

JustGiving[®] from Blackbaud

EVENT FUNDRAISING REPORT 2025



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INTRODUCTION

Whether it's your first fundraising event or your hundredth, you need it to be successful – your charity's mission counts on it!

In 2024, charities just like yours used JustGiving to raise more than £200 million, exclusively from fundraisers doing fitness events.

As we move into 2025, the landscape of events continues to evolve, and there's plenty to consider.

What type of events are growing most, and which are your supporters most likely to join? Who's taking part in different race distances, and what should your campaign timeline look like?

In this report, you'll discover all this and much more. Not only have we packed in the most important event fundraising data we've analysed over the past year, but some actions and recommendations for your charity too.

Plus, you'll get actionable insights and tips from some of our partners across the industry. Thanks to Let's Do This, Massive, Action Challenge, Run for Charity and GivePanel for lending their expert voices and insights to this report.

Ready to get the insights to help guide your event fundraising in 2025? Let's dive in – we hope you enjoy the report.





KEY TRENDS

KEY TRENDS

Fundraising growth in fitness and sports

It's been an incredible year for sporting events, with overall field sizes increasing, record numbers of runners entering ballots, and events selling out earlier.

We can see this reflected in the fundraising as well. In 2024, 3% more people created JustGiving Fundraising Pages for organised events¹ across key sporting activities, including cycling, swimming, running, walks, and treks. This huge growth in event fundraising popularity drove a 6% growth in donations.

3% ↑

Increase in pages created in 2024

6% ↑

Increase in donations in 2024

When we dig into the reasons behind that growth, we can attribute it to an increase in the number of pages receiving donations – the “page activation rate” – and an increase in the average raised per page.

Page activation rate

2023  68%

2024  70%

Average page value

2023  £738.84

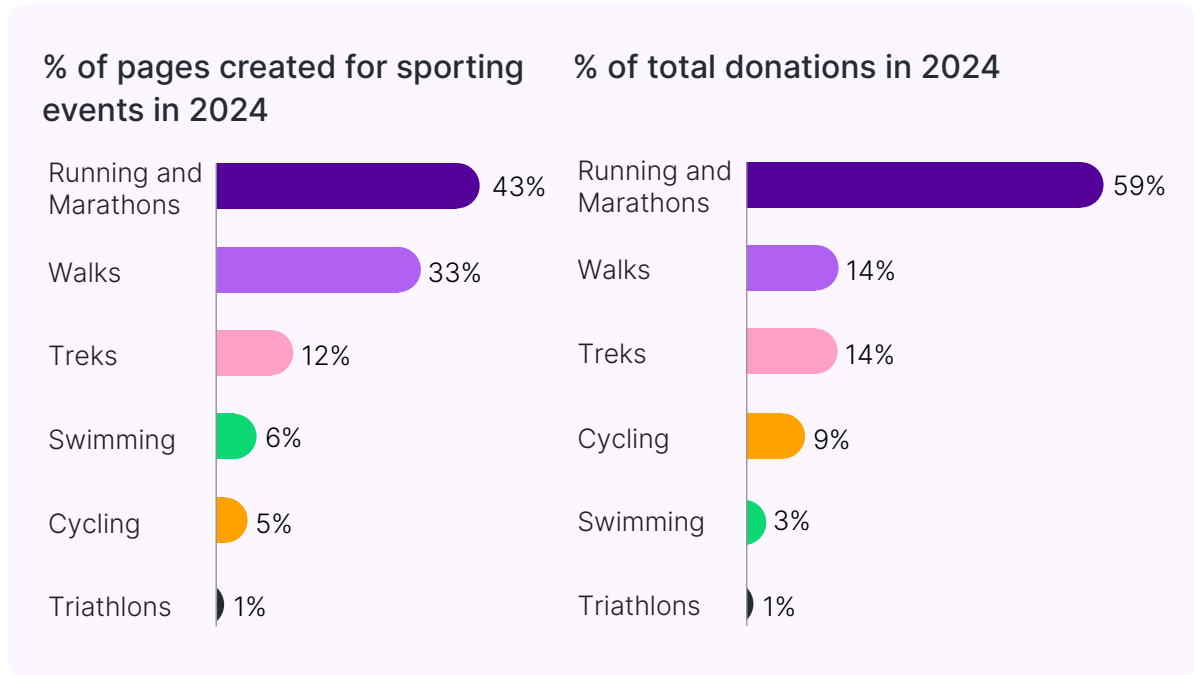
2024  £741.31

This huge growth in event fundraising popularity drove a 6% growth in donations.



¹ We define an organised event as one organised by a charity or event organiser, such as London Landmarks Half Marathon.

When taking a closer look at the sporting activities people take part in to raise money on JustGiving, running events continue to dominate this space, driving 43% of all pages created for sporting events on the platform.



When we look at the number of pages created across top activities, it's clear that running and walking are THE most popular. The year-on-year fundraising performance of each activity also indicates that the growing popularity of running and walking translates into real fundraising impact:

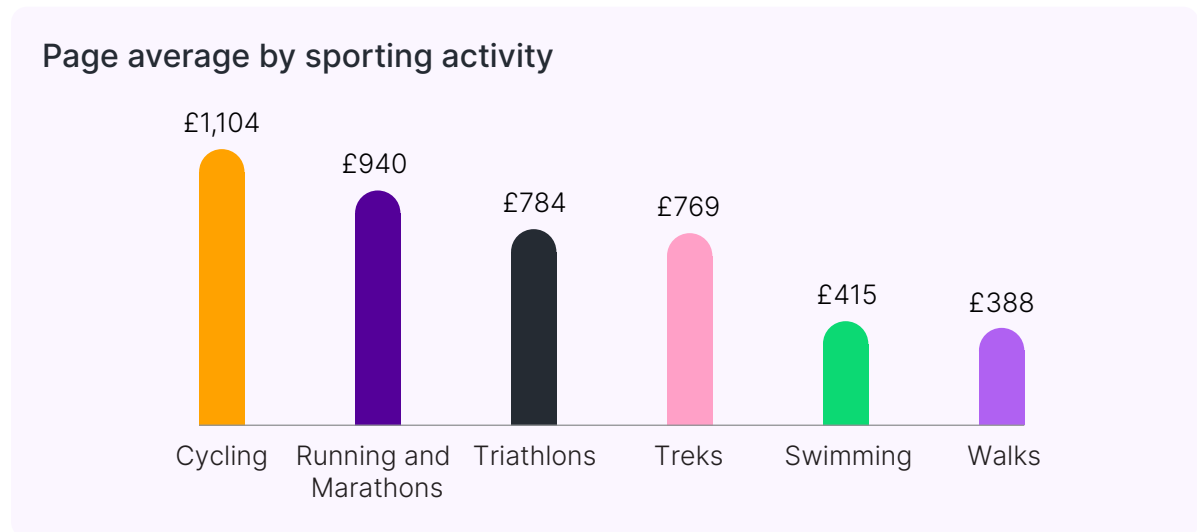
- 9% growth in Fundraising Pages created for running events has led to 12% more money raised.
- 4% growth in Fundraising Pages created for walking events has led to 7% more money raised.

Running events continue to dominate this space, driving 43% of all pages created for sporting events.



Despite walks having a lower page average (£388) than other activities, they represented 33% of Fundraising Pages for sporting events in 2024. As a result, the popularity of walking events mean they drive considerable donations for charities.

Running events continue to hit the sweet spot of combining popularity with a high average raised per page (£940).



The popularity of walking events means they drive considerable donations for charities.



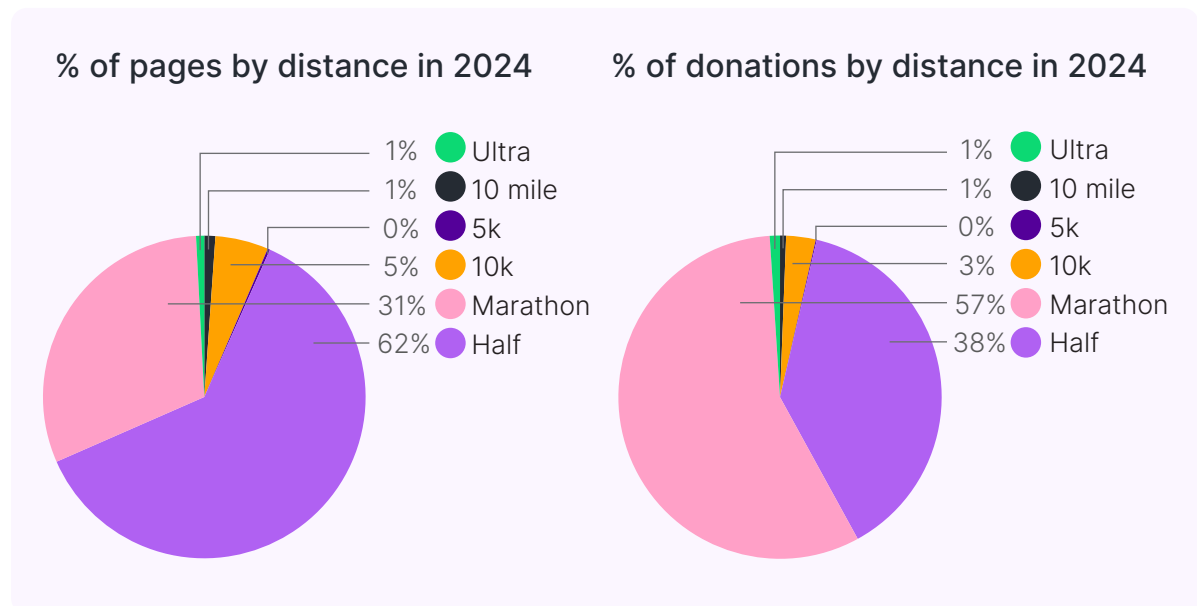
Running in the spotlight

Running as a hobby has grown since COVID, with running influencers, online running groups, and running content rising significantly. 22% of the population now report running one to three times a week!

When it comes to the UK's big running events, half marathons are clearly the crowd favourite – they make up 62% of all Fundraising Pages created on JustGiving for organised sporting events.

But here's the twist: it's the full marathons that pull in 57% of donations.

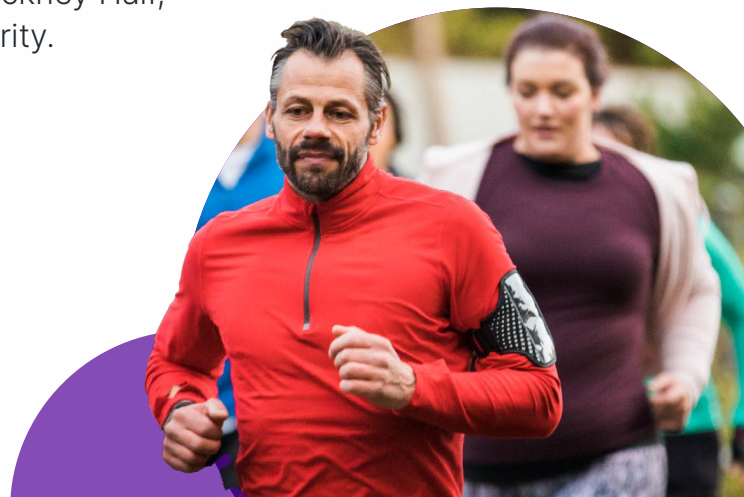
Check out a more detailed breakdown:



It can be competitive for charities to secure places in some of the giant events like London Marathon and Great North Run, but there are so many other events seeing growth among fundraisers too.

Keep your options open and your risk low by exploring alternatives like Edinburgh Marathon, Hackney Half, or other events available via Run for Charity.

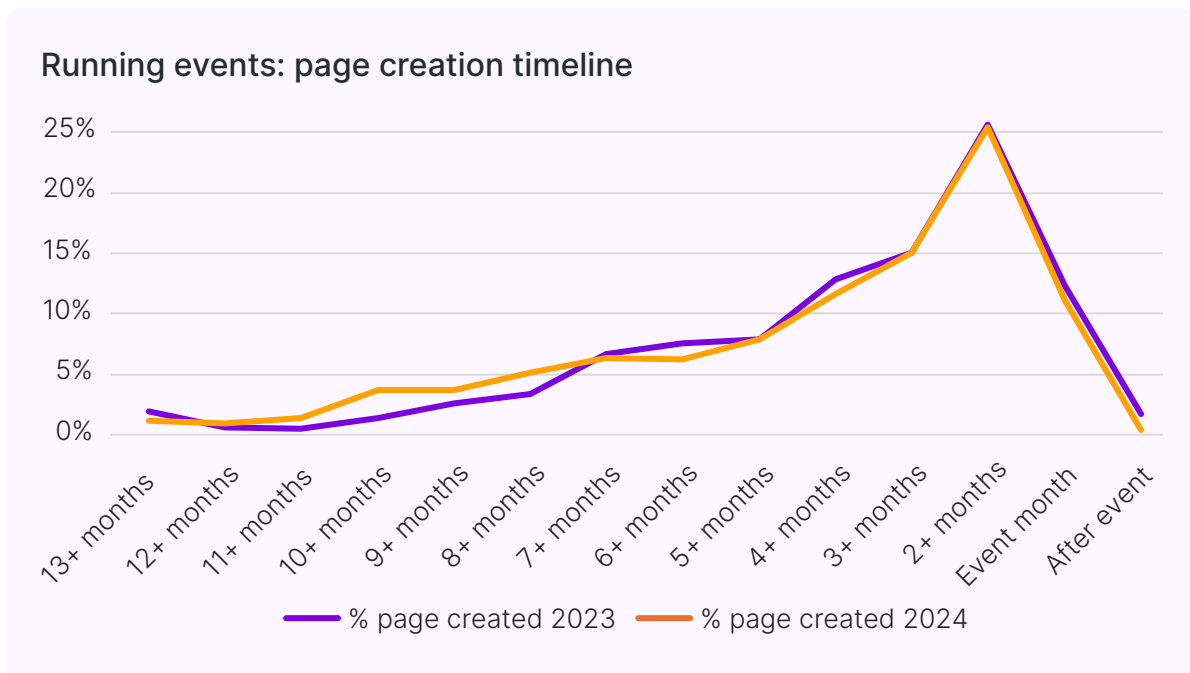
22% of the population now report running one to three times a week.



Timing is everything

One of the challenges around event fundraising is timing. The “best” time to start can be different depending on factors like event type, size, and ballot announcement dates. Marathons, for example, often have a longer lead time, which typically results in a higher page value.

But one thing is clear: the earlier fundraisers create their pages, the better!



In 2024, fundraising for running events on JustGiving saw a 29% increase in pages being created 6+ months before the event. As a result, there was a whopping £1.5 million increase in donations during this period!

Encouraging your supporters to create their Fundraising Pages and activate them as soon as possible (i.e. get their first donation), will result in more money raised for your charity overall. Emphasise page creation and page activation as early as you can in your stewardship journey, so you can shift fundraising activity earlier.

Check out how [Alzheimer's Society](#) got 68% of their fundraisers' JustGiving pages set-up for Great North Run by February 2024, up from 36% in 2023!

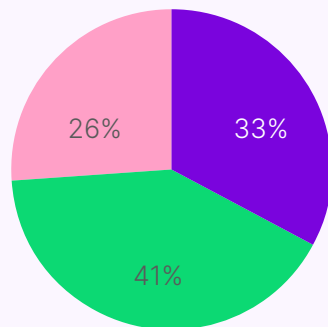
Emphasise page creation as early as you can in your stewardship journey.

The role of virtual events

We recently surveyed 900 people who had participated in a virtual fundraising event in 2024. When asked about their previous interaction and loyalty to the charity, here's what we learned:

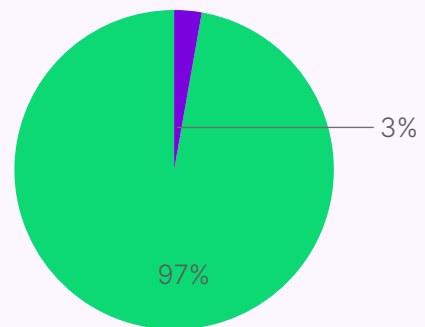
- 74% said they had not fundraised for the charity before
- 97% said they would support that charity again in the future

Have you fundraised for any charity before?



- No
- Yes, but not for this charity
- Yes, including the charity I supported this time

Would you fundraise for the same charity again?



- No
- Yes, but not for this charity

So while virtual events often have a great ROI and can deliver income for your charity in the campaign period, they should also be considered as a great acquisition tool for future fundraisers.

Virtual events are a great acquisition tool for future fundraisers.



For those that said they would fundraise again for the same charity, we asked what type of activity they'd be interested in next. 59% said they would be interested in Events and Community Fundraising, 22% would be interested in an Individual Giving product, and 11% were interested in volunteering.

What type of activity would you be interested in?



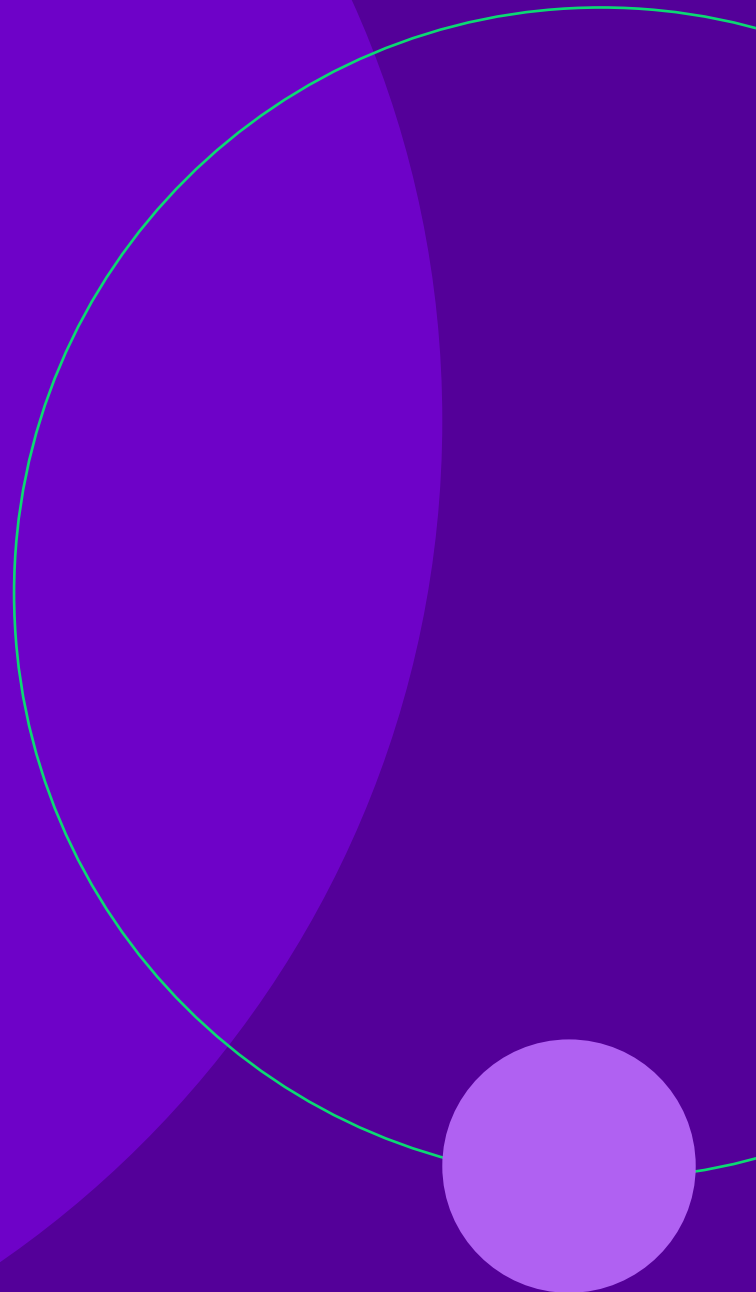
There are so many ways of keeping in touch and communicating with supporters that it can be tricky to keep up with people's preferences. When we asked people how they'd like to be contacted by their charity, vs how they actually were, we uncovered some interesting findings:

- Email is still the most preferred channel, and the most used by charities.
- SMS and WhatsApp are the second and third most preferred channels, yet both appear to be underutilised by charities.
- Phone calls and post are the least preferred contact methods, yet in the top four channels used by charities.

	When you joined this challenge, how did you prefer to be contacted by your charity?	How did you hear from your charity?
1.	Email	Email
2.	SMS/Message	Facebook group
3.	WhatsApp	Post
4.	Facebook group	Phone call
5.	Facebook messenger	SMS/Message
6.	Phone call	WhatsApp
7.	Post	Facebook messenger



EXPERT VOICES



EXPERT VOICES

So far, we've explored the fascinating trends in fundraising, the rise in fitness events, and the latest virtual event tips. We shared the best ways to engage with your fundraisers and the perfect time to start your campaign.

Next, we're excited to share advice from experts in the industry. We've gathered tips from some of the brightest minds around to help you learn more about how event fundraising is changing.

Get ready to take notes, because their wisdom will help you make your fundraising even better in 2025!





Alex Connelly
Marketing Manager,
GivePanel



Social fundraising and challenge event insights

Alex Connelly, Marketing Manager at GivePanel, shares the key trends the team have seen around charities connecting with fundraisers across platforms.

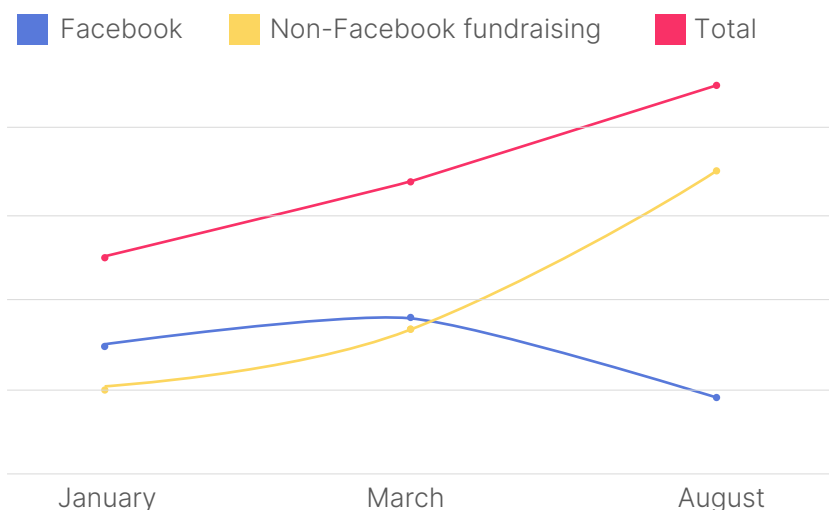
Social fundraising challenges are emerging as a major fundraising strategy for charities. One reason is the increase in fundraisers opting for cross-platform fundraising. With the [GivePanel x JustGiving integration](#), fundraisers are able to seamlessly create a JustGiving Fundraising Page directly from Facebook and use JustGiving to get donations as well.

There are great opportunities for charities when it comes to social fundraising. So why are fundraisers choosing to use this combination of platforms and what are the results from doing so?

2024 social fundraising data at a glance:

- **Social challenges are a fundraising powerhouse.** Charities are investing in social challenges as a standalone strategy, raising over £33 million in 2024.
- **Cross-platform fundraising is on the rise,** with fundraisers flipping from using Facebook exclusively to using JustGiving to get donations too. Fundraisers who chose to use JustGiving and Facebook to raise money rose from 34% to 56% in 2024 alone!
- **Charity campaigns raised an average of £84,000,** with increasing diversification across platforms.

Total raised via Facebook versus third-party fundraising platforms in 2024 for GivePanel customers.



Social fundraising challenges and opportunities

While Facebook continues to deliver strong performance for fundraisers, JustGiving is proving its value as part of a dual-platform strategy. Our key findings tell an interesting story:

- **Activation rates:** While JustGiving pages created via the GivePanel integration have an activation rate of 27% versus Facebook's 53%, JustGiving fundraisers raise significantly more on average (£168 vs. £101 on Facebook). With some attention given to driving activation of JustGiving pages created through the integration, your charity can maximise both!
- **Campaign optimisation:** Using both JustGiving and Facebook leads to higher fundraising averages. This dual approach boosts results and reduces the risk of relying on a single platform.
- **Stronger supporter relationships:** As JustGiving fundraisers raise more on average, this deeper engagement offers opportunities for long-term relationships and increased loyalty.

Discover how [Brain Tumour Research](#) made the most of these opportunities and raised 85% more year over year for their virtual fundraising event in 2024.



John Tasker
Director, Massive



Mass participation event insights

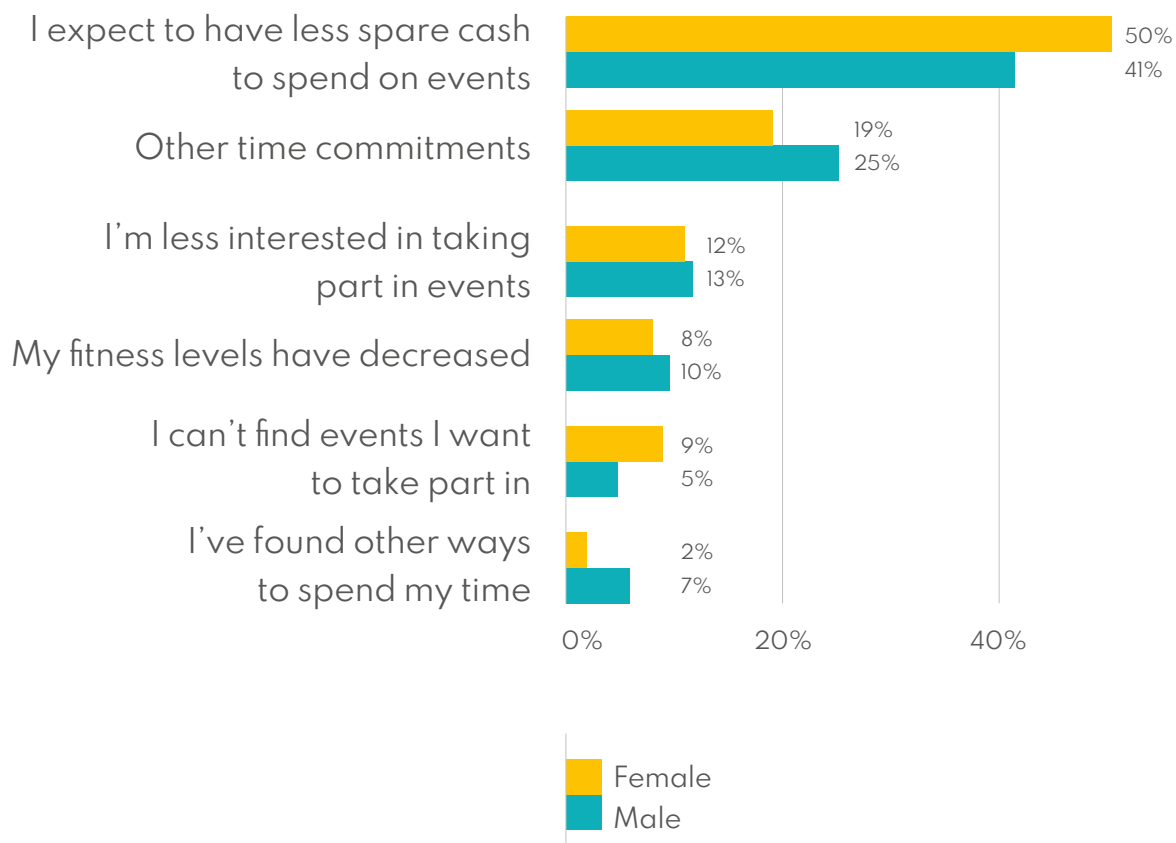
John Tasker, Director at Massive, shares the latest data and key trends around mass participation events, fundraiser demographics, and behaviours.

Cost of living concerns have not gone away

Whilst Massive's data previously saw lack of fitness to be the main barrier to people taking part in more events, this has nearly halved since last year. In 2024 this issue was reported by only 24% of participants compared to 43% in 2023.

Less disposable income is now the biggest single factor in people cutting back on event participation. Of those participating in fewer events in 2024, 46% said this was due to having less spare cash.

WHY DO YOU THINK YOU WILL TAKE PART IN FEWER EVENTS?

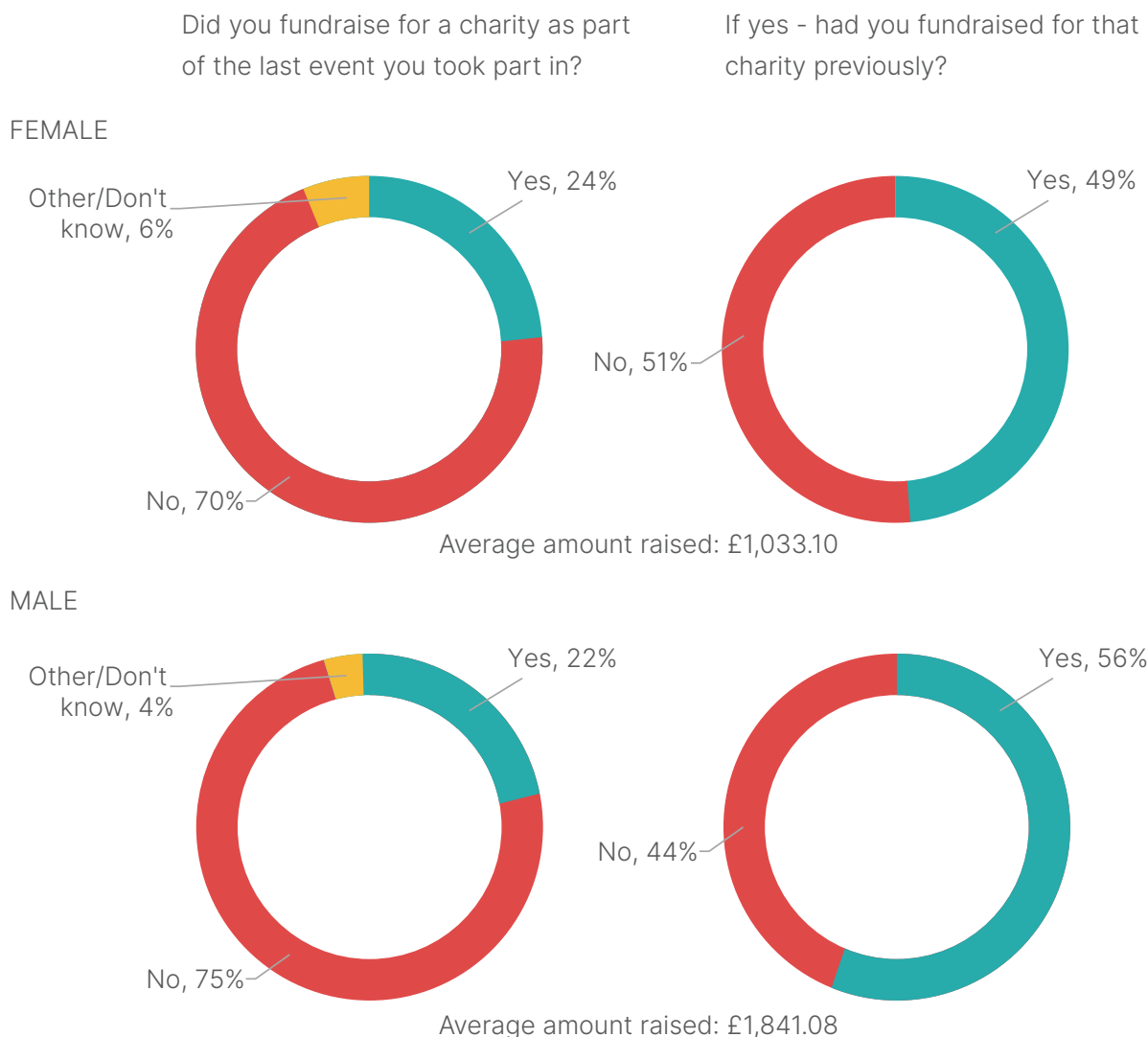


It's also clear though, that events remain a brilliant tool for recruiting new supporters for your charity, with great potential to retain loyal fundraisers.

Discover the leading motivations for people to take part in more events in 2025, plus so much more, in [The Mass Participation Pulse 2025](#) just published by Massive.

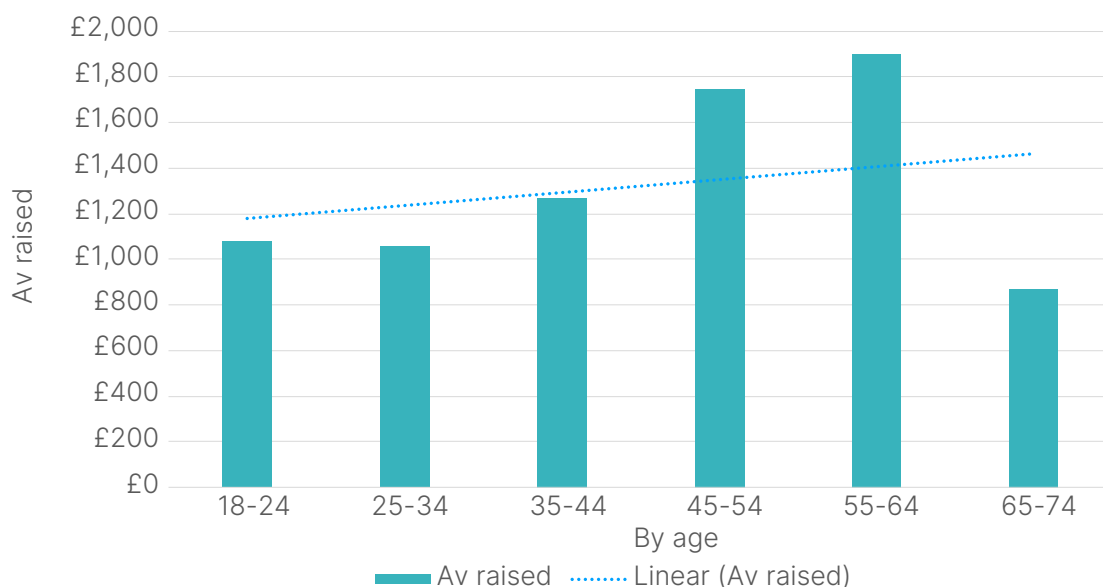
Our research also shows that 48% of those who fundraised for charities in events were supporting the charity for the first time. Females are more likely to fundraise, however men tend to raise more, with their average amount raised standing at over £800 higher than females. It is worth noting though, that more male fundraisers take part in longer distance events with higher fundraising averages, which is likely to contribute to this.

When it comes to first time vs repeat fundraisers, there's promising insights to take into 2025. Repeat fundraisers raised on average £481.57 more and are also far more likely to want to raise money again. This is great news for charities and a testament to their supporter care.

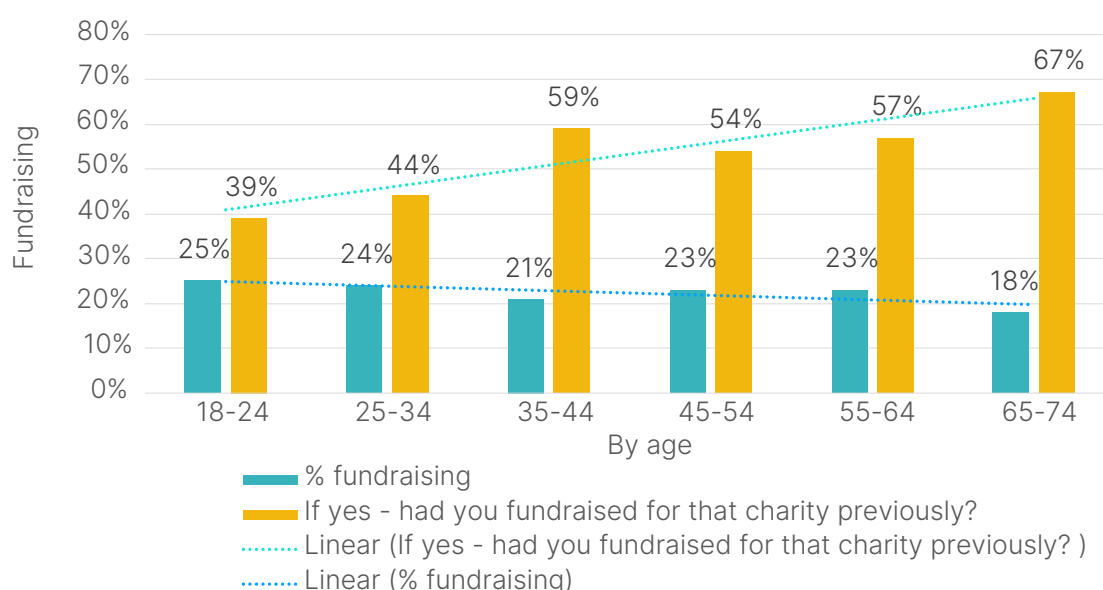


When looking at the data of event participants that chose to fundraise for a charity, there are some interesting insights.

The older fundraisers are, the more money they tend to raise – until they retire. It’s also clear that loyalty increases with age: 15% of people over 35 have raised money for the same charity in the past!



However, if your charity’s able to attract fundraisers when they’re young, they’re even more likely to raise money and stay loyal. On top of that, there’s an increase in people taking on events in their 20s, providing an excellent opportunity to build a loyal community over time.



The fact that loyalty and value grow with age clearly shows the value of stewardship and the benefit of keeping them engaged with your cause.

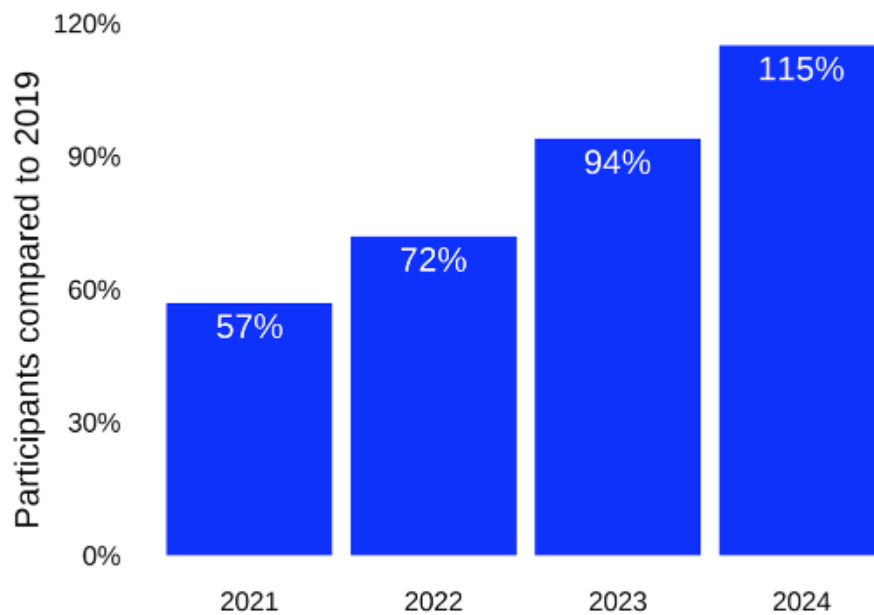


Endurance fundraising insights

Let's Do This, the go-to platform for the UK's largest selection of endurance events, share insights from multiple reports produced by their analytics team. The team share data around growth in the marketplace and participant demographics.

The UK running market is buoyant, with running events growing significantly over the past two years on Let's Do This. 2024 was the first year that event participation levels outpaced pre-COVID levels, and there are early indications that event participation will continue to grow rapidly in 2025.

Annual ticket sales compared to 2019

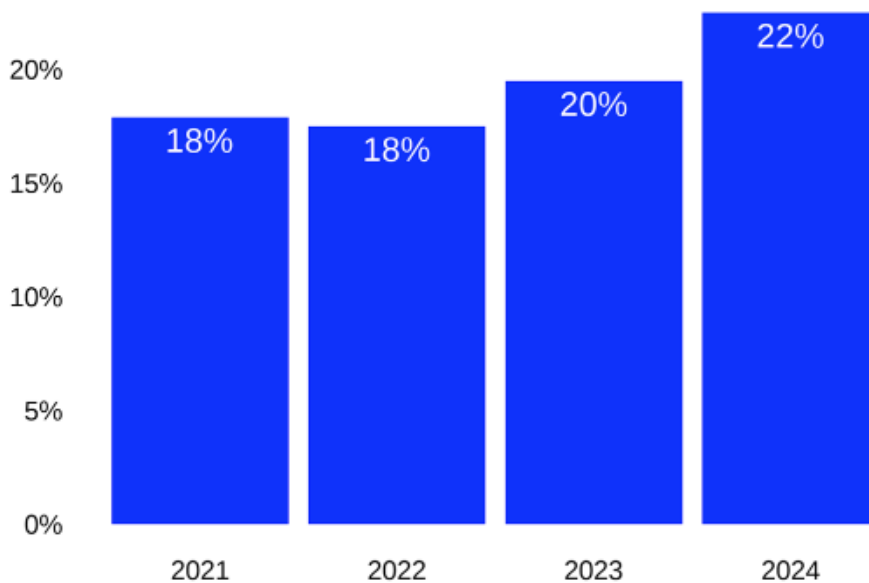


One of the main causes of this is the fact that young people are participating more.

The percentage of runners in their 20s has grown rapidly in the last two years, with people in their 20s making up 22% of all runners in 2024, up from 18% of all runners in 2022.

Now is the perfect time to capitalise on the rising interest in young people participating in events.

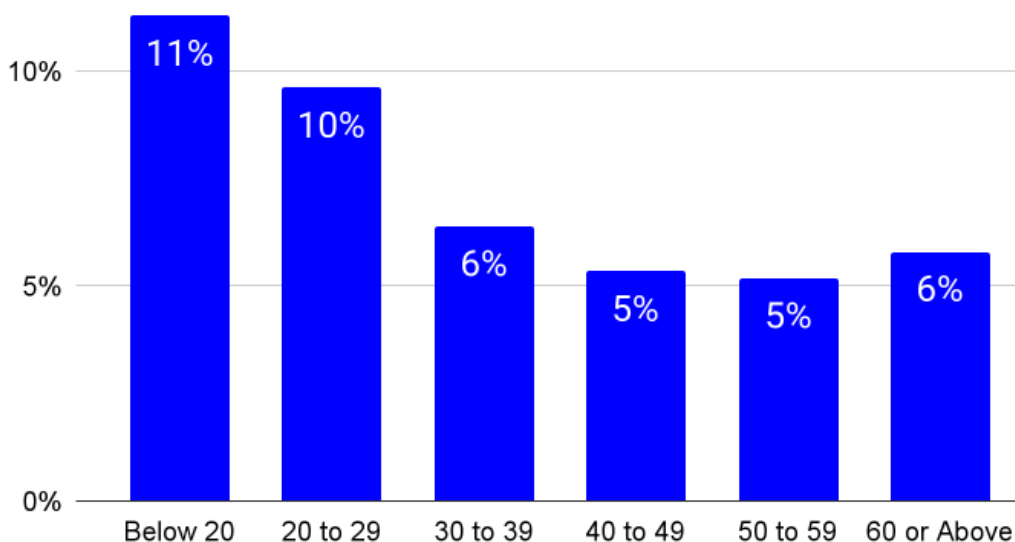
Share of participants in 20-29 age group



This increase in young people is fuelling the growth in running events: Let's Do This saw event growth of 23% between 2024 and 2023 - without the increase in younger participants this would only have been 18%.

The positive news for charities is that people in their 20s are more likely to be interested in charity fundraising than any other age group.

Percentage of registrants showing interest in running for charity, by age group



Get your charity in front of thousands of new supporters and raise more money in events with no effort on your part.

[Find out more](#) about the Let's Do This integration with JustGiving.



Marc Roby
Head of Charity,
For Charity



Running event trends and charity runner profiles

Marc Roby, Head of Charity at For Charity shares the exciting shifts happening in charity recruitment, making them even more dynamic and inclusive.

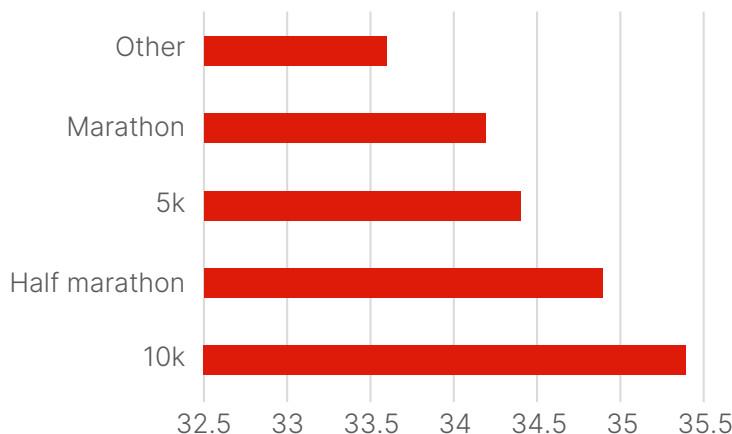
Popularity of events

Event registrations through Run for Charity saw a huge 80% increase from 2023 to 2024.

Despite participation dropping slightly to 30% in 2024, half marathons remain the most popular distance. Other emerging markets include bungee jumps, obstacle course events, festive races, and themed runs like Alton Towers.

Let's dig into the detail and see how demographics influence the mainstay running events:

Distance preference by age



- Marathon events attract the youngest runners in the standard race distances, with an average age of 34.2 years. This is followed by 5Ks (34.4 years), half marathons (34.9 years), and 10Ks (35.4 years).
- Men prefer marathons (60% male, 40% female), while women dominate 5Ks (69% female, 31% male).
- In events like marathons, half marathons, and 10Ks, female participation rose from 53% in 2023 to 56% in 2024.
- Participants are getting slightly younger too, with the average age dropping from 35.6 years in 2023 to 34.6 in 2024.

- In 2024, younger participants (under 30) showed increased interest in shorter distances such as 5Ks and 10Ks.
- The mid-age group (age 30-50) mainly chose to take part in half marathons and marathons in 2024. This is still the largest group, but did decline slightly in 2024.
- Older participants (age 50+) decreased slightly in 2024. This group are more likely to run longer distances like half marathons and marathons.

How early (or late) are participants signing up to events?

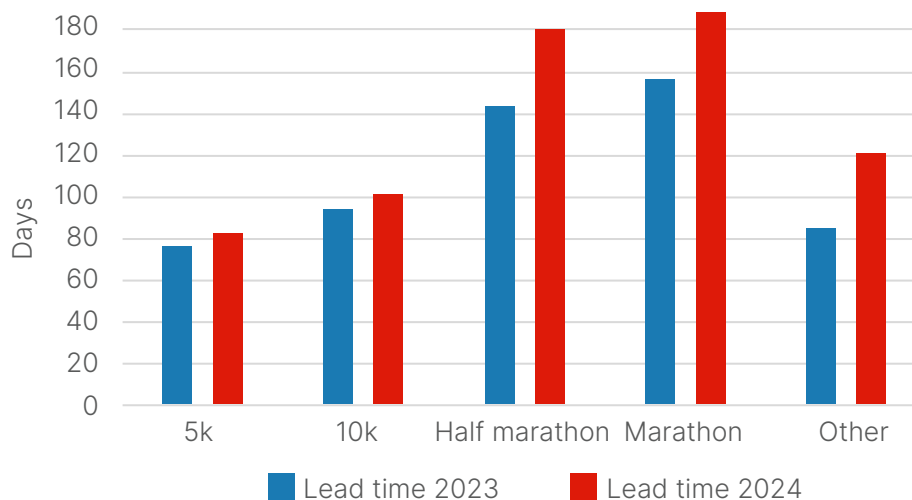
Younger participants (under 30) tend to register closer to event dates than older participants.

Generally, lead time (how close to event day people sign up) increases with age. Here's a breakdown of average lead times by age:

- Shortest for the 16–18 age group (95.8 days)
- Longest for participants aged 61–75 (128.4 days)

As you'd expect, average lead times do vary by event distance, with marathons leading the pack with the longest, and 5Ks the shortest.

Lead time by distance (2023 vs 2024)

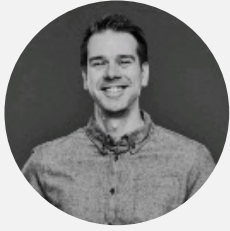


How participation fees affect dropout rate

Something to consider for your charity's events in 2025 is how participant fees have impacted dropout rates in Run for Charity events.

- 74% of participants who did not pay a participant fee dropped out of events.
- Only 26% of participants who paid a participant fee dropped out of events.

This indicates a strong link between financial commitment and event participation. Not only that, but higher fees seem to contribute to lower dropout rates.



Jan Smolaga
Business Development
Manager,
Action Challenge UK



Ultramarathon fundraising insights

Jan Smolaga, Business Development Manager at Action Challenge UK details the newest event trends seen across their Ultra Challenge Series®, plus who's taking part in these challenges, and the importance of finding the balance between entry fees and fundraising.

Endurance events like ultramarathons and long-distance walks are gaining popularity as fundraising challenges. They attract a diverse demographic and have high engagement and fundraising potential.

In 2024, 20% more ultramarathon participants chose to fundraise, and this trend looks set to continue in 2025, with ultramarathon fundraisers up 25% YTD. Let's see how demographics shape up across these events:

Breakdown by gender

- Distances up to 50km prove most popular with female participants, making up 60% of all event participants in these races.
- For the longer 75km and 100km distances, there is less of a divide than you might think, with a 60/40 female vs male split.

Breakdown by age

- The average age of a fundraiser across the Ultra Challenge Series® is 41 years old.
- However, the longer 100km distances attract a slightly younger demographic.

How participation fees impact fundraising

Higher event sign-ups mean higher fundraising potential. Let's look at how entry fees shape participants' fundraising efforts:

- On average, most fundraisers choose the "Full Sponsorship" option. The majority choose this for the longer distances, with higher fundraising targets.
- When it comes to the lower distances, most fundraisers choose to cover the full entry fee themselves. The average amount raised by these fundraisers was £527.

However, it cannot be overlooked that paying a smaller amount up front in exchange for raising money is still a motivating factor. People are driven to do something epic for causes that matter to them.



Over the past two years, concerns around the cost of living have influenced event fundraising and challenge events. Despite this, the 2024 Ultra Challenge Series® saw a 10% increase in overall participants – and a 20% increase in charity fundraisers! In 2024, the average amount raised per fundraiser across the entire Ultra Challenge Series® was £834.

With a +25% increase in people choosing to support a charity in the 2025 Series so far, it's clear the momentum will continue in 2025.



CONCLUSIONS

CONCLUSIONS

So what does this report tell us about event fundraising?

New participants are entering the scene and we're seeing exciting trends in race distances.

Half marathons are a cornerstone event, making up 30% of Run for Charity places sold, making up 40% registrations on Let's Do This, and accounting for 62% of pages created for top runs on JustGiving.

With increased interest in **5K and 10K events**, these shorter distances are seeing significant growth. There is also a rise in charities buying places in marathons, particularly buying places in a risk-free way to test these events, and it's paying off in the form of a **15% increase** in marathon donations on JustGiving.

There are also some big changes in event **participant demographics** that charities should stay close to.

Participation is shifting to a **younger**, more female audience, who prefer **shorter distances** and sign up closer to event dates. These younger runners are also more likely to raise money, plus Massive shared how fundraising value and loyalty increase with age. These shorter distances therefore carry big potential for charities with great opportunities to build **long-term connections**.

Cross-platform fundraising is on the rise with charities seeing the benefit of the combined use of JustGiving and Facebook fundraising via the GivePanel integration and increasing their investment in **social challenges** as a standalone strategy.

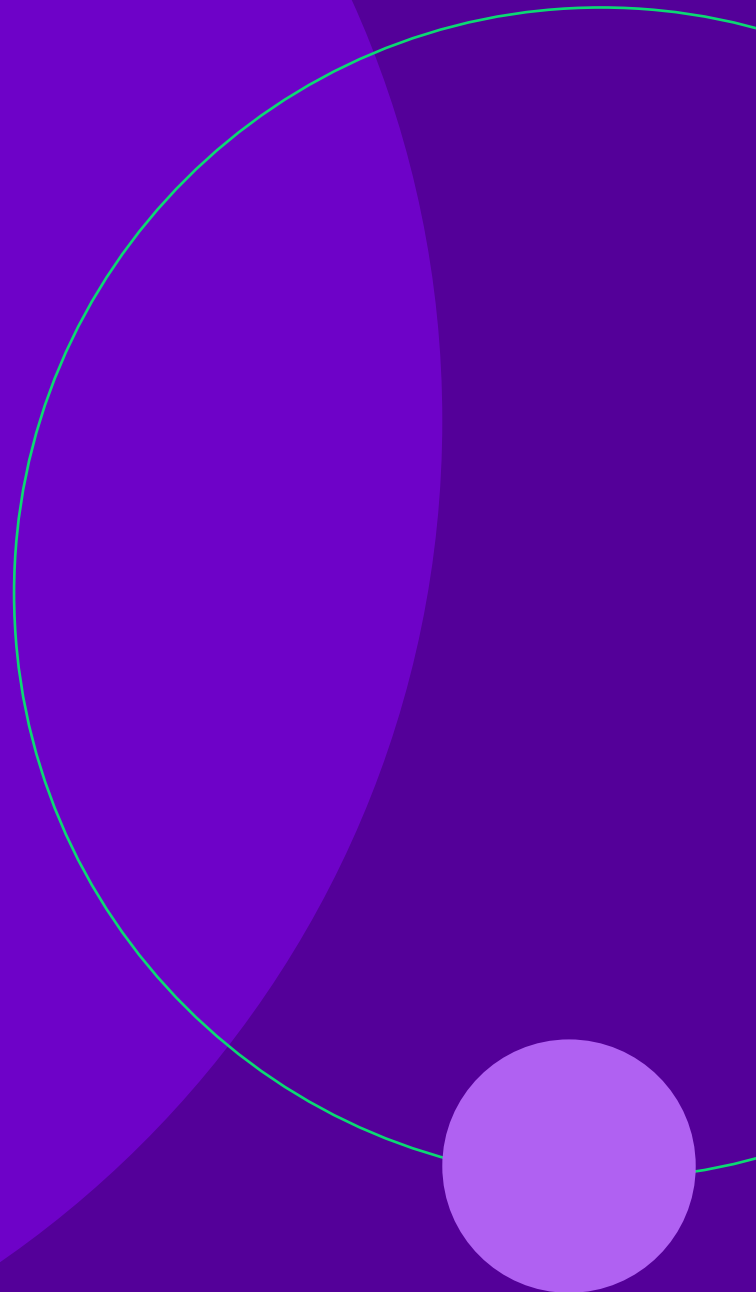
In 2025 it will become even more important to find the balance between **entry fees and fundraising**. People typically say they'll accept higher fundraising targets in exchange for lower up-front costs. However, Run for Charity find that non-paying participants have the highest dropout rates, and Action Challenge UK report higher fees lead to lower dropout rates for ultramarathons.

In summary, the trends in registration fees, race distances, and demographics all point to exciting opportunities for future fundraising and participant engagement.

We hope this report inspires you going into 2025, as we look forward to even more growth and success in the coming year!



JUSTGIVING SUPPORT AND RESOURCES





JUSTGIVING SUPPORT AND RESOURCES

Got a quick question?

You'll find answers to most of your questions about JustGiving at our [online help area](#). Or you can contact us at charities@justgiving.com

Need expert advice?

Our customer success team is on hand to provide consultancy and tips on your next fundraising event and how to get more from JustGiving.

[Book a call](#)

More fundraising insights and inspiration:

Packed with tips from other charities and fundraising insights, our free charity resources are available to you 24/7 at blog.justgiving.com

