



## £100 MILLION CAMPAIGN

### 'EVERY CHALLENGE HAS A STORY' COMPETITION

Terms & Conditions as at 05.06.26

#### 1. The promoter is:

Charity Challenge (the trading name for Challenges Un Limited. Company No: 03786692.  
Registered office: 49 Friern Barnet Lane, London, N11 3LL, UK

#### 2. Competition Period

The competition opens on 10 June 2026 and closes at midnight on Friday 28<sup>th</sup> August 2026.  
Entries received after the closing date may not be considered.

#### 3. Prize Details

##### Winner

The selected winner will receive a free place on the exclusive VIP celebration trek in the Sahara Desert 2027 as part of Charity Challenge's £100 million celebrations.

The prize includes:

- Participation in the exclusive VIP celebration trek in the Sahara Desert on Sat 10 Apr - Sat 17 Apr 2027
- This free place is self-funded, meaning the full cost of the challenge is covered, including flights. Should you wish to fundraise for a chosen charity, you can select this option when completing the booking. It will be up to you to raise as much as you can for your nominated charity.
- The prize includes all of the items that are indicated as included for participants on the Challenge Trip Notes and excludes any of the items that are shown as not included on the Trip Notes. Please check you are fully aware of any costs that need to be covered by you in undertaking the challenge (i.e. travel to and from the start/end of the challenge, and certain meals). International flights are included in the prize.

Please read the Trip Notes for the challenge in full to get a good understanding of what it will entail. [100-Million-Sahara-Trek-Trip-Notes.pdf](#)

Your participation on the challenge is subject to Charity Challenge's [Terms and Conditions](#) and [Privacy Policy](#).

### Runners up

We will also be offering the following prizes for bronze, silver and gold in the following categories:

- Most Inspiring Story
- Outstanding Fundraising Achievement
- Legacy Award / Long term supporter

### Prizes

- Gold
  - Digital assets to showcase winning gold
  - Discount - £200 off the registration fee of challenges indicated on the Charity Challenge website.
- Silver
  - Digital assets to showcase winning silver
- Bronze
  - Digital assets to showcase winning bronze

Promotion T&C's can be found [here](#)

The prizes are non-transferable and no cash alternative will be offered.

All winners will also be included in the Charity Challenge 100 faces of 100 million campaign. See full details under note 9. Publicity & Campaign Participation

## **4. How to Enter**

To enter, participants must:

- Share the story behind your fundraising journey
- Submit one portrait video of no more than 90 seconds in length

We're looking for authentic, inspiring stories that celebrate the passion, determination and impact of the fundraising community.

Entries must be submitted using the official campaign entry method on the link below before the closing date.

[Enter Now](#)

Only one entry per person will be accepted per category unless otherwise agreed by Charity Challenge. There are three categories - most inspiring story, outstanding fundraising achievement, legacy award / long term supporter.

## 5. Selection Process

Entries will be judged by a panel of Charity Challenge legends, including Founder Simon Albert, Head of Sales & Marketing Jenn Payne, Challenge Leaders Lizzy Codd and Ian Morton.

Participants will be selected based on:

- Inspiration and storytelling;
- Creativity and originality;
- Passion for fundraising and challenge events;
- Connection to the Charity Challenge community

The judges' decision will be final, and no correspondence will be entered into over whether one application was better than another.

## 6. Winner Notification

Selected participants and prize winners will be contacted on Friday 4<sup>th</sup> September 2026 using the details provided during entry.

If a selected participant does not respond within 14 days, Charity Challenge reserves the right to award an alternative winner.

## 7. Fitness & Medical Requirements

Participants selected for the Sahara Desert Trek must meet the required medical, health and fitness standards to participate safely.

Charity Challenge reserves the right to withdraw or transfer a prize place if a participant is deemed medically unfit or unable to safely take part in the event.

You will need to be fit enough to take on the challenge. The Sahara Desert Trek is graded as challenging. During your trek you will be:

- Trekking between 17-27km per day.
- Trekking a total distance of 100 kms over 5 days.
- Suffering exhausting temperatures during the day and freezing at night.
- Punishing your feet over hard, rocky terrain and hot sand.
- Camping each night with very basic facilities.

## 8. Eligibility

- The competition is open to anyone aged 18 or over who has taken part in a fundraising challenge event for a charitable cause.
- This includes, but is not limited to, trekking, cycling, climbing, running, walking or endurance fundraising events organised by any charity or event provider.
- Participants do not need to have previously travelled with Charity Challenge to enter.
- Employees of Charity Challenge and their immediate family members may enter but are not eligible to win the main prize unless otherwise stated.

- By entering the competition, participants confirm that the information submitted is true and accurate.
- Charity Challenge reserves the right to request reasonable evidence of participation in a fundraising challenge event if required.

## 9. Publicity & Campaign Participation

By entering the competition, participants agree that Charity Challenge may use submitted videos, photographs, names, stories and quotes for promotional, marketing, PR and campaign purposes connected to the “100 Faces of £100 Million” campaign.

This may include use across:

- Website content;
- Social media;
- Email marketing;
- Press and PR activity;
- Digital advertising;
- Printed promotional materials.

Participants may be identified by first name, surname initial, and the charity supported unless otherwise requested.

## 10. Intellectual Property

Participants confirm that:

- They own or have permission to use all submitted content;
- Submitted materials do not infringe the rights of any third party.

By entering, participants grant Charity Challenge a non-exclusive, royalty-free licence to use submitted materials for campaign and promotional purposes.

## 11. Withdrawal of Consent

Competition applicants may withdraw their consent at any time by contacting Charity Challenge in writing. Charity Challenge will make reasonable efforts to stop future use of the content, although materials already published may remain in circulation.

## 12. Content Standards

Entries must not contain:

- Offensive or discriminatory material;
- Defamatory or unlawful content;
- Content that infringes the rights of others.

Charity Challenge reserves the right to remove or disqualify any entry deemed inappropriate.

## 13. Data Protection

Personal information supplied during the competition will only be processed in accordance with applicable data protection legislation and Charity Challenge's [Privacy Policy](#).

#### **14. Changes & Cancellation**

Charity Challenge reserves the right to amend, suspend or cancel the competition where necessary due to circumstances beyond its reasonable control.

#### **15. Liability**

Charity Challenge accepts no responsibility for:

- Incomplete, delayed or failed entries;
- Technical issues affecting submissions;
- Any loss or damage resulting from participation in the competition, except where caused by negligence.

Participation in the Sahara Desert Trek remains subject to Charity Challenge booking conditions, safety procedures and event terms.

#### **16. Governing Law**

These Terms & Conditions are governed by the laws of England and Wales.