



# THE MASSIVE TOP25 2021

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2020 was a year like absolutely no other for mass participation fundraising events. While the impact of lockdown meant event income fell significantly, the final results tell a surprisingly positive story.

Lockdown meant that **19 of last year's Top 25 events (accounting for £129M in 2019) weren't able to go ahead as planned**. But many charities found ways to adapt and offer alternative ways to participate, and others set up or expanded virtual mass participation events. All of this meant that income from the Top 25 fell by less than 50%, **from £143M in 2019 to £74.6M in 2020**.

The three largest mass participation events remained the same as the previous year, although they did shift positions, with Movember taking top spot for the first time.

**IN 2020 THE TOP 25 RAISED £74.6M**

**FASTEST GROWING**

MY POPPY RUN **+300%**

CYCLE 300 **+239%**

ONE MILLION STEP CHALLENGE **+130%**

## WHAT WE'VE SEEN FROM THIS YEAR'S TOP 25

### Change brings opportunity

The impact of lockdown meant more changes to this list than at any time since we began the Top 25 in 2013, with **11 events new to the Top 25 in 2020**.

There were first appearances for both video and board game events: Macmillan's Games Night In raised over £1M, while their streaming campaign Game Heroes was the joint fastest growing campaign in 2020.

We also had the first Facebook challenge in the Top 25, run by the Bone Cancer Research Trust, and this may be a sign of things to come. Facebook events delivered strong results this year, with very low costs and the potential to easily recruit new audiences, although they did also have slightly lower average fundraising values than equivalent events on other platforms.

### Activity first or Cause first?

This year showed that it's not easy to completely replace a physical event. But it also showed that **existing events have built up loyalty and engagement from their supporters** - enough to allow them to thrive in any circumstances. Many charities were able to use clever messaging and pivot their activities to virtual. People who

had signed up to one kind of event were often persuaded successfully to participate in another.

The most successful event in this was Memory Walk, where 67% of participants swapped real for virtual and continued to fundraise. Second was Kiltwalk, at 62%.

On average, **when charities lost events but provided another avenue to offer support, they held on to 40% of the income they would expect in a normal year**.

### Physically distanced, socially connected

While physical events that pivoted to virtual were reasonably successful, it shouldn't be surprising **that the fastest growing events were all designed for long distance participation**.

The pandemic showed the value of having a broad portfolio. Charities which already had a mix of virtual and physical events were able to change focus and protect income. While CRUK's Race for Life was one of biggest fallers, for example, their Cycle 300 and Walk All over Cancer were among the fastest growers.

### Remember Movember

**Last year we highlighted renewed growth at Movember. That's continued this year.** It's taken top spot on our list, got its second event in the Top 25 and overtaken CRUK as the second biggest charity on the list.

Part of the renewed success of Movember is likely down to a continued focus on the cause, and innovation around the offer to participants. Movember also potentially benefited from changes in behaviour during lockdown with home workers keener to Grow and take up the month long Move challenge.

## Post COVID?


























With the majority of 2021 events cancelled, we expect our next Top 25 to still bear the scars of COVID.

In 2022, it seems likely that physical events will remain the best way to engage, and we'll go back to a situation where they dominate again, but things won't go back to how they were.

Instead, we expect more hybrid events, with opportunities to participate both virtually and in person, with virtual potentially used as an

additional way to take part, and as a way to recruit new supporters, keep more existing supporters engaged, build a sense of community, and get more individuals to move on to higher value physical events.

Charities showed huge innovation and originality in 2020 and 2021 and we expect that to carry on, as the sector builds on the learnings from the last two years. The market and the world will have changed significantly when charities run mass participation events next year. But we expect they will be more than equal to the challenge.

	GROSS INCOME		EVENT	TYPE	CHARITY
1	£11,500,000	↑	Grow your Mo	 Social	Movember Foundation
2	£10,000,000	↓	World's Biggest Coffee Morning	 Social	Macmillan Cancer Support
3	£6,000,000	↓	Race For Life	 Run / Walk	Cancer Research UK
4	£5,400,000	↑	Go Sober	 Social	Macmillan Cancer Support
5	£5,000,000	↓	Kiltwalk	 Walk	Kiltwalk
6	£4,200,000	=	Brave The Shave	 Social	Macmillan Cancer Support
7	£4,150,000	↑	Move for Movember	 Run	Movember Foundation
8	£3,350,000	↑	Cycle 300	 Cycle	Cancer Research UK
9	£3,100,000	↓	Memory Walk	 Walk	Alzheimer's Society
10	£2,800,000	↓	Christmas Jumper Day	 Social	Save the Children
11	£2,100,000	↑	Miles for Refugees	 Mixed activity	British Red Cross
12	£2,100,000	↑	Walk All Over Cancer	 Walk	Cancer Research UK
13	£2,000,000	↑	One Million Step Challenge	 Walk	Diabetes UK
14	£1,200,000	↓	Wear It Pink	 Social	Breast Cancer Now
15	£1,200,000	NEW	Jog 50 Miles in November	 Run	Dementia UK
16	£1,200,000	↓	Relay for Life	 Walk	Cancer Research UK
17	£1,130,000	↑	My Poppy Run	 Run	The Royal British Legion
18	£1,110,000	NEW	Games Night In	 Games	Macmillan Cancer Support
19	£1,100,000	NEW	Cycle for dementia	 Cycle	Alzheimer's Society
20	£1,100,000	↑	27 27	 Run	Mind
21	£1,000,000	NEW	The Month Series	 Mixed activity	Prostate Cancer UK
22	£1,000,000	↓	Swimathon	 Swim	Swimathon
23	£1,000,000	NEW	Run for Dementia	 Run	Alzheimer's Society
24	£950,000	NEW	2000 Burpees in November	 Facebook challenge	Bone Cancer Research Trust
25	£920,000	↑	Game Heroes	 Games	Macmillan Cancer Support

Rankings are based on reported gross income for the events concerned. The Top 25 ranks only charity owned mass participation events and campaigns which are designed specifically for fundraising so does not include London Marathon, 2.6 Challenge or similar events which still do amazing work.

Massive have been producing The Massive Top 25 since 2013.

We offer a full suite of agency services focussed entirely on, and optimised for, mass participation event design, development and delivery. From bespoke research to campaign strategy, product innovation to project management support – we have the experience and specialist skills to support your team every step of the way.

We hope you enjoy the report and if you need any support with developing your own campaigns now or in the future don't hesitate to get in touch.

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