

Rise Over Challenges

# ROCUP

ROCUP is more than just fitness, it is a community and a movement designed to help individuals Rise Over Challenges.

Within the programme, We offer a range of fitness session with the aim to increase physical activity levels, instil healthy habits, and educate on nutrition.

# ROCUP

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# Who Is Rudy O'Halloran?



As a qualified personal trainer and nutritionist with lived experiences of being kicked out of school and serving prison sentences, I turned my life around and created my own fitness organisation, which has collaborated with brands such as **GymShark** and **New Balance**.

This makes me relatable to the youth but also helps to raise aspirations by showing that anything is possible.



*“You grow through what you go through”*

**ROCLIP**

# Who Does ROCUP Work With?

**Outcomes  
First  
Group.**

**Acorn Education**  
**Momenta Connect**  
**Options Autism**



**BIRMINGHAM  
CHILDREN'S TRUST**



**UCCB**  
**University College Birmingham**

**HM PRISON**

**WERRINGTON**

# *Learning Outcomes*

1. Install a sense of community and relationship-building skills
2. Increase physical activity levels
3. Increase mental well-being
4. Establish routine and structure
5. Improve nutritional education
6. Raise aspirations

## *Who Is This For?*

1. Disadvantaged Children
2. Gangs/Criminally Exploited
3. At Risk Of Permanent Exclusion
4. SEND/Behaviour Difficulties
5. Living In Care



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## *How Do We Work?*

### ***Install a sense of community***

*We do this by hosting 1-1 or small group fitness sessions followed by a social & catch up discussing challenges and methods of overcoming these challenges.*

### ***Increase physical activity levels***

*Not only do we host fitness sessions within our programme, we also work with individuals to help build them out their own training programme which they can continue to do so outside of the ROCUP programme.*

### ***Establish routine and structure***

*We have created healthy habit diaries which we complete with individuals which tracks daily targets and measures such as activity level, fluid intake, reading, diet, and sleep.*

### ***Raise aspirations***

*Using our staffs lived experienced we show our individuals that no matter what situation you're in, its never too late to turn things around and show them what life can be like for them - and aim to set small goals to head towards.*

### ***Increase mental well-being***

*Not only is physical activity proven to be beneficial towards mental well-being, but the sense of belonging and community that we also provide during our socialising is just as important*

### ***Improve nutritional education***

*We complete nutritional documents with our individuals which helps to improve their knowledge and understanding of how to create a healthy balanced meal plan.*

# ROCUP GYMSHARK



Gymshark  
314,589 followers  
5m · 🌐

+ Follow

The power of community: Gymshark x **ROCUP** 🏃

A rising run club launched in Birmingham less than a year ago beginning with only 17 members. On Saturday, the community reached new heights when 750+ people showed up for a special collab event at GSLC 🤯

Founder **Rudy O'Halloran** started ROCUP to help people Rise Over Challenges and unite people from all walks of life together through the power of running - a message we could totally get behind.

With good vibes, a DJ, lots of food and great people, the energy was off the charts. Shout out to everyone involved 🙌

[#Gymshark](#) [#ROCUP](#) [#RunClub](#) [#Birmingham](#)



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## *ROCUP X New Balance*

*Rocup and New Balance came together to campaign for the launch of the New Balance Fresh Foam Hierro v8's.*





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## *Charity and Aftercare*

*ROCUP also hosts weekly runs which are totally free. This is accessible to all individuals on our programmes which helps to integrate them in to the wider community and act as a form of aftercare to ensure that they continue to build on the foundations that we teach them.*

As seen on



BBC NEWS

Home UK World Business Politics

## Fitness coach creates thriving city running club



More than 200 runners take part in the event every weekend

**Rakeem Omar**  
BBC Midlands Today

18 July 2024

A running club set up by a personal trainer is thriving

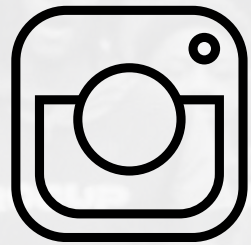
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bbc.co.uk



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*Thank you for time, please get in touch!*



@rocup\_



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