

# Challenge for Change launches The Continental Challenge –inviting groups to travel 100,000km for children's charities

*Challenge for Change launches The Continental Challenge, bringing businesses, communities and individuals together to travel 100,000km for children's charities.*

BIRMINGHAM, UNITED KINGDOM, August 19, 2026 /EINPresswire.com/ -- Businesses, schools, sports clubs, community groups and individuals across the UK are being invited to take part in [Challenge for Change](#) – The Continental Challenge, an inspiring community initiative that aims to collectively travel 100,000 kilometres across seven continents while raising vital funds for children's charities.

Returning after a hugely successful inaugural event in 2025, Challenge for Change has already demonstrated the power of communities coming together. Last year's campaign united participants from 11 countries, supported 31 children's charities and raised more

than £45,000, proving that when people come together around a shared purpose, they really can make a difference. Now, organisers are calling on even more people - and particularly businesses - to get involved.

Throughout September 2026, participants will work together to complete a symbolic journey across all seven continents. Whether walking the dog, cycling to work, swimming with friends, organising a workplace challenge or taking on an ultra-endurance event, every kilometre counts towards the collective 100,000km goal. Challenge for Change remains true to its founding belief that making a difference should be accessible to everyone. Participants simply set their own target, choose the children's charity they wish to support and become part of a growing community united by challenge, fun and the desire to make a lasting difference.

David Fenton, Founder of Challenge for Change, said 'What made Challenge for Change so



special last year wasn't just the kilometres we covered or the money we raised. It was seeing people encourage one another, businesses bringing teams together, families getting active and communities supporting children's charities that meant something personally to them.

The Continental Challenge builds on that incredible spirit. It isn't about being the fastest or the fittest. It's about thousands of people doing what they can, having fun, supporting one another and proving that together we really can make a meaningful difference.

Challenge for Change is about much more than fundraising. It encourages people to become more active, improve their wellbeing, connect with others and be part of a supportive community. Throughout September, participants share their journeys, celebrate milestones and motivate one another, creating an event where everyone can contribute regardless of age, ability or experience. Whether you're completing five kilometres or five hundred, every participant helps move the community closer to its shared goal.

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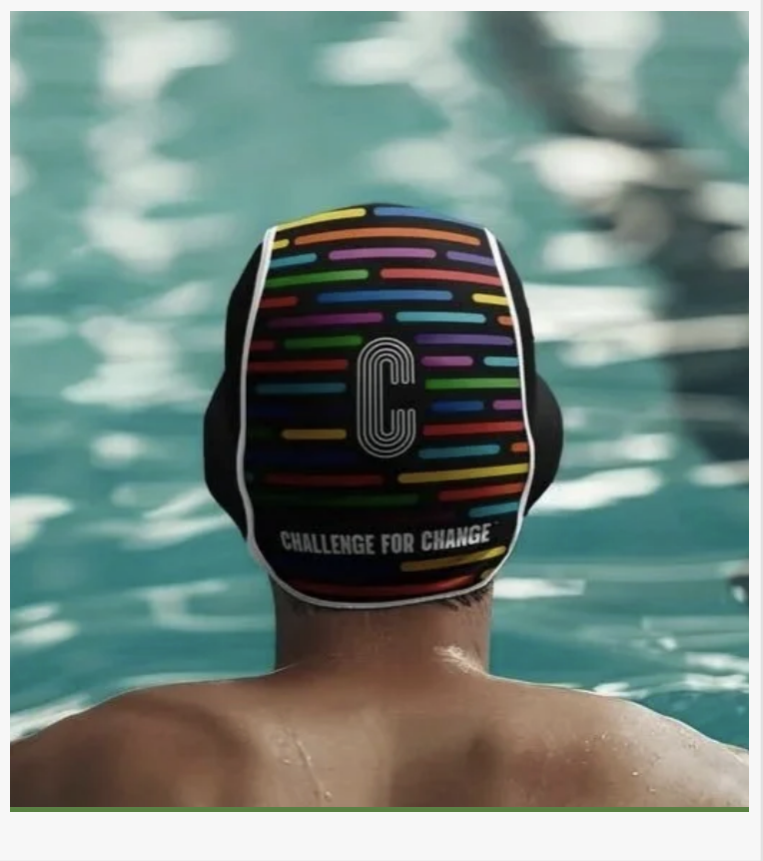
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*David Fenton, Founder of  
Challenge for Change.*

One of the biggest ambitions for 2026 is to encourage more organisations to join the movement. Challenge for Change offers businesses a unique opportunity to combine employee wellbeing, team building and community impact in one inclusive initiative. Companies can create teams, organise friendly competitions between departments, encourage lunchtime walks, cycling groups or workplace challenges, and support children's charities chosen by their employees. Because everyone sets their

own target, colleagues of all abilities can take part together, making it an engaging way to strengthen workplace culture while giving something back.

Whether you're a team of 10 or 10,000, Challenge for Change provides a simple, flexible way to bring people together behind a shared purpose.



Challenge for Change is proudly supported by organisations that share its commitment to creating positive social impact.

New Headline Sponsors include:

- Reconomy – a leading international circular economy specialist helping organisations unlock value through sustainable resource management while supporting initiatives that deliver positive social impact.

- [BinIt](#) – specialists in responsible waste management and environmental sustainability, helping businesses and communities create cleaner, greener environments.

- [GiveWheel](#) – the fundraising platform that enables participants to easily support the children's charity that matters most to them. Multi-charity fundraising for individuals, teams and companies

- Total Active Hub – champions active lifestyles, wellbeing and community participation, inspiring more people to get moving and improve their physical and mental health. [Home](#) | [Total Active Hub](#)

Ajmal Khan, Director of BinIt, said:

'We're proud to support Challenge for Change because it brings together businesses, communities and individuals to create positive change where it's needed most. The Continental Challenge is a fantastic example of collaboration delivering real impact'

Challenge for Change has also developed a growing network of strategic partnerships through Running Industry Alliance (RIA) These relationships have been built on a shared commitment to encouraging more people to become active, improve wellbeing and support charitable causes.

New partners supporting the 2026 campaign include GiveWheel, Wolf Run, Muscle Mechanics, Ultra X, Long Run Club and the Liberti Group.

Together they are sharing audiences, promoting participation and demonstrating that collaboration creates a far greater impact than working alone. They complement our long-standing partners Supported in addition by our long standing partners Logoyo, Studio Up North, Soundbite Media, Hewitt Matthews, Strategy Plus and Trademark Tribe.

Whether you're looking for a personal challenge, a fundraising event for your school or sportsclub, or an engaging team-building opportunity for your business, Challenge for Change offers everyone the chance to be part of something bigger. Every kilometre travelled helps move the community across seven continents. Every participant helps change children's lives.

The Continental Challenge is now open. Whether you're entering as an individual, a family, a school, a sports club or a business team, now is the time to get involved. Visit [challengeforchange.org.uk](https://challengeforchange.org.uk) to register, create your team and start your journey.

One challenge. Thousands of people. 100,000 kilometres. Seven continents. Countless children's lives changed.

#### About Challenge for Change

Challenge for Change is a global community fundraising movement that brings together individuals, businesses, schools, sports clubs and community groups to support children's charities through movement. Participants choose their own challenge and the charity they want to support, creating an inclusive event where every kilometre counts. Following a successful first year that raised more than £45,000, supported 31 children's charities and engaged participants across 11 countries, Challenge for Change returns in September 2026 with The Continental Challenge, inviting participants to collectively travel 100,000 kilometres across seven continents while continuing to make a lasting difference to children's lives.

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