



The evolution of charity running and endurance fundraising

The running market



Almost half the UK are running

40% of the UK population run at least once a week and over a quarter (28%) wanted to start or were considering running more in 2025.

Gen Z want to run more

Gen Z is the keenest to run more, with 68% of 16 to 27-year-olds sharing this goal for 2025 and are the **most likely to run more** events in 2025.

Millennials run the most

Millennials (aged 28-43) **run more** than any other generation.

New runners are emerging

30% of new runners started running due to the covid-19 pandemic, but participation has really exploded since 2024.

The running trends

Hybrid training:

- ✓ 25% of runners are strength training too with searches for Hyrox training apparel up almost 300% YoY.

Competition is driving participation:

- ✓ Searches are up c.50% for sub-3 hour marathons and related apps and plans.

Run Tourism and 'race-cations':

- ✓ Particularly younger runners (Gen Z, Millennials) are looking for destination races that bring together social, travel and competition.

Social communities:

- ✓ Offline and online; from run clubs to social media. TikTok is a huge amplifier (1.3 billion views on running-related content).

Realbuzz generated over 200M of reach for our partners across TikTok and Instagram with our network of ambassadors

200M+

200M+

200M+

200M+

200M+

200M+



What does this mean for event participation and charity running?

*Enthuse Donor Pulse Report, 2024

53% of charities* were projecting to see income growth from fundraising events in 2025.



Record-breaking fundraising in the 2024 World Majors



**£73.5
million**

Raised through the
London Marathon

**\$71.9
million**

Raised through the
Boston Marathon

**\$36
million**

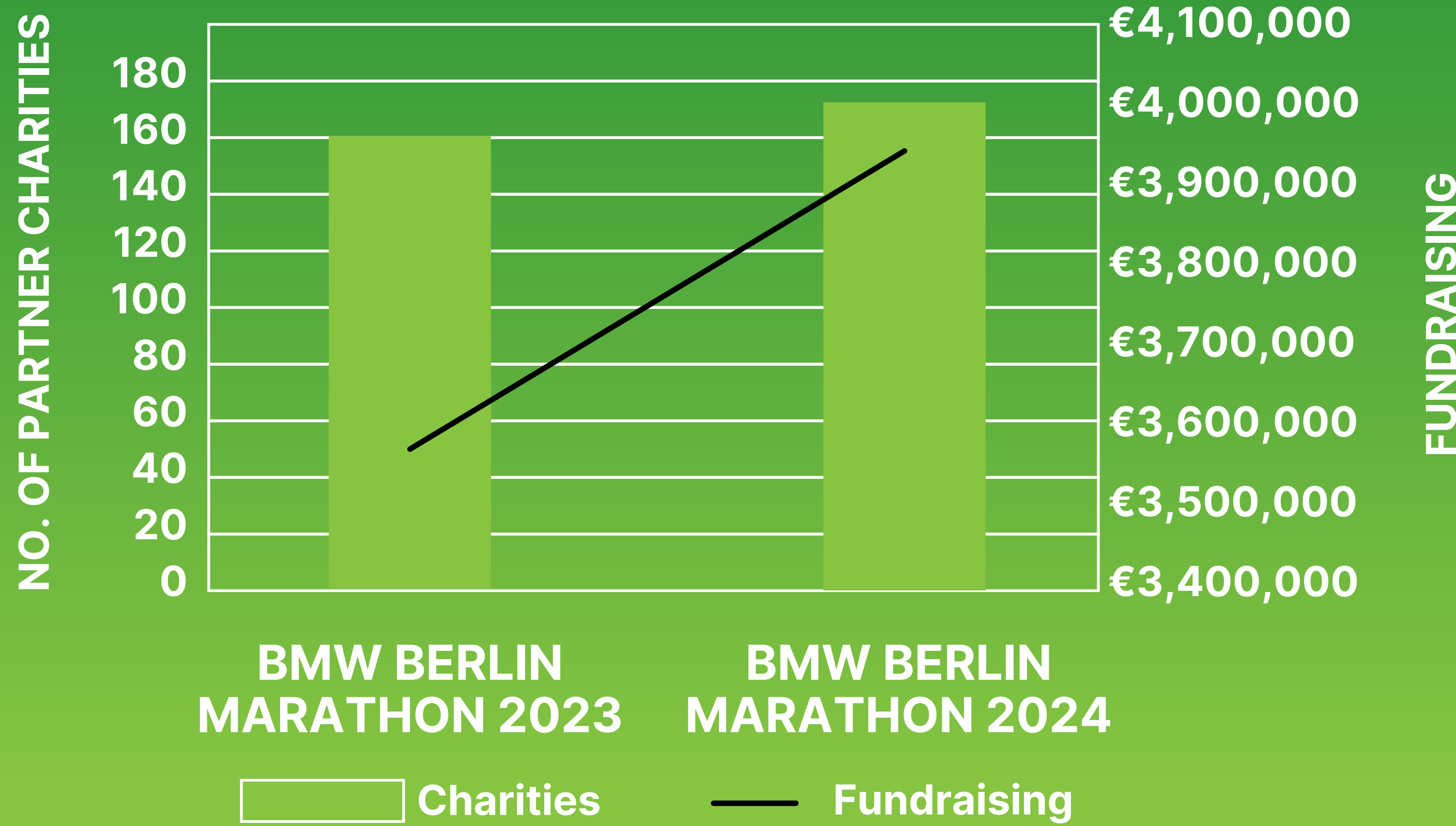
Raised through the
Chicago Marathon

**\$66
million**

Raised through the
New York Marathon
(+8% YoY)

Trends through global realbuzz charity programmes echoed this growth

BMW BERLIN-MARATHON YoY GROWTH



71.5% YoY, 4:1 ROI

Increase in fundraising YoY in the 2024 Irish Life Dublin Marathon.

51.5% YoY, 4:1 ROI

Increase in fundraising YoY in the 2024 BMW BERLIN-MARATHON alongside a 35% increase in average funds raised.

307% YoY: 3:1 ROI

Growth in charity participation in the fast-growing SuperHalves Series, with average fundraising up 25% YoY.



The world's strongest marathon brands

© Brand Finance Plc. 2025

	1	London Marathon	90.1		11	Rio de Janeiro Marathon	72.4
	2	New York City Marathon	89.7		12	Dublin Marathon	71.6
	3	Paris Marathon	88.4		13	Madrid Marathon	71.5
	4	Berlin Marathon	82.9		14	Toronto Marathon	70.9
	5	Boston Marathon	80.8		15	Miami Marathon	70.7
	6	Tokyo Marathon	80.0		16	Barcelona Marathon	70.6
	7	Rome Marathon	79.7		17	Vancouver Marathon	70.3
	8	San Francisco Marathon	78.8		18	Dubai Marathon	70.1
	9	Sydney Marathon	78.6		19	Abu Dubai Marathon	69.4
	10	Los Angeles Marathon	73.1		20	Hamburg Marathon	68.6



Partner Spotlight: Make-a-Wish UK

- ✓ **Top 3 charity** on the 'run with realbuzz' programme.
- ✓ Last year, the charity had over **141 active runners** across **13 different events** and a range of distances.
- ✓ Over **228 runners** have selected Make-a-Wish UK as their preferred cause since the charity joined the programme.

2024 - 2025:
141 active runners have raised over
£91,000 for the charity



Make-a-Wish UK
Official charity partner:
6IN1 campaign 2025 – 2026

Combined team
following of over

1.6M

Projected reach
opportunity of over

20M

Amplifies the opportunity to
run for the charity across all
events



Why partner with realbuzz - capturing the market moment

With more than 50 event partners, we've helped our thousands of charity partners raise **over £1billion** in fundraising so far.



INTERNATIONAL REACH



We already engage with more than **250,000 runners**, globally, with 50% outside the UK, with major market in US and Ireland.

OPENING THE FIELD



Our **extensive network** of prestigious event partners means you can easily recruit and fundraise across multiple races.

EMPOWERING RUNNERS TO RAISE MORE



As experts in fundraising and reaching runners, we provide tailored stewardship and the **highest level** of customer support for our charities and their runners.

BUILDING YOUR BRAND



With our network of ambassador creators, we've generated reach of over **200M** across a range of partner charities.

The 'run with realbuzz' programme:
+300 charities already participate in this no-upfront cost, hands-on stewardship programme with average 3:1 returns across more than 40 events.

The home of charity running

Trusted by thousands of
charities and more than
250,000 runners, worldwide.

Thanks for listening. Want to learn more?



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