

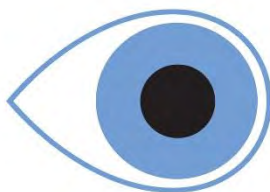


# MOORFIELDS EYE TO EYE | CASE STUDY



## EYE TO EYE WALK // 14 MILES

- LONDON -



moorfields  
eye charity



# FACTBOX



<b>CHALLENGE NAME</b>	Moorfields Eye to Eye Walk
<b>DATE</b>	March 2015/16 & 2017
<b>TYPE</b>	Walk
<b>DISTANCE</b>	14 miles or family friendly 4.5 miles
<b>NO. IN GROUP</b>	751
<b>AGE GROUP</b>	From young children to those 80+



## CHALLENGE OVERVIEW

This one day challenge took us west from Moorfield Eye Hospital through peaceful parks and alongside waterways, passing famous sights including Hyde Park, Buckingham Palace and Big Ben as we walked through the heart of the city to the finish point overlooking the London Eye on the Thames. This was a tough one-day event through the urban landscape of the capital.

At 14 miles, it forms a memorable and worthwhile challenge for walkers, however the inclusion of the 4.5 mile short walk allowed families to bring along young children and also older participants unable to walk the full distance to take part. Importantly we kept the start and end points the so all challengers could set off and celebrate together.



# EVENT MANAGER PROFILE



**Hannah Bentley**

**> Role**

Donor Relations & Events Manager

**> Best bit about working on Challenge Events?**

Meeting our amazing supporters who are really going the extra mile to raise vital funds for a cause they are passionate about.

**> Your biggest challenge as an Events Manager?**

Ensuring that our events programme is fully integrated into our supporter journey; ensuring we are offering excellent supporter care, demonstrating the amazing impact our fundraisers make at [Moorfields Eye Hospital](#) and offering real choice to our fundraisers on how we communicate with them - all to make sure our supporters feel valued and inspired to continue fundraising and helping MEC to help more people.

## THE EVENT



**> What were the reasons for choosing Eye to Eye as your bespoke challenge?**

We wanted to introduce an event which would enable us to grow our supporter base among our patients and staff, and which would generate sustainable income we could grow year on year for Moorfields Eye Charity. Eye to Eye has since become our flagship event, and our main tool for engaging with our events and community supporters.

**> What lead in time do you give yourselves for promotion and recruitment?**

8 months

**> What has been your main marketing success?**

Persuading Boots Opticians to promote the event to their customers in central London.

# THE OUTCOMES



2015  
500  
PARTICIPANTS

2016  
751  
PARTICIPANTS

TOTAL  
FUNDRAISING  
£366,000

## > What sort of participant numbers do you reach, and what sort of fundraising are you achieving from this event?

The Eye to Eye Walk launched in 2015 and we were delighted to reach our target of **500+ supporters** and raise over **£106,000**. We have quite ambitious growth targets for the event, and in 2016 we grew participants and income by over **50%** - recruiting **751 walkers** and raising **£260,000**. We want to grow the event again in 2017 and hope to have **1,000** people marching for Moorfields and raising **£300,000**.

## > What do you enjoy about working with Discover Adventure?

We always know that we can rely on Discover Adventure (DA) to plan the day to the last detail, ensuring that all our supporters have a fabulous event experience. It's brilliant to have them on hand during the planning process too, and to know that they're always just an email or phone call away. We couldn't run Eye to Eye without DA and the fact that we get large numbers of repeat sign ups demonstrates what a good job they do!



## ARRANGE A MEETING

If you are interested in establishing a bespoke annual fundraising event or series, then arrange a meeting with our Head of Bespoke Partnerships, Lauren Forecast  
**01722 719032 // [Lauren@discoveradventure.com](mailto:Lauren@discoveradventure.com)**

Just drop an email with a brief overview of your aims and requirements and we'll be in touch within seven days.



**WE BELIEVE THAT GOING ABOVE AND BEYOND TO MAKE A DIFFERENCE TO THE LIFE OF ANOTHER AND FULFILLING A LIFETIME GOAL ARE THINGS THAT EVERYONE SHOULD HAVE THE OPPORTUNITY TO DO.**

Challenge events, enable your fundraisers to feel a sense of exhilaration, achievement and fulfilment.

We're here to help you deliver that, so in turn your organisation can support more people and projects each year from funds raised through challenges.

## #KnowNoLimits

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