race format.

Design Challenge
£150

Health Challenge
£150

School Challenge
£150

Cultural Challenge
£100

Sport Challenge
£150

Psychological Challenge
£100

Observation Challenge
£50

Extended Family Uplift
£250
Use your innovation, intelligence, and empathy to economically uplift a large family.

Basecamp:
your gift, your choice.

ANNAPURNA

MANASLU

DHAULAGIRI

CHO OYU

MAKALU

LHOTSE

KHANCHENJUNGA

EVEREST

R4G
FINISH!

Something for Everyone

Enabling students and mentors to use their skills, passion, and expertise

STUDENT ROLES:

- The race is designed to enable every school year student to get involved in the race.
- The format provides students with numerous opportunities to contribute their skills, passion, and expertise.
- Successful teams draw on the wide range of talents and interests found within the school and channel these into tackling a diverse range of challenges throughout the race experience.

BUSINESS MENTOR ROLES:

- Each Race Hub is allocated a Business Mentor.
- Meeting virtually, business mentors share their entrepreneurial skills, expertise and industry knowledge and support Race hub volunteers and activities.
- Business Mentors are selected from a wide-range of departments and functions to ensure maximum impact for all students.



In Their Words

Hear from student participants, teachers, business mentors and more.



INTRODUCTION TO THE STUDENT RACE4GOOD

» [Race4Good - Changing Lives Forever](#)



A STUDENT TEAM

» [Race4Good Student Team 2024](#)



FOBISIA CEO

» [John Gwyn Jones](#)



BSME CEO

» [Olivia Roth](#)



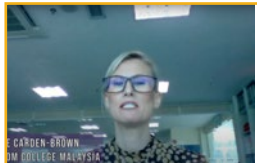
A TEACHER

» [Race4Good: Darren Lim](#)



A BUSINESS LEADER

» [Race4Good: Daniel Coats](#)



DIRECTOR OF ADMISSIONS

» [Race4Good: Kate Carden-Brown](#)



A TEACHER

» [Race4Good: James Coll](#)



THE LIFE OF A HIMALAYAN FAMILY

» [Watch it here](#)

“Linda, what you show other people they can do is phenomenal, you inspire people to give of their time, their education, their ability. We all have the ability to give back and moments like the Race4Good make me the proudest of all I have achieved in my life.”

– Helen Jamieson, CEO, Jaluch UK and Race4Good Business Mentor



A Teacher's Perspective:

*“Race4Good was a unique and incredible opportunity for our students, simply unlike any other. Led by international humanitarian and leadership expert, Linda Cruse, I have personally seen **students transformed** by the Race4Good experience.”*

– Darren Lim Jen Zen, Humanities Teacher | Prince of Wales Island International School, Malaysia



A Student's Perspective:

“What I loved most about participating was how, as a team, we were updated on the initiatives we had developed for the community, enabling us to see immediately the difference we had made.”

– Chris L, Student | British School Manila



WATCH AS A RACE UNFOLDS

» [Example Race4Good 2020](#)

THANK YOU!

— Visit us at: —

www.lindacruse.com