

CASE STUDY

One More Hour

Fostering Social Connection Among Gen Z “IRL”

PARTNER **Hinge** ADVISORY SERVICES

PROGRAM DESIGN & TOOL DEVELOPMENT

MEASUREMENT & EVALUATION

TECHNICAL ASSISTANCE

The Opportunity

Young adults spend roughly 1,000 fewer hours a year socializing in person than their peers did 20 years ago. Hinge created One More Hour (1MH), a \$1 million fund for grassroots Gen Z social clubs, to help close that gap. The opportunity was to pair that investment with a thoughtful grantmaking process, practical support for club leaders, and a rigorous way to understand whether the program was changing how young adults connect.

Our Approach

F4SC helped Hinge build the infrastructure behind One More Hour, from selecting grantees to measuring impact. We designed an **equity-centered grant selection process** that identified 40 social clubs to receive funding, then equipped their leaders with a [Social Connection Resource Guide](#) and **ongoing technical assistance**. We also developed a **mixed-methods evaluation**, using baseline and endline surveys and interviews with members and leaders, to assess changes in participation, social connection, and social support.

The Impact

28.2M	Estimated hours of IRL connection generated by the 40 clubs each year
153%	Increase in members spending 6+ hours per month with their club
182%	Increase in members attending club activities 2–3 times per month
50%	of members reporting increased emotional support due to club engagement

"This grant has helped us to expand our community, increase engagement, provide more opportunities for gathering, assist our members with resources and other necessities. It feels like we are leveling up and bringing everyone along with us!"

— One More Hour club leader

Hinge now has a model for investing in local social infrastructure, backed by evidence of what helps young adults connect in real life. The initiative also earned national recognition, including two [NPR](#) features, three [Anthem Awards](#), and a [Shorty Awards](#) nomination.

Explore More

Read our Social Connection Resource Guide for Community Leaders [here](#).

Contact us to learn more about this project and explore how F4SC can support your work below.

[Contact Us →](#)

[Download Services Menu →](#)

