



**THE CHILDREN'S
CHALLENGE**

EST. 2017



An introduction to:

The Children's Challenge



Mission Statement:

“The forging of cohesive, cross demographic communities, through unique shared family experiences”

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Overview

The Children's Challenge organises Expedition Societies and Virtual Challenges on behalf of schools and corporates across the UK.

The **Expedition Societies** build character and confidence in children, whilst uniting local communities. The family and community participation clearly differentiates the offering from school residential trips and makes the proposition unique.

The **Virtual Challenges** are specifically designed to foster a sense of teamwork through the frisson of competition. All Virtual Challenges are highly differentiated with the potential for a fully bespoke offering.

It is the intention of The Children's Challenge to take the concept of primary school focused Expedition Societies into increasingly deprived areas of the UK. The greatest impact will likely be made within these communities.

Corporate support, through Virtual Challenges and the sponsorship of selected Expedition Societies, accelerates the roll out of Expedition Societies into more deprived communities. All support is hugely appreciated.

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History

The Children's Challenge was established in 2017 to raise money for charities through testing and extremely rewarding events for children. These took the form of either long distance treks for parents and their children to undertake together or cross-country events for children and their friends to complete as a team.

At the beginning of 2020, the concept of community Expedition Societies, embedded within primary schools, was born. The social benefit is maintained through the benefits that accrue to all participating families and the subsidisation of children on free school meals.

During the period of home schooling, a number of free inter-school Virtual Challenges were created to encourage families to remain active and to work together towards a common goal. These events have proven to be tremendously popular with schools, children and parents alike.

The provision of the school Virtual Challenges led to The Children's Challenge undertaking bespoke Virtual Challenges for Corporates. These are essential in cross subsidising the Expedition Societies and Virtual Challenges that primary schools continue to enjoy.



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Expedition Societies

The origin of The Children's Challenge is the organising of highly memorable weekend family adventures. Through Expedition Societies, these are now 'owned' by schools but remain powered entirely by The Children's Challenge.

No resources are required from participating schools and all expeditions are organised and undertaken with no teacher involvement.

In addition to community expeditions, under the auspices of the Expedition Societies, communities have been exposed to first aid training. Going forward, health and nutritional advice and Mountain Training UK accredited Hill & Mountain Skills courses will also be offered.

The aspiration is to give families, of all demographics, the confidence and competence to undertake their own outdoor adventures. By doing so, this increases the accessibility of the UK's hills, rivers, seas and mountains and ensures that the mental and physical benefits are available to all.



Stonesfield Primary School
Learning together to achieve our best



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Ranked by Absolute Distance (Km)

School	Day 1 (Absolute)	Day 2 (Absolute)	Day 3 (Absolute)	Day 4 (Absolute)	Day 5 (Absolute)	Day 6 (Absolute)	Day 7 (Absolute)	Absolute Distance (Km)	Final Rank
Crosfields School	1,244	2,937	2,182	2,694	1,306	2,493	1,168	14,023	1
Holme Grange School	961	1,673	1,206	1,693	1,249	1,810	2,470	11,069	2
Shiplake Primary School	1,154	1,787	999	1,401	457	1,658	1,081	8,538	3
Brushwood Junior School	628	1,328	1,180	1,104	678	1,521	1,059	7,499	4
Woodcote Primary School	419	727	1,003	1,125	880	946	1,483	6,582	5
Valley Road School	656	919	560	981	726	1,468	818	6,129	6
Polehampton Infant & Junior School	614	1,187	546	1,291	604	970	861	6,074	7
Burbage Junior School	81	805	840	1,197	540	1,582	957	6,003	8
Keep Hatch Primary School	55	858	876	1,027	673	1,266	719	5,472	9
Nettlebed Primary School	338	593	743	666	600	935	856	4,731	10
The Downley School	755	1,127	712	483	337	536	757	4,707	11
Calcot Schools	560	604	389	1,249	626	649	472	4,550	12
Kidmore End Primary School	362	773	538	751	516	877	647	4,465	13
North Downs Primary School	368	854	642	594	289	609	1,090	4,446	14
Peppard Primary School	380	606	442	537	375	1,279	743	4,361	15
Colleton Primary School	317	603	580	731	404	605	817	4,057	16
The Disraeli School	323	808	625	734	441	645	334	3,912	17
St. Michael's Primary School (Berkshire)	92	433	299	663	287	695	442	2,914	18
Sonning Common Primary School	122	426	195	708	258	552	475	2,735	19
Trinity Primary School	64	128	167	949	325	528	336	2,498	20
Robert Piggott Infant & Junior School	38	585	379	475	163	527	106	2,273	21
Windmill Primary School	203	409	567	458	132	202	239	2,208	22
Stoke Row Primary School	58	127	384	397	270	243	263	1,742	23
Broughton Junior School	70	221	174	393	358	188	229	1,634	24
Crazies Hill Primary School	116	380	105	298	198	96	100	1,293	25
Meadow Park Academy	124	168	273	158	98	8	95	924	26
Total	10,104	21,065	16,606	22,763	12,792	22,891	18,617	124,837	

Virtual Challenges - Schools

The Children's Challenge organises national Virtual Challenges for primary schools. What differentiates these Virtual Challenges is the element of inter-school competition which significantly increases the level of engagement and really brings these events to life.

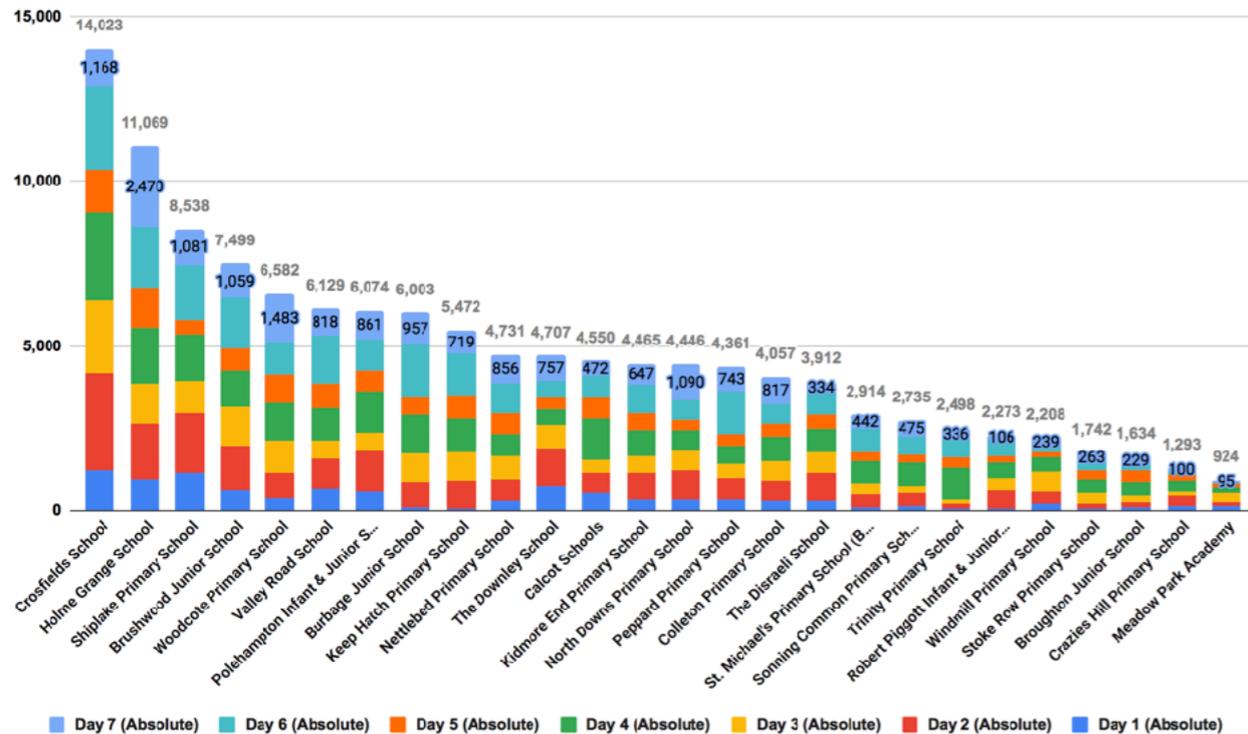
There will be three primary school national Virtual Distance Challenges every year. It is hoped that through corporate sponsorship these events will remain free for all participants. There is no administration required from the school.

These events are designed to:

- Physically challenge families.
- Engender a sense of community and teamwork through competition.
- Where desirable - be a centrally organised, fund raising opportunity for schools. This saves schools both valuable time and money.

To date, the historic Virtual Distance Challenges have been a tremendous success with over 100 primary schools representing over 30,000 pupils participating. Each event is hugely competitive and tremendously engaging for the children and teachers alike.

Absolute Distance (Km)



Past Events

Feb 2021: National Half Term Distance Competition

28,000 children registered to participate via their schools. Free for all participants.

Oct 2020: “Walk to School” Competition

4,654 children registered to participate via their schools. The event was designed to promote health & fitness and raise funds for primary schools.

July 2020: Big Outdoor Art Challenge

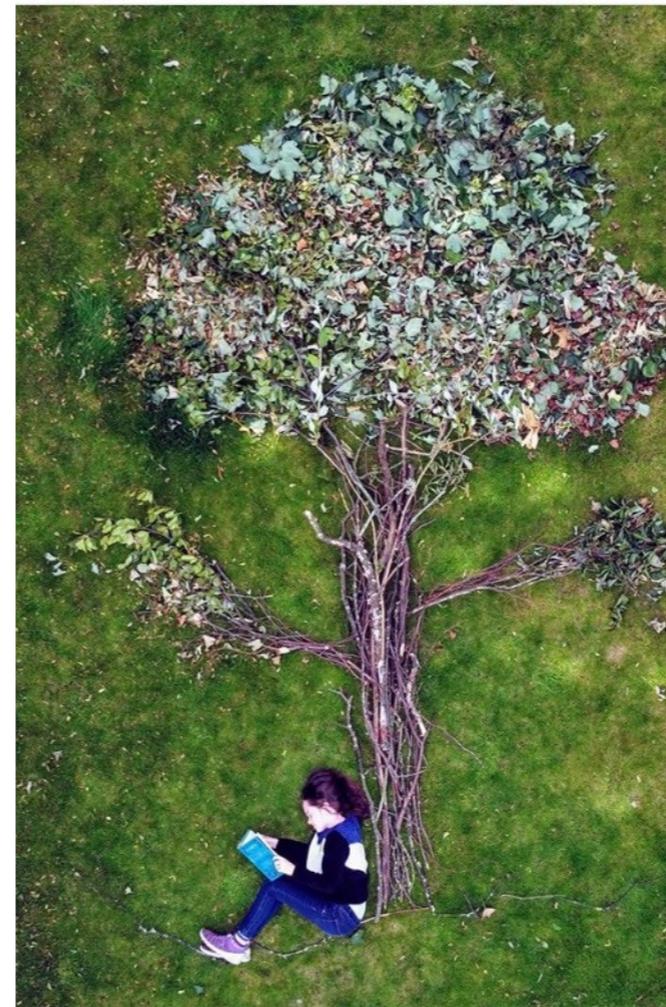
248 schools registered to participate with 500 submissions of outdoor art. Free for all participants.

May 2020: New York City Marathon

90 year groups from across the country competing against each other. Free for all participants.

May 2020: London to Cairo Duathlon - This challenge was for a school to alternately walk/cycle the 3,509 km from London to Cairo. 26 schools participated with, on average, 2,786 participants each day. Free for all participants.

April 2020: Land’s End to John O’Groats - The inaugural event was for pupils, parents and school staff to collectively walk/run the 1,407km from Land’s End to John O’Groats in one week. 6 schools took part with, on average, 527 participants per day. Free for all participants.



Testimonials

“This testing series of Virtual Challenges have each provided immense excitement for our school but the recent New York Marathon for me has to have been the most thrilling. It provided an opportunity to interact with my class and enjoy a shared experience of enthusiasm, determination and achievement during a period of teaching like no other. The challenge laid down and the healthy competition provided, saw our staff and children desperate to get outside, get active and be involved. Waiting for the daily results to be uploaded was nerve wracking but simply added to the overall experience and fun! Cannot wait for all future Challenges!”

“So impressed with these 5/6 year old children, I think most parents were surprised at actually how far the children could walk. Fun, all inclusive event. Really well organised. Very efficient online loading system, one two clicks and your distances were entered, super easy even for busy parents :) well done to the organiser.”

“This Children’s Challenge inspired us to try cycling to and from school...(not an insignificant distance for us!). It provided us with a context, and the competitive nature meant that we took part every day on the dates set. We are now thinking we might try and do it as many days of the week as we possibly can from now on! Quite a challenge for us grown ups too!”

“We loved walking to school every day. It was far, took us 35-40mins but I don’t think we’ll be stopping the great start to the day this challenge has encouraged

“What a great event. Having some friendly competition really helped us to push ourselves on our walks and to get out and explore the countryside, knowing that every km would count! Thank you for organising it and for the daily updates on positions - it made for an exciting week!”

The Children’s Challenge is a great way to get the whole family involved in outdoor activities. The motivation the challenges create is brilliant and we all love getting involved. The time spent walking to and from school also provided a great opportunity to talk about the kids days with no interruptions.

“Sophie enjoyed being part of the overall score for her school! She’s in reception and was excited to be part of a school challenge already. We were also able to walk with some new friends who also joined in (and hopefully continue to do so!).”

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Virtual Challenges - Corporates

The Children's Challenge Virtual Challenges are highly differentiated through internal competition, significantly increasing the level of engagement. There is no limit to the level of customisation that can be achieved.

Corporates receive:

- A fully customised Virtual Challenge.
- A bespoke webpage hosted by The Children's Challenge for all participants to log their distance and to monitor their progress. The webpage hosts photographs taken by participants to inspire and encourage others.
- Motivational narrative to accompany the league tables, enhancing the sense of competition and the level of engagement. This is a huge differentiator and personalises the event to really bring a Virtual Challenge to life.

By undertaking a Virtual Challenge with The Children's Challenge, corporates are supporting the roll out of primary school Expedition Societies to communities across the UK.



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Testimonials - Corporates

“This is insane! We have smashed the total distance of the challenge in 3 days. It is so funny, MD’s are messaging round to their teams to get them to put more effort in! People who have never walked at all are buying new trainers and arranging walks with other colleagues who have never walked before!! I think the way you word your emails is really making people feel they are part of a competition, it’s brilliant!”

“Who would have thought by simply walking could promote such a family team camaraderie and fun competitive spirit! The children’s challenge provided an easy format to log daily achievements and issued regular engaging encouraging narrative throughout! Well done everyone!”

“What a great challenge. My legs ache but it was worth it. Such a great way for everyone to get together and really take part in such a great cause. Well done to the organiser’s. I really enjoyed it and would be on board to do it again!!!”

“Really enjoyed the challenge, great way to engage people of all ages, namely the two toddlers in our house. Thank you”

“This event has really helped to motivate my family to be active and take part. This has been a fun experience that has mixed social and work life successfully. It has brought our team closer together to climb up the leaderboard. We have all really enjoyed it.”

“The Breedon Walking Challenge with its family element inspired us to get out together and rediscover all the beautiful walking spots on our doorstep. A fantastic event and the extra kilometres amassed over the past 10 days has made us physically fitter, lose some weight, feel better for it and convinced us to stay active going forward. There has been an incredible collective effort throughout the Breedon Business.”

“Great challenge. Let’s make this an annual event. Let’s hope our enjoyment over the last 10 days can bring some enjoyment to others.”

“Brilliantly organised great fun professionally delivered - loved the commentary.”

“Been an incredible 10 day challenge. Can’t wait for the next. Seen lots of new places and a brilliant way to stay fit.”

“Making a group of people a great team!”

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Philanthropy

Corporate support allows the costs for families whose children are on free school to be subsidised. The aim is to enable all families to participate in the expeditions, regardless of their individual circumstances, promoting greater community cohesion.

Corporate support also allows The Children's Challenge to move increasingly into more deprived areas where the percentage of pupils at primary schools on free school meals is considerably above the national average. The greatest impact will likely be made within these communities. These communities can be selected by corporates, potentially based on the location of their employees or customers.

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How To Get Involved

There are three main ways that corporates can get involved and support The Children's Challenge:

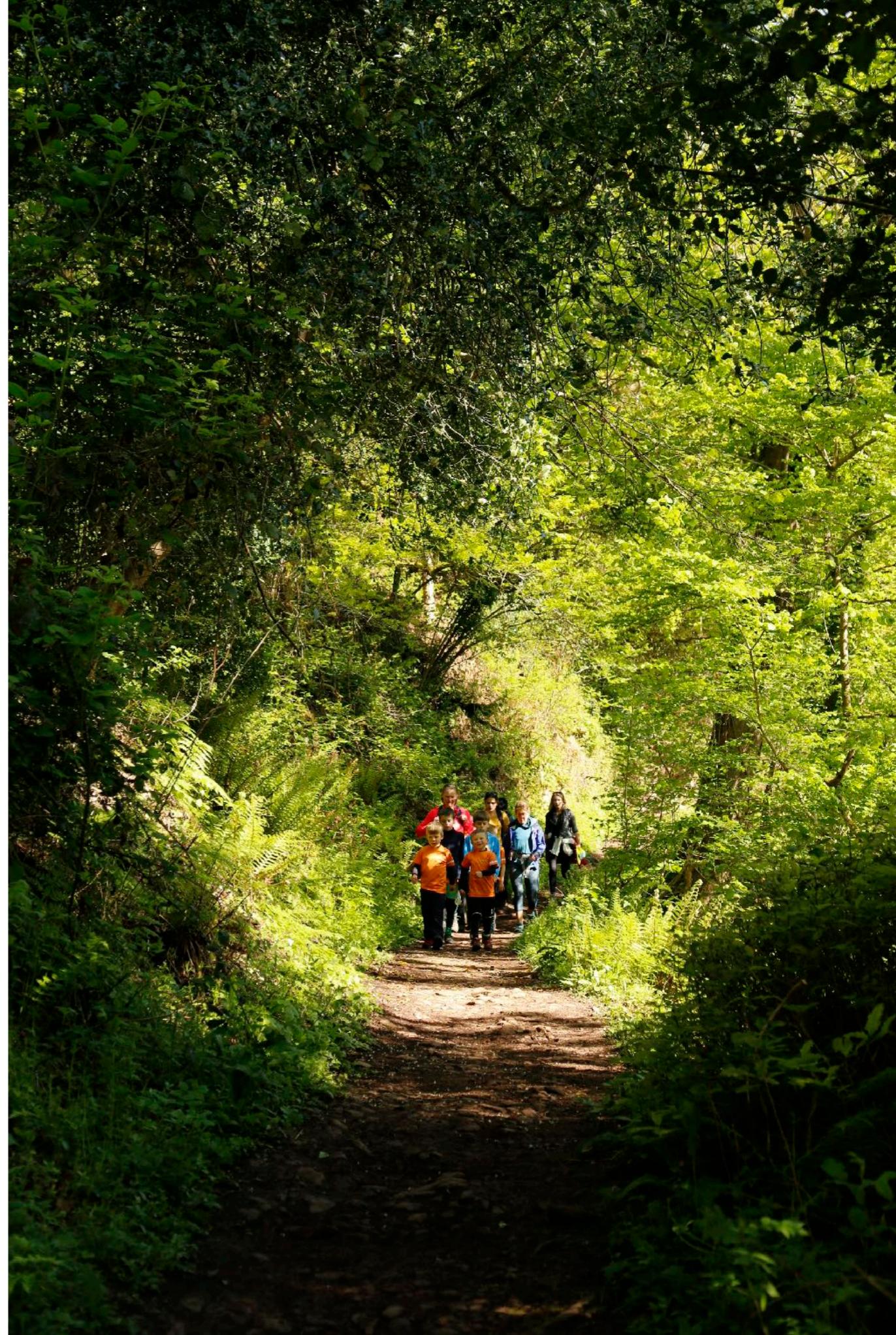
- Allow The Children's Challenge to run one of its unique and highly regarded Virtual Challenges for its staff and their families. These represent tremendous value for money and generate unparalleled engagement.
- Select primary schools where you wish The Children's Challenge to set up and run an Expedition Society. The financial support subsidises the cost for all families to participate in the expeditions. The concept of strengthening communities through shared, testing weekend experiences is unique and generates tremendous goodwill.
- Sponsor one of the three national primary school Virtual Competitions. The latest event, during the Spring 2021 Half Term, had 88 schools register, representing 27,779 pupils. When taking into account, siblings and parents, the event potentially mobilised 50,000 individuals.

For corporates wishing to support The Children's Challenge please contact us via www.thechildrenschallenge.com. All support is greatly appreciated for this lean, dynamic and innovative company.



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Summary

A unique offering



Unique primary school centred community Expedition Societies for families to strengthen internal and external bonds, currently severely impacted by the Coronavirus.



First Aid courses and nutritional advice delivered to communities under the auspices of their schools Expedition Society.



Hugely engaging Virtual Competitions for families at primary schools across the UK to enjoy and potentially act as a catalyst to a healthier lifestyle and improved mental and physical health



Bespoke, highly engaging and CSR compliant, corporate Virtual Challenges, supporting the roll out of Expedition Societies across the UK



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Founder

The Children's Challenge was established in 2017 by myself, Stephen Lamacraft. I continue to be the sole employee, organising and running the Expeditions and Virtual Challenges.

With corporate support, the business can grow to have far more reach and influence than is possible through me alone.

As a father of four primary school age children, I love little more than seeing families sharing special memories together. It is the sheer joy of watching children push themselves further than they thought possible, whilst supported by parents and friends, that continues to act as the inspiration for The Children's Challenge.

Prior to committing myself full time to The Children's Challenge, I worked in the fund management industry. Prior to this, I was a Detective Constable in the Metropolitan Police.

I am passionate about the outdoors and enjoy sharing 'character building' experiences with my children, whether scrambling, sailing, paragliding, walking, wild swimming or mountain biking. My desire is to give others this opportunity through centrally organised community Expedition Societies.





www.thechildrenschallenge.com
