



ACROSS THE DIVIDE

JUST EVENTS

FEEDBACK FROM CHARITIES AND PARTICIPANTS

'Just Walk is a fantastic event that really stands out from the rest. The organisation and choice of location were very impressive both in the lead up to and during the event. We will certainly be promoting Just Walk and Just Bike in the future as they offer something quite unique for our supporters by providing an opportunity for people to take part in a group and make a day of it.'

Lisa Yiasemides, TreeHouse

'What a Glorious Walk! 60kms of perfection. Fabulous company, ideal weather, breathtaking scenery, a truly fun day out! I loved every step. I walked for Laura raising money for Muscular Dystrophy Campaign raising £3200 so far. I walk every day, but Just Walk is an opportunity to walk and raise money for charity!'

Katie Bizzey

I just wanted to thank the team for a superb days riding. Despite the weather conditions, everyone along the route remained upbeat and encouraging and certainly helped me to finish the course! Many thanks again and looking forward to next year.

Sheryl Ford

ACROSS THE DIVIDE

DEVELOPING THE CHARITY SECTOR

For more than a decade Across the Divide has been arranging life-changing experiences for individuals, teams, charities and businesses alike. We pride ourselves on our professionalism, and the quality and safety of our events.

Just Events are Across the Divide's own charity challenges which allow individuals to raise money for the charity of their choice. They are headed up by our exciting UK charity event 'Just Walk' and 'Just Bike'.

JUST WALK

Just Walk is a mass participation sponsored walking event for anyone raising money for their chosen charity. Walkers can choose one of four routes; 10km, 20km, 40km or the big 60km. Each route is carefully selected to offer an inspiring and varied walking route in the stunning West Sussex countryside. Just Walk will be entering its 4th year in 2010.

- Walker numbers have grown from **410** in 2008 to **850** in 2009
- Just Walk 2009 event alone has raised over **£240,000** for charity
- Over **110** different charities were represented at the event
- **75%** of participants surveyed were female
- The majority of participants surveyed were 36-45 year olds, closely followed by the 26-35's. **4%** of participants were over 65
- Over **370** participants were recommended from a friend/family member or work colleague to take part in the event
- **95%** of participants said they would consider taking part in another ATD challenge

JUST BIKE

Just Bike is an exciting one day bike ride event open to charities and individuals, in fact anyone who is keen to get on their bike for their chosen charity. Participants can choose either the 100km, 50km and new for 2010, a 30km scenic route through the glorious countryside of the Ridgeway and Wessex.

- First year running for Just Bike
- **160** participants raised over **£56,000** in 2009
- **50** different charities were represented at the event
- **75%** of participants chose to complete the 100km route, with the remaining **25%** completing the 50km distance
- **68%** of participants surveyed were male
- **36%** of participants surveyed were 36-45 year olds, closely followed by the 26-35 year olds with 24%
- **30%** of participants were recommended by a friend, **25%** signed up after being sent an email flyer or newsletter from the charity themselves
- **91%** of participants said they would consider taking part in another ATD challenge