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RUNNING FOR THE MONEY:

- **6 IN 7 CHARITIES PROCLAIM RUNS' "UNTAPPED FUNDRAISING POTENTIAL"**
- **4 IN 5 CHARITIES BACK SECOND MARATHON IN LONDON**
- **CALLS FOR NATIONAL FUNDRAISING STRATEGY, TO BENEFIT SMALLEST CHARITIES MOST**

The vast majority (6 out of 7, 85%) of UK charities feel "marathons and running events have the potential to form a bigger part of [their] fundraising mix"; with 4 in 5 (79%) claiming to be interested (3 in 5, 61%, to be "very or quite" interested) in raising money via a second marathon in London – according to research released today.

The report – *Running for the Money*, conducted by leading not for profit sector think tank and research consultancy, nfpSynergy - involved asking almost 250 professionals from a broad cross-section of charities about their demand for running races and marathons as fundraising events, generally.

Almost two thirds (64%) of respondents state that "income from runs or marathons forms an important part of [their] fundraising strategy" - with half (48%) making at least £50k from such events, although 2 in 5 (39%) smaller charities claim to raise £5k or less. No respondent feels "saturation point" has been reached such that they are unable to raise more money through charity runs.

Just so, although 5 in 6 (83%) respondents claim their organization benefits from the Flora London Marathon - far more than for any other such event - a similar number (82%) say there is potential to raise *more* money from the world-renowned race. Two thirds (67%) feel hampered from so doing by a lack of places; and a quarter (25%) bemoan that the high cost of each running place dampens their fundraising efforts – an especially acute issue for cash-strapped smaller charities.

A third (32%) of the largest charities make at least £250k at the Flora London Marathon; something no small charity polled could claim. 1 in 8 (13%) charities say they fail to raise a single penny on the big day because they simply can't get a running place, splitting into 1 in 20 (4%) of the largest charities and 1 in 5 (21%) of small charities – ironic, given the fact that any money raised from running events would be especially attractive to smaller charities who are often keen to raise such unrestricted income with relatively minimal costs and a fast return.

nfpSynergy's Driver of Ideas, Joe Saxton, said:

"Running for the Money started out as research into the possible demand for a second marathon in London. However, as results came in, it became clear that the interest in a second London marathon was in fact part of a wider yearning for more accessible, more strategically-planned charity runs throughout the UK. We prospected for a nugget of fundraising potential and discovered a whole mine."

"What most excites and delights me is the fact that not a *single* respondent thought that there was saturation in the UK's charity running event arena. How many other fundraising techniques can claim *that*? Perhaps it is time to create a national running events strategy to maximize and harness the tactic's huge untapped fundraising potential. Why, for instance, not have a marathon in Wales? And such a strategy would do well to be more inclusive, so as to guarantee more places for smaller charities."

A full copy of nfpSynergy's report, "*Running for the Money*", can be downloaded at www.nfpsynergy.net

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MEDIA INTERVIEWS: To interview nfpSynergy's Driver of Ideas, Joe Saxton about Running for the Money, please contact:
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Notes to editors:

• “London Marathon”

“London Marathon” is a registered trade mark of The London Marathon Limited which is a subsidiary of a registered charity, The London Marathon Charitable Trust Limited. www.london-marathon.co.uk. Any other marathon operating in London would be unable to use the term “London Marathon”.

• nfpSynergy

nfpSynergy (www.nfpsynergy.net) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

• Joe Saxton

Joe Saxton co-founded *nfpSynergy* in 2002 after fifteen years experience in the voluntary sector, including as a director of the RNID (Britain's largest charity for deaf and hard of hearing people) and as a trustee of the RSPCA.

He is Chair of the Trustees of the Institute of Fundraising (www.institute-of-fundraising.org.uk) - the professional body for fundraising and the largest individual representative body in the voluntary sector, with 4000 individual members and 200 organisational members. Joe was recently named one of the hundred most influential people in UK social policy by *The Guardian* and has been repeatedly voted one of the ten most influential people in UK fundraising by *Professional Fundraising*, weighing in at the Number 1 slot for the last two years in a row. In 2006, Joe was named one of the *Ten People of Tomorrow* by public affairs agency, AS Biss.

A well-known and respected voice within the charity world and frequent face at sector conferences, Joe has contributed - via original research, opinion pieces and interviews - to a wide range of specialist and mainstream media, both print and broadcast, from *Third Sector* and *The Guardian* to *BBC Breakfast* and *BBC Radio 4*.