

CONFIDENTIAL – NOT FOR RELEASE UNTIL
THURSDAY 16 APRIL 2020

the

2.6

▼ challenge

Save the UK's Charities



The 2.6 Challenge from the 26th April – be part of it



The UK charity sector estimates it will lose £4 billion in income as a result of the Covid-19 pandemic

Source: NCVO CEO Karl Wilding

- Thousands of fundraising events have been cancelled due to Covid-19.
- Sunday 26 April should be the date of the London Marathon, the world's biggest one day annual fundraising event, which raised £66.4 million for charities in 2019.
- Now the UK's mass participation event industry has come together to create **The 2.6 Challenge**, a nationwide fundraising campaign to **Save the UK's Charities**.

We want to raise £67 million for the UK's charities by the end of April.

2.6 million people raising or donating **£26** will get us there.

Or 260,000 people raising **£260** each.

We want you to raise funds for charity through your staff and business contacts.



What is the 2.6 Challenge?

From Sunday 26 April, we are asking the people of the United Kingdom to dream up an activity based around the number 2.6 or 26 that suits their skills and fundraise or donate to Save the UK's Charities.

It can be any activity they like
(as long as it follows Government guidelines!).

Run, walk, skip, ride, scoot 2.6 miles (or km)

or

Go to www.twopointsixchallenge.co.uk to see 26 ideas for inside and outside

– but they decide

and

Fundraise or donate to their chosen charity

Find out more at www.twopointsixchallenge.co.uk



What you need to do

Download the event collateral from
www.twopointsixchallenge.co.uk/partners



Email all your staff and other business partners
to get involved in The 2.6 Challenge



Encourage them to get fundraising and/or
donate to a UK charity on www.twopointsixchallenge.co.uk

Share their videos on social media using [#twopointsixchallenge](https://twitter.com/twopointsixchallenge)



What else could you do?

Match fund your staff's fundraising

Sponsor a celebrity's 2.6 Challenge
for £100,000 – please contact
sponsorship@twopointsixchallenge.co.uk
to find out more

Email all your business contacts and ask
them **to get involved**



Our Partners

