



Spark #3

75 YEARS TOGETHER

CATEGORY:
Legacy & Milestones

OBJECTIVE: To mark USO's 75-year journey by recognising and celebrating the collective contributions of our team, while building internal pride, shared ownership, and awareness of the organisation's legacy and direction.



TIMELINE & SCOPE

When: March 31, 2025
Scope: Organisation-wide

STAKEHOLDERS & FORMAT

For: Entire USO team
Format: On-ground staff celebration and internal engagement activities

NATURE OF THE SPARK

Internal anniversary celebration; culture-building milestone aligned with USO@75

HIGHLIGHTS & IMPACT

- Created early momentum and excitement around the 75th anniversary year.
- Strengthened a sense of belonging, pride, and institutional continuity among the team.
- Reinforced the team's understanding of USO's history, values, and long-term impact.
- Positioned team members as ambassadors of the 75-year narrative.
- Served as a strong internal launchpad for subsequent USO@75 activities.

ENDURING VALUE

The celebration fostered shared pride and strengthened emotional connection to USO's legacy, reinforcing belonging and responsibility while inspiring each and every team member to carry its values and 75-year ethos into everyday work.

"USO's 75-year journey is built not just on programmes and milestones, but on the dedication of people who believe in the power of education."