

Join IICF, family, friends and colleagues – around the world – as we Step Up for children in need!



IICF International STEP UP Challenge

April 22–May 19, 2024

This unique 4-week exercise challenge is designed to raise vital funds for vulnerable children and communities, while getting fit and healthy!

Individual & Team Competitions! Only \$50 (£30) for individuals

INSURANCE INDUSTRY
CHARITABLE FOUNDATION
1994 • 2024  30
YEARS

How it Works

1

Register yourself or a team

Be a solo competitor or invite colleagues, family and friends to join you on a team – anyone you'd like, anywhere in the world!

[Sign up: US Participants](#)

[Sign up: UK/International Participants](#)

Register before April 22 so all of your activity is counted!

2

Track your exercise for 4 weeks

Walk, run, bike, yoga, you name it – daily workouts will be converted into steps within the app to keep you atop the leaderboard!

[Get started on the Step Up platform](#)

Easily track your progress and connect to devices and apps you already use.

3

Raise money for great causes

Participation supports the IICF Children's Relief Fund in the US and IICF Revitalising Communities in the UK along with charities chosen by the winners!

[Who it Benefits](#)

Making an Impact

▶ Charities of Choice Chosen by Winners

Winners will be invited to choose a charity* to receive an IICF grant.

1st Prize for Individual and Team Winners:

\$1,000 grant (2 awarded)

2nd Prize Winners:

\$500 grant (2 awarded)

▶ Children's Relief Fund & Revitalising Communities Fund

Participation benefits children struggling with hunger in the US and vulnerable children and families impacted by the cost of living crisis in the UK.

[Become a Sponsor](#)

▶ Drawing for Additional Grant

Everyone meeting the minimum stepping amount** will be entered into a drawing to designate a grant to their charity of choice.

Minimum Steps Drawing Winner:

\$250 grant (1 awarded)

Become a sponsor to support vulnerable children – while promoting team building & wellness!

*Nonprofit and charitable organizations to be vetted prior to grant awards to ensure compliance with IICF standards.

**Participants can track a wide variety of activities to be converted to steps within the challenge platform.

IICF Supporters

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IICF's International Step Up Challenge is powered by
[Terryberry Wellness / Walker Tracker!](#)