



**EVEREST**  
IN THE ALPS

# A MOUNTAIN OF IMPACT



**BENESYS**  
INTELLIGENT GIVING

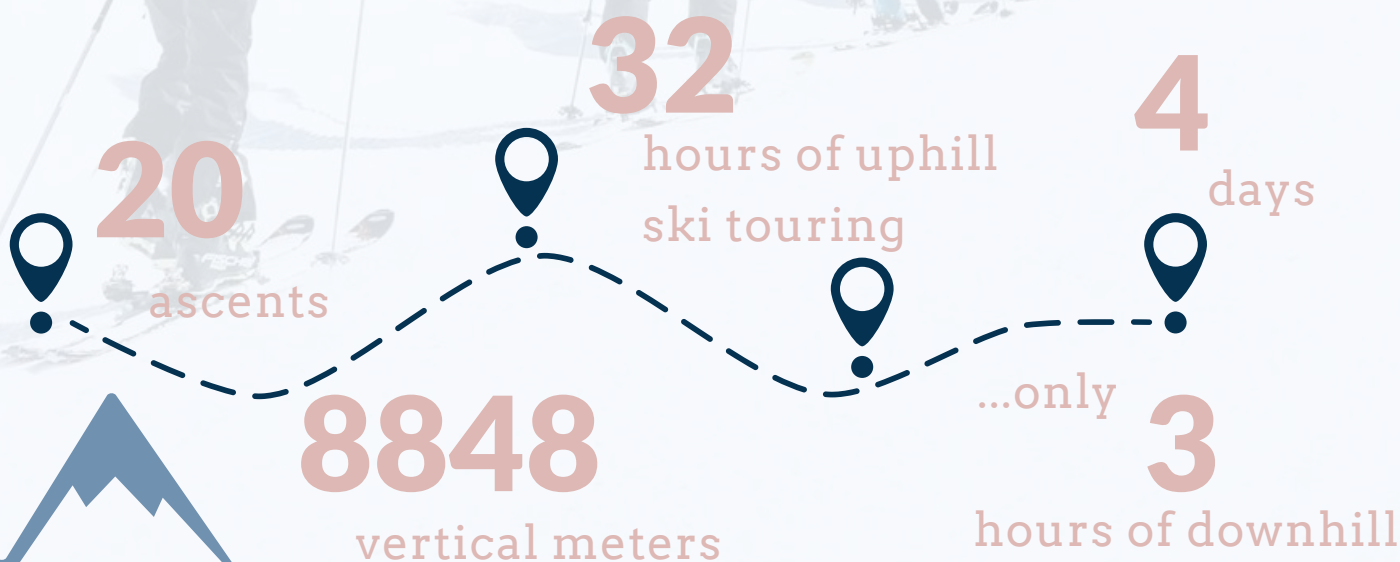
# A MOUNTAIN OF IMPACT

Since the first, pioneering challenge in 2015, the 5 subsequent Everest in the Alps challenges have contributed materially, not only to the progression of research into the causes and diagnoses of paediatric brain tumours, but in giving clarity to the arbitrary nature of this disease, its effects on those with a brain tumour diagnosis and those caring for a loved one with this diagnosis.

The challenge was conceived with the dual objective to raise funds and profile – initially for The Brain Tumour Charity – while pushing willing participants to their physical and mental max. Over time, the initiative has transcended what now seem modest objectives, and created a successful fund raising vehicle for multiple charities whilst simultaneously nurturing a community of committed supporters, inspired enough to donate their time, their ideas and network for a cause. On a personal level, participation in the challenge itself has had a profound effect on lives and outlooks. The impact has been transformative.

Impact Consultancy, Benesys, has developed this report to illustrate qualitatively and quantitatively, just how transformative. The impact has been broad – from changing the lives of charity beneficiaries to inspiring individuals and their families.

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

Everest in the Alps aims to inspire people to discover what really motivates them. Often, this can arise when faced with the most difficult challenges in life, when some challenges are tougher to conquer than others. For Toby Ritchie, the challenge was being diagnosed with an inoperable brain tumour at 5 years old. For his father Rob, it was the feeling of helplessness in the face of his sons diagnosis. The determination to do whatever he could for Toby and others like him propelled the creation of the EiA fundraising event.



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



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



To raise valuable and much needed funds for a charity of your choice



Challenge Individuals



Raise Awareness



Support Charities



Create Community



Promoting Health



Transformational Philanthropy

## 3 Themes of Impact

Championing Causes

Personal Growth

Community Creation

## OUR JOURNEY



Toby's Diagnosis  
2012



Founded  
October 2014



First Ascent  
October 2015



£5M Raised  
2017



Opening of The Everest Centre  
2017



EiA supports other charities & causes  
2019

# OUR IMPACT

*\*Data is sourced from a survey of former challengers and from The Brain Tumour Charity.*

## IN NUMBERS\*

6

TOTAL NUMBER OF EVENTS

**£5,619,000**  
raised for charities since first event in 2015

The equivalent of a charity raising almost £1m/year and operating alongside 4% of the largest UK charities

11

CHARITIES SUPPORTED

89% 

of challengers were motivated by a personal connection to someone diagnosed with a brain tumour

100% 

of challengers felt that their lives were enhanced, on a personal level by their participation in the challenge

18 - 72

AGE RANGE

65% 

of challengers that fundraised for the Brain Tumour Charity felt generally more informed about brain tumours after EiA participation

75% 

of challengers felt that the EiA challenge very much cultivated a sense of community

117

TOTAL NUMBER OF CHALLENGERS

89% 

of challengers felt generally more informed about the charity they were fundraising for after participation

96% 

of challengers are highly likely to recommend signing up

16

CORPORATE TEAMS PARTICIPANTS

82% 

of challengers fundraised for Medical Charities

68% 

of challengers felt a close personal connection to the Charity they fund raised for

### Participant Demographics

12/100 challengers have been women... sign up and help change this, girls!



**£5,243,000**

raised for the Brain Tumour Charity since 2015

# HOW WE STARTED

## Our Journey

It was on learning of his son's inoperable brain tumour that the idea of an ultimate ski touring event was born. Climbing Everest is synonymous with one of the greatest challenges in life. Acknowledging the huge challenges ahead, Rob founded an event that would raise money for brain tumour research with the ultimate goal to improve outcomes for Toby and others like him, with a brain tumour diagnosis.

Toby is a true inspiration. Since 2012, he has endured two major surgeries, 18 months of chemotherapy and many months in hospital. Throughout every obstacle faced, he has shown remarkable courage and strength beyond his years. No matter how hard it gets on the mountain, there is a constant reminder of the incredibly steep climb Toby has made and continues to make every day. One step at a time. That's how to conquer a mountain.



Rob Ritchie, Co-Founder



89%

of challengers were motivated either by a personal connection to the Ritchie Family or someone close to them with a brain tumour

For us Toby, who has a tumour in his brainstem, has shown incredible courage during his various treatments over the last 5 years and never complains. Like many children with a brain tumour he faces his personal "Everest" everyday.

Rob Ritchie,  
*Everest in the Alps*  
Founder

More than  
**400 children**  
are diagnosed with a brain tumour each year in the UK

Of these,  
approximately  
**50%**  
are low-grade tumours.

# WHY WE CLIMB



## THE PROBLEM

Over **60,000**

people currently live with a brain tumour in the UK

less than **20%**

of those diagnosed with a brain tumour survive beyond 5 years



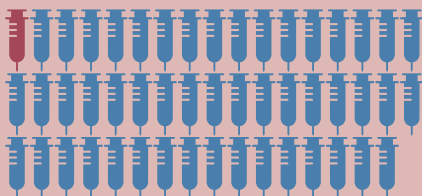
Brain tumours kill more people under

**40**

than any other cancer

### FUNDING GAP

Less than 2% of cancer funding in the UK is spent on research into brain tumours



The single biggest donation ever received by The Brain Tumour Charity was from the Everest in the Alps.

## The Brain Tumour Charity Solution

At the forefront of the fight against brain tumours for over 20 years, The Brain Tumour Charity has been the Everest in the Alp's original Charity Partner since 2015. EiA supports the Charity's goal to fight brain tumours in three key ways:



Accelerating a cure by funding research breakthroughs that lead to new treatments.



Driving the best lifelong care according to individual needs



Raising global voices to amplify awareness



In the last 5 years, the Charity has halved the average diagnosis time for children from **13 to 6.5 weeks**

## Improving treatment for children with low grade tumours

**50%** of all paediatric brain tumours are low grade tumours

yet research is often been neglected in favour of the more malignant tumours



# OUR LEGACY

## The Everest Centre

Globally, around 27,000 children and young adults have a low grade brain tumour. They are the most common childhood primary brain tumour. Every year in the UK, around 250 children and their families have to deal with the devastating diagnosis of this type of brain tumour.

Taking its name from the challenge that is fundamental to its very existence, **The Everest Centre for Research into Paediatric Low Grade Brain Tumours**, brings together experts from Germany and the UK and is a collaboration across DKFZ in Heidelberg, Germany, Great Ormond Street Hospital (GOSH) and the Blizard Institute in London. Research is conducted into developing new treatments and finding tailored treatments to improve the quality of survival and helping to halve the harm that brain tumours have on children and their families. The Centre exemplifies the unique relationship between a charity and a donor.



Dr. David Jones

### KEY ACHIEVEMENTS IN THE 1ST 5 YEARS

2017 - 2021



Improved accuracy in diagnosis through the creation of a free world-wide tool

**35%**

of children are getting a more accurate diagnosis



Drug development now taken into clinical trials

Research has identified a drug which blocks a key cellular signal and kills low grade glioma cells.



Improving quality of life and long-term outcome metrics through data collection

**1,200**

datasets of paediatric low-grade brain tumour patients have been collected.



Less invasive treatment options

A class of drugs has been identified to target certain low-grade gliomas less aggressively than chemotherapy.

The Everest Centre has become a strong, highly collaborative European centre with close collaboration across international borders, and has brought enormous knowledge in the understanding of the many facets of low-grade brain tumours"

Dr. David Jones, *Head of the Pediatric Glioma Research Group at the German Cancer Research Centre and Hopp Children's Cancer Centre*

# OUR IMPACT IN WORDS



LORNA  
ROBERTSON TIMMIS

EiA was incredibly affirming, fulfilling and actually I felt it was a massive honour to be apart of it.



ROB  
DE LASZLO

It has been very rewarding to be part of something bigger that is really making a difference.



PHIL  
SPENCER

Without question [EiA has changed the way I live my life]. I did what I didn't think I could do, putting oneself outside your comfort zone good in mid life



# OUR INSPIRATIONAL GUIDES

## Adaptive Grand Slam

Everest in the Alps has partnered with the AGS Foundation, a charity which supports members of the disabled community regain confidence, independence and meaningful occupation. Each EiA team is led by an experienced ex-military mountain guide, supported by an AGS member, preparing for their next challenge.



### STORY

Many people with life changing injuries face a long process of rehabilitation, that comes with challenging physical and psychological obstacles.



### VISION

The AGS aims support people with a disability to join expeditions and physical challenges and to inspire our community to achieve the extraordinary.



### MISSION

The AGS seeks to tackle the greatest challenges known to mankind. Our first epic series is to complete the notorious Explorers' Grand Slam.



Martin Hewitt, AGS Founder

Through our endeavours we can demonstrate that one can still achieve great things. If one has support, drive and determination, a debilitating injury should not stop you from reaching your goals.

Martin Hewitt,  
AGS Founder

## The AGS Challenge

The Grand Slam is considered the height of achievement amongst seasoned mountain climbers and expedition leaders.

### THE AGS JOURNEY

Climb the highest peak



on all seven continents



and walk to the North and South Poles unsupported



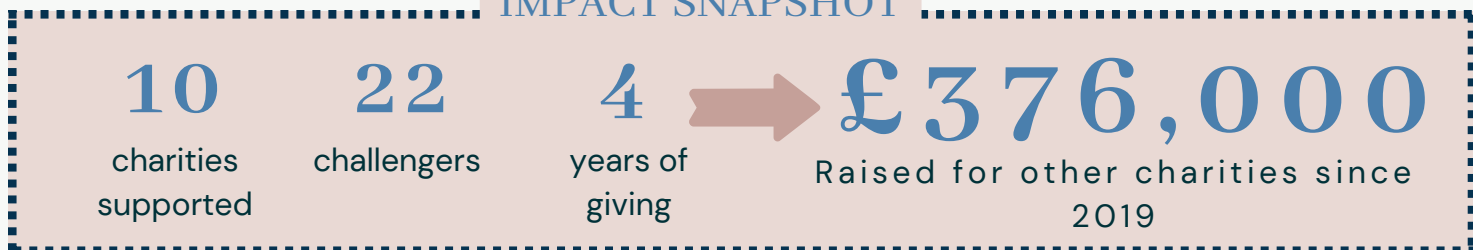
# 54%

of challengers felt that the support structure from the guides during the challenge differentiated EiA from other physical fundraising challenges

# EXTENDING OUR REACH

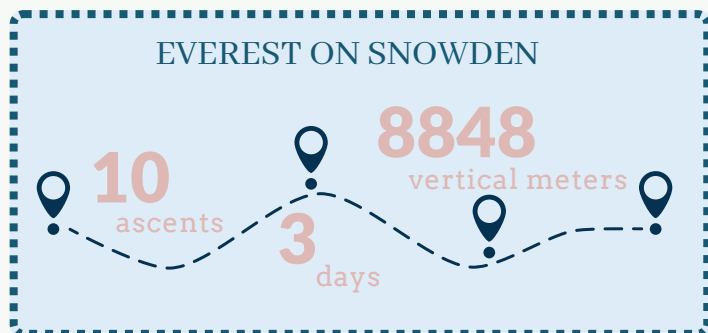
*Since 2019, the EiA event has enabled other charities to benefit by enabling Challengers to select their own cause to support.*

## IMPACT SNAPSHOT



### Team Sahasa

Harry Jack & Robert Sugden of Team Sahasa, raised £125,000 and split between The Brain Tumour Charity and **Parkinson's UK** by climbing 'Everest on Snowdon'.



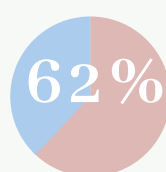
### Team Wickers

99 young people under 25 were murdered with a knife in the year ending March 2022.

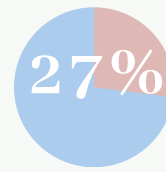
£37,499 raised

Henry Smith, Daniel Harris, Jake Hall, George Robins, Stephen Barnard and Paul Brenna supported **The Wickers Charity**, helping to reduce gang related crime in East London.

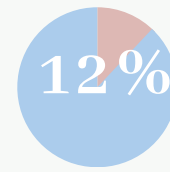
### SECTOR BREAKDOWN



supported medical charities



supported mental health charities



supported children and young people

### Team Adventure 4 Dementia

Jonathan Gomer, Angus McIntosh, Joff Goor, Ian Brungs and Hamilton Matthews raised funds and awareness for **Dementia UK** with the goal to support the amazing Admiral Nurses.

### Isabella Knatchbull

Isabella raised money for **James' Place**, a charity offering life-saving support to men in suicidal crisis. Its mission is to stop men dying by suicide.

men account for 75% of suicides in the UK

£91,593 raised for James' Place

### Beneficiaries



# COMPOUNDING OUR IMPACT

*Total Impact takes into account the non-financial contributions to positive social value generated, by the event, highlighting the compounding potential.*

## Improved Physical & Mental Health



“EiA is both very tough and very doable. There is an attainability to it... its hard mentally, its hard on your fit, its not just fitness you have to be mentally tough.”

**42%**

of challengers felt that the extent of the physical challenge, the increased fitness level and mental resilience were the most valuable aspect of the experience.

## Increased Altruism



**82%**

of challengers felt more philanthropic or altruistic after the event.

## Sense of Community



“I loved the shared experience, the bonding with the team and the atmosphere. I just wanted to be with team to support, share and laugh.”

**93%**

of challengers felt that the EiA challenge cultivated a sense of community.

## Increased Awareness



**57%**

of challengers felt they gained a deeper awareness of the cause they supported.

## Financial Support



**£5,619,000**  
raised in total since inception

## Network Effect



“It's given me an enormous gift through a bank of memories and camaraderie with my cousin who I got involved with the challenge.”

# 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@everestinthelaps.com](mailto:info@everestinthelaps.com)

🌐 [www.everestinthelaps.com](http://www.everestinthelaps.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 business and passionate individuals to integrate high impact giving strategies into their way of working and living. Benesys also work with charities on a pro bono basis helping them structure, define and measure their impact.

[We'd love to hear from you.](http://www.benesys.co.uk)

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