

## Community Impact Bucks' COVID-19 Briefing #16

### Sport fundraiser: The 2.6 Challenge

*Short regular briefing from Community Impact Bucks*

16th April 2020

Dear Sir/Madam,

As we are all well aware, the COVID-19 crisis is having a huge impact on the finances of charities of all sizes across the country.

To help fill the gap in the expected £4bn income shortfall, the organisers of the UK's mass-participation events (including the London Marathon) are coordinating a campaign – [‘The 2.6 Challenge’](#) – to help bring in much-needed funds. For example, the London Marathon – the world's biggest annual one-day fundraising event – generated £66.4m for charities last year.

Thanks to Ewan Shinton at Thomley for alerting us to this!

#### THE 2.6 CHALLENGE

To be launched on Sunday 26 April, the day that the 40th London Marathon would have taken place, the 2.6 Challenge calls on the public to come up with activities to compensate for the cancellation of events due to the pandemic. People of all ages and abilities will be encouraged to create their own athletic activities based around the numbers 2.6 or 26 to generate donations from either themselves or others.

For more information, have a look at the 2.6 [webinar](#) held yesterday (15 April) and download the [presentation and toolkit](#) which has a range of resources including posters and social media frames, newsletter copy and inspirational challenge ideas.

**Next steps:** please share The 2.6 Challenge with as many of your contacts as possible between now and Sunday 26 April with the simple message of ‘*come up with an activity based around the numbers 2.6 or 26 and fundraise or donate to help to save the UK's charities via [The 2.6 Challenge website](#)*’.

For additional information on The 2.6 Challenge, please visit [The 2.6 Challenge website](#) but if you have any queries, you also can email [hello@twopointsixchallenge.co.uk](mailto:hello@twopointsixchallenge.co.uk).

#### #FundAlert: Grants up to £5000

Heart of Bucks has two funds providing grants for Bucks charities and groups which are helping local residents during the COVID-19 pandemic:

- The **Bucks Coronavirus Response Appeal** is aimed at groups, charities and organisations in Buckinghamshire which are able to provide local support at this time of crisis. Grants of up to £5,000 can be applied for by groups protecting the most vulnerable at this time.
- Grants from the national fund **NET Coronavirus Appeal** are being distributed in Buckinghamshire by Heart of Bucks. Grants of up to £5,000 can be applied for by local charities and grassroots organisations which are providing vital support to people at this difficult time in the quickest way possible.

To apply to either of these funds, or to read the eligibility criteria, look at [Heart of Bucks' Coronavirus Funds](#).

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