



2024 IMPACT REPORT ISSUE II

THE 7TH ASCENT

BENESYS
INTELLIGENT GIVING

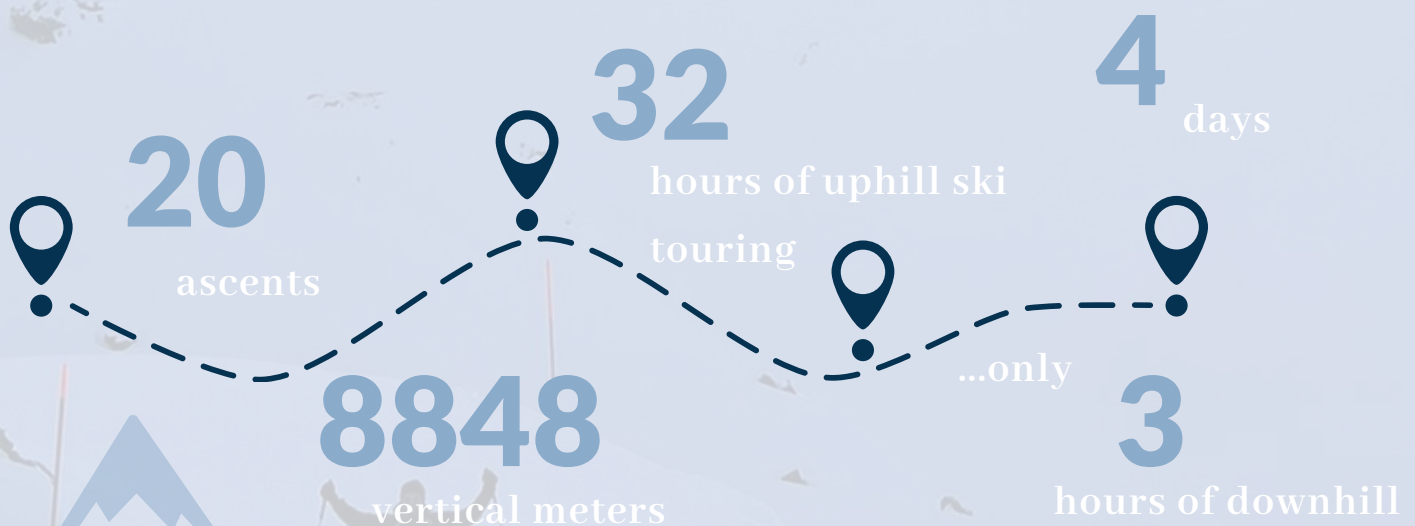
A MOUNTAIN OF IMPACT

Since its inaugural ascent in 2015, the **Everest in the Alps Challenge** has been anchored by its bold ambition to raise funds and awareness for paediatric brain tumours. The opening of The Everest Centre in 2017, just three years after that first ascent, evidenced both a commitment to the cause and the tenacity of the challengers and their network of supporters. The Challenge is synonymous with hard-core endurance, community spirit and drive.

Seven years on, the **Everest in the Alps Challenge** continues to generate significant impact, catalysing support and vital funds for multiple charities. This year, the network of supporters expanded further still, uniting communities across continents and inspiring collective action. In 2024, the Challenge has become a platform to spotlight the disproportionately low level of research into paediatric brain cancers and to underline the importance of cooperation and collaboration.

We know firsthand that participation in the Challenge can have a profound effect on lives and outlooks. For families with loved ones living with a paediatric brain tumour diagnosis, the Challenge has offered focus, a mission and a supportive network of care and understanding. More broadly, the Challenge embodies what can be done together, the power of cooperation not only up a mountain but in the workplace, across sectors, industries and geographies. Mobilising the potential of the collective has massively compounded the impact of the Challenge this year.

Today, Everest in the Alps is a gruelling event taking place in Verbier in the Swiss Alps, known as the toughest four days on skis.



WHY WE EXIST

THE CHALLENGE

Created by Rob Ritchie as a response to the seemingly insurmountable challenges life can throw our way, the Challenge encapsulated the feeling of helplessness in the face of an inoperable brain tumour diagnosis for his son Toby, at 5 years old.

A decade on, Martin Bell encountered a similar unfathomable challenge when his 20-year-old son, Alex, was diagnosed with Diffuse Leptomenigeal Glioblastoma Tumour (DLGNT), an extremely rare form of brain and spinal cancer. Like Rob, Martin was driven to do whatever it took to raise awareness of the high incidence yet proportionately low level of funding for research into paediatric brain tumours and signed up for the 2024 event with vast amounts of energy, commitment and focus.

OUR VISION

To serve as a fundraising vehicle for brain tumour research and other life-changing causes

OUR MISSION

To ascend the height of Mount Everest on skis in the Swiss Alps

OUR GOAL

To raise valuable and much-needed funds for brain tumour research

THE EVEREST IN THE ALPS JOURNEY



WHY WE CLIMB

“When your son is diagnosed with cancer there is no stone that you will leave unturned and no mountain that you will not climb to try to find a solution.”

-MARTIN BELL

THE PROBLEM

Over

 **300,000**

brain tumour cases reported annually worldwide

less than

12%

of those diagnosed with a brain cancer survive more than 5 years

1 in 4    

cancers diagnosed in children in the UK aged 0-14 are attributed to the brain and spinal cord

Over

 **88,000**

people currently live with a brain tumour in the UK

Brain tumours kill more people under age of

40

than any other cancer

FUNDING GAP

Less than 3% of cancer funding in the UK is spent on research into brain tumours

ALEX'S STORY - TEAM SYREN

After years of agonising headaches, vomiting, papilledema, seizures, loss of sight in his right eye and four operations on his brain and spine, Alex was diagnosed with DLGNT in October 2021. Similar to Toby, Alex has an extremely rare form of paediatric low-grade glioma.

With less than 100 cases ever reported in global literature, this diagnosis was so rare that not even Alex's oncologists had encountered it. Not only was medical knowledge limited, but treatment was severely constrained by the lack of sufficient tissue for necessary genomic analysis.

Intensely frustrated by the limited information and treatment options and hugely motivated to do something, parents Martin and Katie, rallied their international network to support Team Syren (Syren is Alex's DJ moniker) to participate in the Everest in the Alps Challenge, led by Alex's Dad.

This year, the Challenge again served as a means to fundraise and propel collective awareness. It has also become a platform to push geographic boundaries, galvanise a strong sense of community around a cause, and drive sector and industry collaboration.



2024 IMPACT THEMES - THE FOUR 'C'S



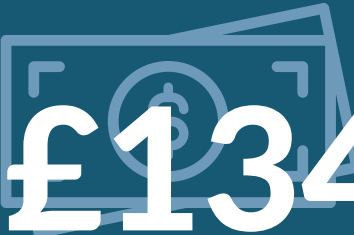
Historically, the Challenge has raised funds for cancer and non-cancer charities alike, predominately based in the UK. In 2024, it expanded to support more sectors internationally, while maintaining a close relationship with the UK's Brain Tumour Charity, for which it has consistently raised funds since the very first Ascent in 2015.

 **12**

Challengers took part

5 Nationalities among challengers

Including: Andorra, UK, USA, Serbia and Spain

 **£134K**

total raised

75% of this year's cohort are fathers

3 Teams Participated

4 

Charities supported

£75K

Raised for the UK's Brain Tumour Charity

£5.75M

raised since inception

COLLABORATION



"There is no cure without collaboration"

-A core value of the US Pediatric Brain Tumor Foundation

PARTNERSHIPS WITH INDUSTRY

In their respective careers in Oil and Gas, Martin Bell and Katie Bernard have developed a strong professional relationship with The Energy Council, the leading energy investment network. This year, the relationship culminated in a partnership with the world's leading triumvirate of brain cancer Charities: The Brain Tumour Charity in the UK, the Pediatric Brain Tumor Foundation in the US, and Kindred Foundation in Canada.

With access to over 100,000 executives globally and renowned for hosting conferences worldwide, the partnership with the Energy Council provides a huge opportunity to expand awareness, global reach, and financial support. The Council's global presence promises to push the Everest in the Alps Challenge further onto the international stage, where conferences profiling the Challenge have already taken place in Calgary and New York, with Houston and London coming later this year, followed by Singapore next year.

PARTNERSHIPS WITH PEERS

Another significant and hugely ambitious partnership is the agreement by 9 key members in the field of brain tumour research across Canada, the US and the UK to write a consensus statement as the first step in creating a DLGNT data consortium. With the aim to have a draft agreement finalised by 3Q24, this represents a much more proactive approach and a major development in getting access to more data and data sharing across institutions. Ultimately, this will benefit trial outcomes and treatment options. This pioneering consensus statement will outline exactly what experts in the field identify as needed to make the centralisation and dissemination of DLGNT data successful and help find treatment options for patients like Alex.



Alyson Levine and Martin Bell at the New York Energy Council Assembly

At Kindred Foundation, we are honoured to be a part of this initiative and fully believe that by working together, we can find solutions to the toughest of problems.

ANTONIA PALMER,
KINDRED
FOUNDATION

PARTNERSHIPS FOR IMPACT

Industry leverages its network in partnering with international brain tumour charities

The medical community acknowledges the importance of partnering to ease data flow

OUTCOMES

Creates global awareness

Unlocks extensive resources

Improves diagnoses

Drives innovative investments

Advances scientific exploration

Accelerates research for a cure

COLLECTIVE AWARENESS

For the first time since its inception, the 2024 Challenge went global! Participants and their training regimes transcended geographic borders, covering 12 countries across 4 continents. This year, Everest in the Alps 'debuted' on radio, TV, podcasts, and various social media channels around the world.

NORTH AMERICA

- 2 Challengers in training
- 2 Charities supported
- 5 N American Challengers
- 2 Media Appearances
 - 1 Radio
 - 1 TV News

EUROPE

- 7 Countries reached through training
- 2 Charities supported
- 6 Challengers from countries in Europe
- 3 Media Appearances
 - 2 Radio
 - 1 TV News

ASIA

- 2 Countries reached through training

SOUTH AMERICA

- 1 Country reached through training
- 1 Challenger

Consensus Statement Members Locations: Atlanta, Nashville, Philadelphia in the US, Heidelberg in Germany, London, UK, Toronto in Canada, and nationally in Canada through AYA.



Charity Location



Training Location



Energy Council Events



Consensus Statement Members

DATA SHARING

The Bernard-Bell Family have launched a website and online community for DLGNT patients to share information and their experiences. The goal is facilitating medical data sharing to enable further research into DLGNT so that oncologists globally can treat patients with a DLGNT diagnosis, more effectively.



[Click Here to Visit their Website.](#)

EIA ONLINE

In the build-up to the Challenge, the #trainingneverstops posts on Instagram and LinkedIn shared the relentless preparation and determination with daily updates. These served as a constant reminder of the disproportionate research funding; incidence of brain cancers in children and young adults.

Martin, Katie, and Alex discussed Alex's DLGNT journey, fundraising efforts, and Martin's involvement in Everest in the Alps on The Brain Tumour Charity podcast, "Let's Talk About Brain Tumours."

Through initiatives like the Everest in the Alps partnership, we can create global awareness and drive innovative investments in research to both better improve diagnosis and treat this disease and its lasting effects.

-THE PEDIATRIC BRAIN TUMOR FOUNDATION

COMMUNITY BUILDING



The Everest in the Alps Challenge continued to unite individuals from diverse backgrounds in a shared quest for personal triumph and charitable impact. This year's cohort of 12 conducted their pre-challenge, high-intensity training across numerous continents, generating social media content to share.



MIKE MATSON

"The beauty of the Alps and the strong bonds formed with a diverse team make this journey uniquely inspiring. This challenge is more than just an endurance test; it's an opportunity for personal growth and transformation in one of the world's most awe-inspiring landscapes."

PABLO TEJERA CUESTA

"Feet are killing but we're staying strong and some awesome team work going on. Early starts in the dark and late finishes, but amazing sunsets and sunrises and the slopes to ourselves at these times. I've met some inspirational individuals and a lot of good humans putting themselves through their limits for charity."



WILL NEWBERY

"We could see the top, the flags, Charlotte waiting with the Champagne. Crossing the line with Tom and Mike was the best finish-line-feeling ever. I have completed a few races in my time and most come with the odd tear in my eyes. But this one was so much more."

TOM GLANFIELD

"We faced the Alps not as individuals but as a united front for a cause greater than ourselves. This challenge has reaffirmed my belief in the power of collective action and the difference we can make when we channel our efforts towards a cause that matters."



THE DLGNT COMMUNITY



FOLLOW



In addition to the website, the Bernard-Bell Family has activated a Facebook community of DLGNT patients and family members to provide support, signposting, detailed information, and connections. Since the beginning of the year, this page has grown to a global community of more than 40 DLGNT patients and over 100 members—an incredible achievement, given how rare this diagnosis is.

THIS YEAR'S CHARITIES

The 2024 Everest in Alps cohort was almost entirely made up of fathers, bonding through a common goal to improve the lives of children and young adults. The charities supported are broad in that they operate in various regions and sectors, from providing practical and emotional support for families in Wiltshire and Dorset to conducting groundbreaking research on brain tumours in the UK, Canada, and the US.

THE BRAIN TUMOUR CHARITY

MISSION: Committed to saving and improving lives by moving further and faster to help every single person affected by a brain tumour.

VISION: For people diagnosed with a brain tumour to live longer and better lives.



THE PEDIATRIC BRAIN TUMOR FOUNDATION

MISSION: With a mission to Care. Cure. Thrive., the Pediatric Brain Tumor Foundation leads the way in funding childhood brain cancer research to cure the kids, supports families affected by this disease, and advocates for policies that help patients, survivors and their loved ones.

VISION: A world without childhood brain tumours.

KINDRED FOUNDATION

MISSION: Supporting the now while providing funding for an improved tomorrow.

VISION: To boldly advance cures, treatments, and support for children and adults experiencing health and life challenges in our community.



JULIA'S HOUSE

MISSION: To reach children with life-shortening and life-threatening conditions through flexible, bespoke care that supports the whole family.

VISION: For local families of life-limited and life-threatened children to be able to access the help they need, when and where they need it and for every family member to feel supported, valued, and cherished.



WITH CONTINUED ENGAGEMENT AND SUPPORT, OUR IMPACT CAN BE AMPLIFIED

Join the vehicle for change.

Physically, mentally, it's demanding. But it's also a lot of fun. From the beginning of your training, you'll be fitter, tougher and singularly focused. And you'll form a priceless bond with a group of individuals who share your ambition and motivation. You will be outside of your comfort zone but pushing yourself to your peak. Achieving something for yourself and for others.

For more information on how you can support us:

✉ info@everestinalps.com

🌐 www.everestinalps.com



This report was developed by impact consultancy Benesys.

Like many of you, the relationship between Impact consultancy Benesys and the Everest in the Alps initiative originated from a personal relationship and deep admiration for the Ritchie family.

Everest in the Alps partnered with Benesys to develop this document.

Benesys works with purposeful businesses and passionate individuals to integrate high-impact giving strategies into their work and lifestyles. It also works with charities on a pro bono basis, helping them structure, define, and measure their impact.

[We'd love to hear from you.](#)

www.benesys.co.uk

BENESYS
INTELLIGENT GIVING