

CH>RITY
CH>LLENGE

CHARITY PARTNERSHIPS



BELIEVE >> ACHIEVE >> INSPIRE



CONTENTS

- WELCOME TO CHARITY CHALLENGE 3
- WHY WORK WITH CHARITY CHALLENGE? 5
- WHERE WE OPERATE 7
- OUR CLIENTS 8
- ACHIEVEMENTS 9
- CHARITY CHALLENGES 11
- CORPORATE CHALLENGES..... 12
- WELLBEING CHALLENGES 13
- PARTICIPANT BENEFITS 14
- CHARITY BENEFITS 15
- MARKETING AND ADMIN SUPPORT 16
- ACCOUNT MANAGERS 17
- PAYMENT OPTIONS 18
- HEALTH & SAFETY 19
- RESPONSIBLE TRAVEL 20
- DON'T TAKE OUR WORD FOR IT 21
- MORE INFORMATION 22



WELCOME TO CHARITY CHALLENGE

Since its creation in 1999, Charity Challenge has grown into a globally respected, multi-award-winning challenge events company.

We have partnered with hundreds of charities to deliver innovative challenge events that engage supporters, strengthen their corporate supporter relationships, and grow sustainable income. Our experiences help charities inspire participants, build long-term loyalty, and create meaningful connections with their cause, all while taking part in unforgettable adventures in incredible locations. Together, we have helped raise over £95 million for thousands of worthwhile causes.

Our challenges include treks, bike rides, mountain climbs, kayaking, dog sledding, skiing and sledge hauling. They take place throughout the UK and across the world, from the North Pole to the South Pole, tackling rivers, jungles, deserts, rainforests, volcanoes and glaciers in the process.

From one day to three weeks in duration, and difficulty levels from challenging to extreme, we are sure to have something to meet your requirements and inspire your supporters

[VIEW ALL CHALLENGES](#)

You can filter by COUNTRY, ACTIVITY, DIFFICULTY or DATE



WELCOME TO CHARITY CHALLENGE

Our exciting portfolio of challenges includes treks along the Great Wall of China, to the ancient Inca city of Machu Picchu in Peru, to Everest Base Camp in Nepal, and to summit Kilimanjaro - the highest freestanding mountain in the world.

Closer to home, we offer many varied challenges across the UK, including the Scottish Highlands, Snowdonia, the Lake District, Peak District, South Downs, South-West Coast, Jurassic Coast, Chilterns, Cotswold's and Hadrian's Wall.

Charity fundraising expeditions is all we do so everything is geared towards the challenge experience, from deciding on what to do, booking and preparing for the challenge, fundraising and fitness training, and then the challenge itself. We cover all the admin, logistics, planning and preparations to ensure you have an amazing experience.

[WATCH A SHORT VIDEO ABOUT THE CHARITY CHALLENGE CONCEPT](#)

[VIEW ALL CHALLENGES](#)



WHY WORK WITH CHARITY CHALLENGE?

BESPOKE EVENTS - We specialise in developing tailored events to give your supporters a memorable experience that facilitates incredible fundraising.

EXPERIENCE – We have more than two decades of experience working with charities of all sizes, operating in remote and extreme locations.

REPUTATION – We have been selected to operate the highest profile celebrity and media challenges in the sector over the last two decades and have developed a solid reputation for safety and quality.

THE TEAM - Charity Challenge is managed by a dedicated, passionate and experienced team of fundraisers, tour leaders, charity executives and tour operators.

CONTINUOUS DEVELOPMENT - We continuously invest all our energy, enthusiasm, time and resources into developing and improving the challenges that we operate.

[VIEW ABOUT US](#)



WHY WORK WITH CHARITY CHALLENGE?

SAFETY - We consider the safety and welfare of our participants, staff and support teams to be our top priority. As part of our award-winning safety management system, we will always do everything we can to carefully assess the risks involved and then introduce appropriate safety measures to mitigate them.

EXCELLENT CUSTOMER SERVICE - Charity Challenge provides you and your supporters with a huge array of advice and guidance on everything from fitness training to fundraising, travel insurance to visas.

ACCOUNT MANAGEMENT - Our experienced account management team will provide you with full support throughout the event planning process. *optional add on

MARKETING & ADMIN SUPPORT – We provide a complete package of support including branded web pages, a fully automated booking system, participant account area, copyright-free images and videos, partnerships discounts, info sessions & webinars, and personalised marketing support.

[VIEW ABOUT US](#)



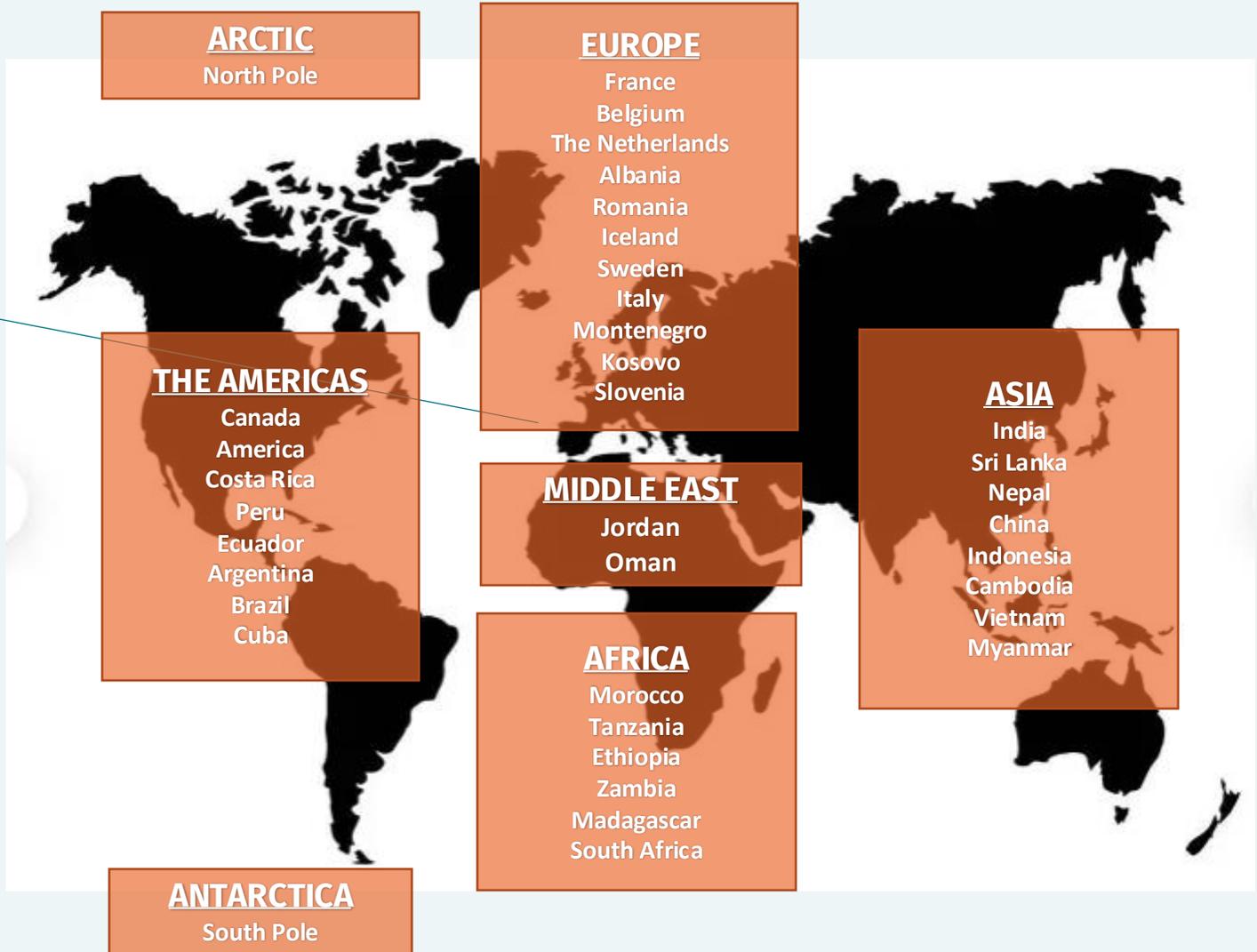
WHERE WE OPERATE

From Albania to Zambia, from the Andes to the Zambezi, we have a huge range of challenge destinations available throughout the UK and across the globe!



- THE UK & IRELAND**
- Scottish Highlands
 - Hadrian's Wall
 - Lake District
 - Peak District
 - Snowdonia
 - Pembrokeshire Coast
 - The Pennines
 - Northumberland
 - Jurassic Coast
 - South West Coast
 - South Downs
 - Urban challenges (London and Edinburgh)
 - Giant's Causeway
 - Wild Atlantic Coast
 - Chilterns
 - Cotswolds

[VIEW ALL CHALLENGES](#)



OUR CLIENTS

We are proud to have grown our company over the last 25+ years on repeat business and positive referrals. We know that we will only succeed in the long term if we can meet and exceed your expectations. We have worked with thousands of registered charities, local, national and international companies, private groups, clubs and societies from all over the world, including:

CHARITIES



[VIEW ALL CHARITY PARTNERS](#)

CORPORATES



[VIEW CASE STUDIES](#)

HIGH PROFILE



Gary Barlow, Cheryl Cole, Denise van Outen, Jack Dee, Mel C, Dara O'Briain, Bryan Robson, Peter Schmeichel, Olly Murs, Giovanna Fletcher, Greg James, Vicky Pattison, Gemma Atkinson, and many more.

MEDIA



ACHIEVEMENTS

Charity Challenge is a global multi-award winning company and have received a **WORLD TOURISM AWARD**, one of only three awards given globally each year to companies that make a significant positive difference in the world, a Best Adventure Company in the **BRITISH TRAVEL AWARDS 2025**, and multiple Best Challenge Company wins in the **PARTNERS IN FUNDRAISING AWARDS**.

Charity Challenge's co-founder and managing director - Simon Albert – was honoured with a **BRITISH CITIZEN AWARD** for his ‘...exceptional contribution to community and being an inspiration to other British citizens.’

In addition, Charity Challenge was highly commended by both the **QUEEN'S AWARD FOR SUSTAINABLE DEVELOPMENT** and the **VIRGIN HOLIDAYS RESPONSIBLE TOURISM AWARDS** for its Community Challenge programme and has also won awards for its leadership and health and safety management system – Challenge Safe



ACHIEVEMENTS

Charity Challenge has organised some very successful **Comic Relief celebrity challenges** including the:

- **RED NOSE DAY KILIMANJARO CLIMB** for a host of celebrities, including Gary Barlow, Cheryl Cole, Chris Moyles, Denise Van Outen and Fearne Cotton, raising a staggering £3.35million.
- **HELL AND HIGH WATER CHALLENGE** along the Zambezi River for participants including Jack Dee, Mel C and Dara O'Briain raising another million pounds for the cause.

Following the Asian tsunami, Charity Challenge launched its **Community Challenge** programme, helping to build hundreds of houses and raising over £1.2million for further building work. As part of the Community Challenge programme, we helped to build houses, health centres and community centres in India, South Africa, China, Mexico, Mali, Tanzania, Nepal and Cambodia.



CHARITY CHALLENGES

EXCLUSIVE CHALLENGES

An exclusive challenge is where we operate a challenge exclusively for your charity. It could be one of our existing challenges on a date to suit you, or it could be a tailor-made challenge. That means the itinerary, dates, level of difficulty, duration, and accommodation type are all dictated by your brief to us.

In order to book an exclusive challenge, you will be asked to commit to a minimum number of participants (dependent on the challenge and destination) and pay a deposit to set the challenge up.

OPEN CHALLENGES

We also have a huge range of open challenges worldwide, where any of your supporters can participate and raise funds for any UK or Irish registered charity. These open challenges will be made up of individuals and teams raising money for the charity of their choice.

[VIEW ALL CHALLENGES](#)



CORPORATE CHALLENGES

Companies recognise the value of taking people out of their comfort zones and working as a team to achieve a common goal. Since covid, over 80% of new enquiries are direct from corporates or from charities on behalf of their corporate supporters.

It is important to reach out to corporate partners for charity challenge events because they can provide significant funding, sponsorship, and resources that increase the event's overall success. Companies may enter teams, encourage employee participation, give staff time off to participate, or match funds raised, which boosts both engagement and total income.

Corporate partners also help promote the event through their networks, expanding its reach and visibility. By involving businesses, charities can strengthen community relationships, enhance credibility, and create long-term partnerships that support future fundraising efforts.

Corporates will often cover all costs, so you keep every pound that is raised!

[VIEW ALL CHALLENGES](#)



WELLBEING CHALLENGES – TARGETED AT CORPORATES

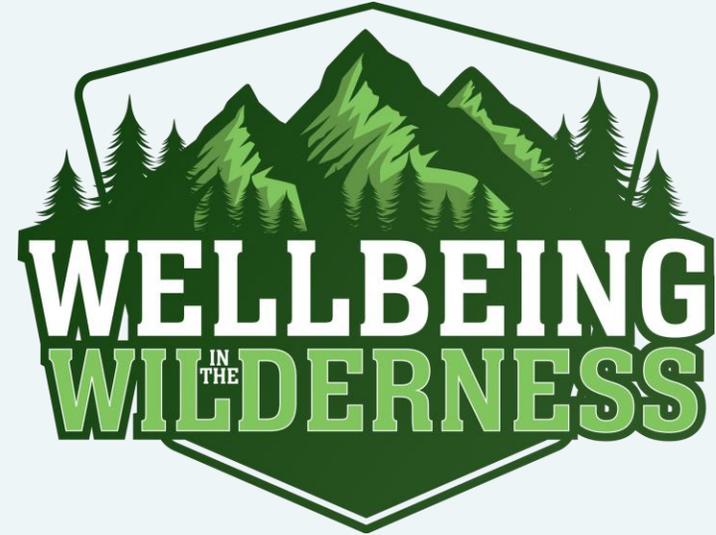
Mental ill health is the leading cause of workplace absence in the UK. Addressing employee wellbeing is the single most effective tool to help reduce absenteeism and staff turnover, while improving productivity.

Wellbeing in the Wilderness is a series of life changing challenges for business leaders and their people, delivered in iconic global locations by the award-winning Charity Challenge team. Run by globally recognized mental health experts Thomas Duncan Bell and Geoff McDonald, the focus is on helping your people become more authentic, adaptable and compassionate, while enhancing individual physical and mental wellbeing, undertaking challenges in a bid to create healthier and more productive workplaces.

Through a series of informal talks/workshops delivered during the challenges, specialist wellbeing professionals will motivate and inspire participants and provide a safe environment to discuss the stigma of mental ill health and create advocates for change.

[VIEW WELLBEING IN THE WILDERNESS WEBSITE](#)

[VIEW INSPIRING WELLBEING IN THE WILDERNESS VIDEO](#)



Wellbeing in The Wilderness challenges will help to:

- Motivate and inspire senior leadership teams
- Address the stigma of mental health
- Enhance the health and energy of your employees
- Create healthier and more productive workplaces
- Improve individual, team and company performance
- Raise funds and awareness for worthwhile causes.

PARTICIPANT BENEFITS

In order to take part in a challenge, participants have to train, get fit and raise funds for charity, all before heading off on the challenge itself.

Research has proven the massive benefits to physical and mental wellbeing that are derived from exercise, connecting with nature and with other people. Benefits include:

- Feeling energised
- Reduced stress levels
- Increased self esteem
- Sense of belonging and self-worth
- Having a sense of purpose and meaning
- Feeling happier
- Better outlook on life
- Pride in helping others
- Improved lifestyle
- Increased exercise
- Improved diet and weight loss



CHARITY BENEFITS

Running charity challenge events offers several important benefits to a charity, helping both short-term fundraising and long-term growth.

Key advantages include:

- Generating significant fundraising income through sponsorship, and peer-to-peer donations
- Raising awareness of the charity's mission by attracting participants, spectators, and media attention
- Building stronger supporter engagement and loyalty through meaningful, shared experiences
- Encouraging peer-to-peer fundraising, which expands the charity's reach into new networks
- Attracting new donors and participants who may continue supporting the cause
- Creating opportunities for corporate sponsorship and partnership engagements
- Strengthening community relationships by bringing people together for a shared purpose
- Enhancing the charity's public profile and credibility

Together, these benefits make challenge events a powerful tool for both fundraising and long-term supporter development.



MARKETING AND ADMIN SUPPORT

CHARITY BRANDED WEB PAGES – We will provide you with charity branded challenge web pages for any exclusive challenge, and can tailor the web page with name, logo, charity images and amended copy. White our white label pages feature, you can also promote any of our open challenges completely free, just like you would your own exclusive event.

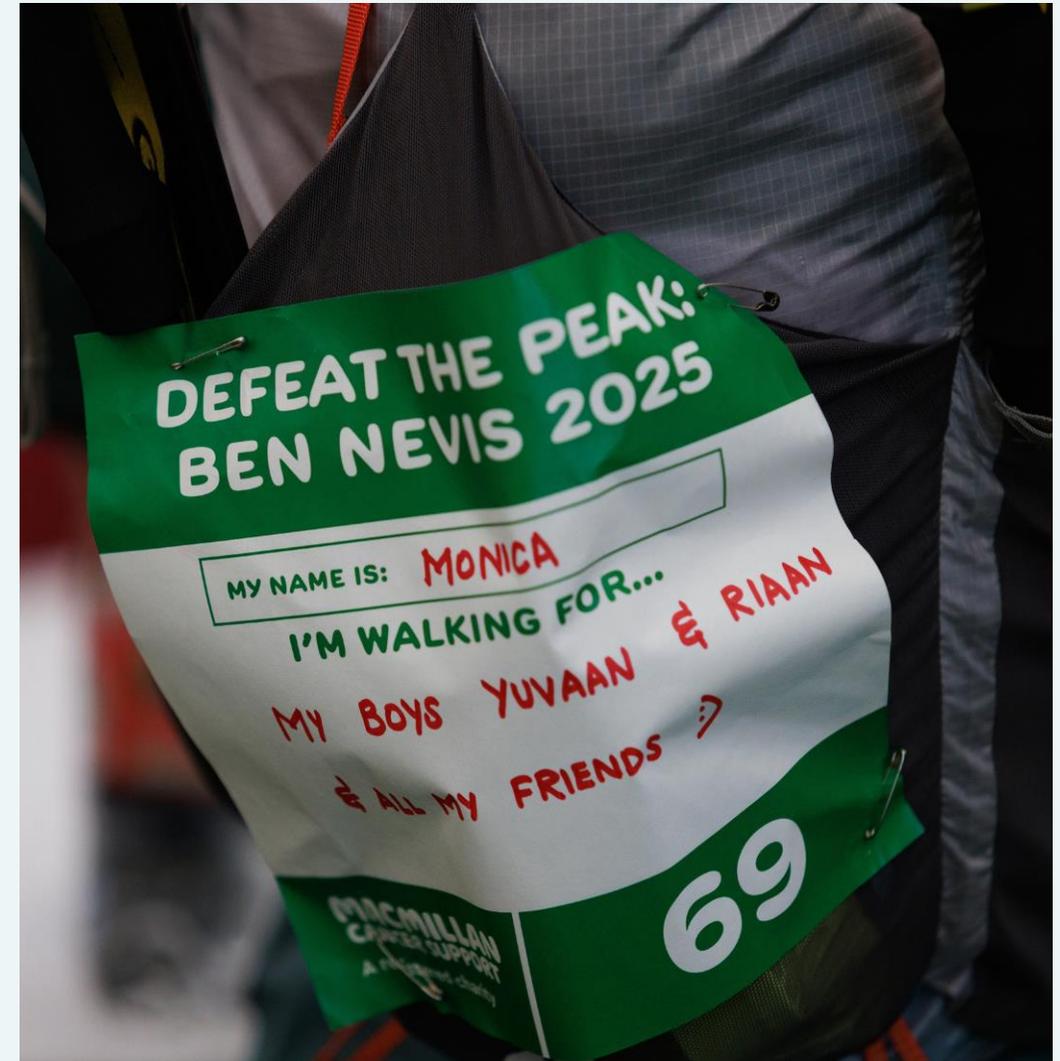
REGISTRATION PROCESS - We provide a fully automated booking system, optimised for mobile and tablet. It's quick and easy to use.

PARTICIPANT ACCOUNT AREA – Once booked on the challenge, your supporters will be able to access a secure personalised account area with a host of support resources including documents, advice, videos, discounts, and the ability to upgrade flights, book extensions, organise a visa, join challenge training and lots more.

IMAGES & FILM - We will provide you with a selection of high-resolution copyright-free images and promotional videos that you can use to inspire, motivate and recruit participants.

[VIEW PARTICIPANT ACCOUNT AREA](#)

[VIEW WHITE LABEL PAGES](#)



ACCOUNT MANAGERS

For exclusive challenges, we recommend you have an Account Manager. This will provide the following services:

- Dedicated contact person at Charity Challenge for all enquiries
- Personalised challenge webpages and trip notes
- Personalised automated supporter journey emails
- Regular updates on participant numbers if required
- Regular Teams catch ups with your Account Manager
- Info sessions for interested supporters, and participants booked on to the challenge
- Personalised Final Details document for the challenge
- Inclusion of your logo(s) on race cards for the challenge
- Engraved Charity Challenge medal for participants
- Support with social media, images and video usage on the challenge
- Introduction to Event Manager on the challenge per event
- Option to be included in Charity Challenge seasonal campaigns
- Introduction to photographers & videographers for your challenge (costs of services not included)



PAYMENT OPTIONS

The challenges can be funded in any number of ways, and we will work with you to develop the most appropriate funding model:

- **SELF FUNDER:** Your supporter personally covers the full cost of the challenge and the charity benefits from every pound that the supporter raises. The participant is always encouraged to raise as much as they can for the charity and is provided with fundraising advice and support.
- **MINIMUM SPONSORSHIP:** Your supporter pays the registration fee when booking the challenge and pledges to raise a minimum amount of sponsorship for your charity. If they have raised the necessary funds, the charity will then pay the balance of the challenge costs (which will not exceed 49% of the minimum sponsorship target).
- **FLEXI:** This model is somewhere in between the above two. The contribution towards challenge costs is higher, and the sponsorship target is lower.

Whatever your budget, we can help you create a funding model to work for your charity



HEALTH & SAFETY

CHALLENGE SAFE- As one of the world's leading operators of fundraising challenges, Charity Challenge considers the welfare and safety of all its participants, staff and crew to be a top priority.

Challenge Safe (our safety management system) formalises the ethos, objectives and procedures we use to manage welfare and safety. Challenge Safe impacts on everything we do for our groups to reduce the risk of injury, illness or death while travelling with us. The programme is an investment which has, over time, ensured that we raise the standard of safety for our groups and subsequently the quality of our challenges.

MEDICAL SUPPORT- All our challenges are led by first aid qualified staff, and many are accompanied by a doctor from the UK or host country.

DUE DILIGENCE- All of our challenges are thoroughly risk assessed and we create an emergency management plan for event leaders / managers. Our suppliers all commit to meeting certain minimum operating criteria.



RESPONSIBLE TRAVEL

We acknowledge that it is our responsibility to ensure we do all we can to support the host communities in the countries in which we operate.

- **We support local communities** by employing local staff wherever possible and supporting community projects including classroom building, youth job creation, improving drinking water and increasing medical support to remote villages.
- **We have planted thousands of trees and invested £200,000** into award winning carbon offset projects globally, to counter the impact of long-haul flights.
- **We have invested £300,000+ into community projects** in the host countries where our challenges take place.
- We encourage all participants to bring reusable water bottles to reduce plastic waste.
- We use locally owned hotels and source locally produced foods where possible.
- We carefully manage limited energy and water resources.
- We endorse and work to the **International Porters' Protection Group** guidelines.
- We support internationally recognised best practice for **animal welfare**.
- We protect **children's rights** by encouraging practices to reduce child labour.

[VIEW OUR RESPONSIBLE TOURISM POLICY](#)



DON'T TAKE OUR WORD FOR IT...

★★★★★ 100% of Google reviews in 2025 were 5 stars

"Our team of WWF trekkers had a brilliant experience taking on the Lakes 10 Peak Challenge with Charity Challenge. We are well looked after in the lead up to the event by our account manager, Tilly, and on the trek the guides are so knowledgeable and are brilliant at motivating and reassuring the group. We look forward to plenty more fundraising events together."

Athina Cooper, WWF

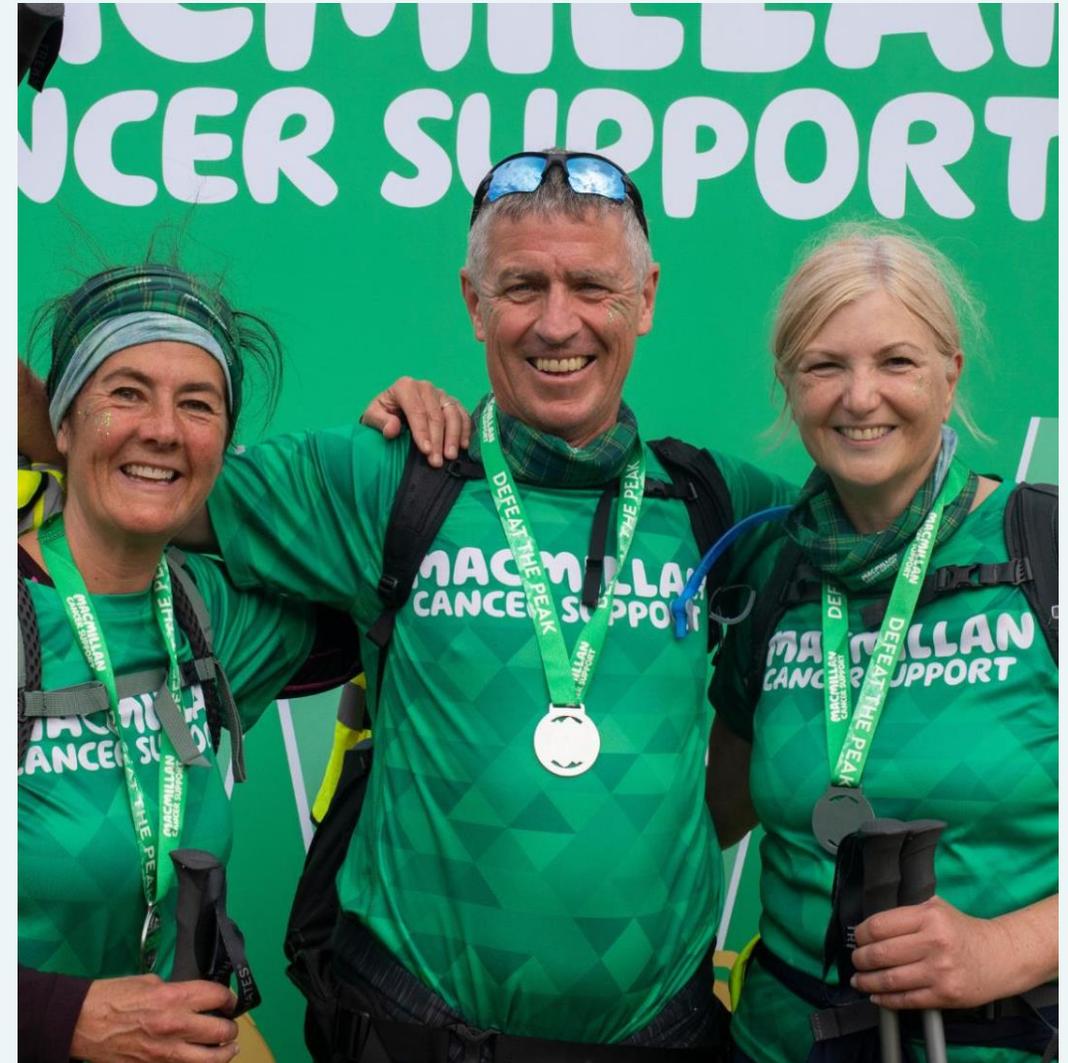
"I work with Charity Challenge on behalf of Macmillan Cancer Support and can't recommend them enough! The team are very attentive and produce some great events which have been enjoyed by our charity participants."

Amy Clark, MacMillian Cancer Research Support

"We used Charity Challenge to organise a bespoke event for a corporate partner. From start to finish the organisation of the event was really smooth, the team couldn't have been more helpful. Great communication and organisation meant this event raised £90,000 for our cause. I would recommend them to any charity or business wishing to fundraise and do a challenge.."

Samantha Hughes-Smith, Young Lives vs Cancer

[READ WHAT OUR CUSTOMERS HAVE TO SAY](#)



MORE INFORMATION

Please find below a number of additional resources and links to help you fully inform yourself about how it works:

- [View our entire portfolio of challenges \(sort by date, country, activity or difficulty level\)](#)
- [View our charity partners \(search alphabetically, by category, or keyword\)](#)
- [Frequently asked questions](#)
- [Responsible tourism policy](#)
- [Meet our team](#)
- [Our mission, vision and values](#)
- [Legal and Insurance](#)
- [Terms and conditions \(UK\)](#)
- [Terms and conditions \(Overseas\)](#)
- [Privacy policy](#)



CH>RITY CH>LLENGE

To discuss your company objectives for a
challenge event, please contact:

T: +44 (0)20 8346 0500

E: info@charitychallenge.com



BELIEVE >> ACHIEVE >> INSPIRE

