



THE BIG HALF 2024 FACT SHEET

ABOUT THE BIG HALF

The Big Half is a community event for everyone, regardless of age, background or ability – which is why we support and encourage first-time runners, and particularly those from the communities that the 13.1-mile route passes through, to take part.

On Sunday 3 September 2023, more than 15,500 people crossed the Finish Line at Cutty Sark in Greenwich, as London said goodbye to British athletics great Sir Mo Farah, who ran his final competitive race in the capital before retirement. This year's event on Sunday 1 September promises to be just as memorable and exciting.

WE RUN AS ONE CAMPAIGN

The feeling of togetherness experienced by the athletes, participants and spectators alike at the 2023 event was a great example of why the message behind The Big Half is **#WeRunAsOne** – a campaign that shines a light on the incredibly diverse running community who take part each year.

Our aim is to empower people to enjoy the mental and physical health benefits of running, and we especially encourage entries from groups and individuals who live in the local community.

OPPORTUNITY FOR CHARITIES

All this means The Big Half 2024 offers you a great chance to engage people who are eager to take on their first half marathon, as well as target those from under-represented communities – this is why the assets in this toolkit focus on helping you encourage as many people as possible to take part.

It's also worth bearing in mind that historically, on average, each The Big Half fundraiser raises more than £500, which could represent a big boost for your charity.

ONLINE FUNDRAISING

Enthuse is our exclusive online fundraising partner for all our events, including The Big Half.

When participants register for The Big Half, a fundraising page will be created for them on the official fundraising platform, powered by Enthuse. This is a frictionless and easy user journey – all without the need to create an account – which means participants can start fundraising for your cause sooner and raise more.

Enthuse is a B2B platform, which means it puts charities first – quite literally with each charity's brand and logo at the forefront of official LME fundraising pages.

We believe this is a better experience for supporters and means the fundraising pages participants share with family, friends and peers create a brand awareness effect for each charity, helping them build and nurture a loyal supporter base, raise more funds and ultimately have more impact.

For these reasons we encourage any charities that haven't partnered with Enthuse before to complete the onboarding process in order to receive funds raised for their causes, as well as benefit from branded fundraising pages and real-time data. There is no subscription charge for the platform for charities that hold places in our events.

The Enthuse registration process is very simple and can be completed **here**.

GOOD LUCK!

Thank you for purchasing places in The Big Half 2024. We wish you the very best success. We can't wait to see you and your participants on Sunday 1 September!

The Big Half Team