

UBS Athletics Kids Cup – Report April 2026

From momentum to mission: **1 million dreamers** in motion

#OneMillionDreamers

We just kicked off our **2026 season** and with it, the next chapter of our journey. What started as a big idea just two years ago has already reached hundreds of thousands of children across India. Schoolyards have turned into places of energy, confidence and joy.

Now we're asking a bigger question: **What does it take to move one million kids?**

This is not just about growing numbers. It's about building something that lasts.

What we're focusing on this season

We are expanding into more cities from **Mumbai, Pune and Hyderabad** to **Ahmedabad and Chennai**, with more to come.

But even more importantly we are strengthening the system behind it. We're investing in teachers, giving them the tools to bring athletics into schools long-term. Because real impact happens when sport becomes part of everyday school life.

And at the heart of it all: **Dreams**

The UBS Athletics Kids Cup is about more than sport. It's about the dreams of a generation. The dream to feel confident. The dream to belong. The dream to discover your own potential.

Every child stepping onto the field carries a dream. Our role is simple: create the space where those dreams can start moving.

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Strong support from our Swiss athletics network

The UBS Athletics Kids Cup in India builds on the proven concept of the UBS Kids Cup in Switzerland. Maintaining close ties with the Swiss athletics community is therefore essential, not only as a source of inspiration, but also for valuable feedback and exchange. In recent weeks, we had the opportunity to present the initiative to stakeholders at BTV Aarau Athletics and the ST Bern Förderverein.

Both events generated highly encouraging discussions and thoughtful input from supporters and athletics enthusiasts. The strong interest underlined how much the initiative resonates within the Swiss athletics ecosystem. At the same time, these exchanges help sharpen our approach in India, while also inspiring the Swiss community with a grassroots model that aims to move one million children through athletics.

This ongoing dialogue highlights the importance of our Swiss network: it strengthens credibility, provides expertise, and reinforces the shared belief that athletics can create meaningful societal impact across continents.



Girls Rock the Track – Strong participation from girls

Girls are stepping onto the track in growing numbers. Currently, **46% of all participants in the UBS Athletics Kids Cup are girls** — a strong signal that the initiative is creating inclusive access to sport and reaching children across genders.

Across schools, girls are embracing running, jumping and throwing with enthusiasm. Teachers report high engagement, strong team spirit and visible joy. For many participants, the UBS Athletics Kids Cup provides one of the few structured opportunities to take part in sport within a supportive and accessible environment.

The school-based model plays a key role in this progress. By bringing competitions directly into schools, barriers to participation are reduced and more girls feel encouraged to join. With nearly half of all participants being girls, this momentum highlights the broader impact of the initiative, empowering more young girls to experience sport, build confidence and discover the joy of movement.





Partner up with us!

What happens when a simple idea meets the energy of India's youth?

The UBS Athletics Kids Cup in India is turning schoolyards into places where children run, jump and throw and discover confidence, ambition and joy in movement.

Within just two seasons, the initiative has already reached more than 250,000 children and over 2,500 schools across cities such as Mumbai, Pune, Hyderabad, Ahmedabad and Chennai.

As the movement continues to grow, the initiative offers selected partnership opportunities for companies interested in supporting youth development and community engagement in India.

Purpose Partners

Driving the initiative on a national level. Starts at CHF 600,000

Regional Partners

Supporting children and schools locally. Starts at CHF 100,000

Would you like to support this initiative, but don't see yourself in one of the partner roles mentioned above? No problem, become part of our **We Move the Kids Circle**. Get in touch with us. Every little bit helps.

➡ [Learn more about the initiative and partnership opportunities](#)

Organisations and companies interested in learning more about partnership opportunities and ways to engage are invited to contact:

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**Impact grows when vision is shared –
and when committed partners help turn dreams into reality.**

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