



Spark #15

USO@75 Milestone Film

Celebrating 75 Years of Purpose and Progress

CATEGORY:
Legacy & Milestones

OBJECTIVE: To commemorate USO's 75-year journey by capturing its legacy, history, and impact in a milestone film that celebrates the organisation's enduring commitment to education and holistic development.

TIMELINE & SCOPE

Release: Jan 1, 2026
Platform: Official release
USO's YouTube channel
Scope: National

STAKEHOLDERS & FORMAT

Who: Schools, alumni, and well-wishers
Format: Special curated anniversary film

NATURE OF THE SPARK

Anniversary documentary and digital storytelling initiative

HIGHLIGHTS & IMPACT

- Presented a cohesive narrative of USO's 75-year legacy and evolution.
- Highlighted key milestones, programmes, and contributions to education.
- Strengthened emotional connection with stakeholders across generations.
- Enhanced digital visibility and accessibility through online release.
- Served as a central storytelling asset for USO@75 celebrations.

ENDURING VALUE

The milestone film stands as a permanent digital archive of USO's journey, preserving its history and values while inspiring continued engagement with its mission in the years ahead.

"Seventy-five years, countless stories—one enduring commitment to education."