

70K for 70K Challenge – Frequently Asked Questions (FAQ)

What is the 70K for 70K Challenge?

The 70K for 70K Challenge is a fundraising initiative by Age UK Birmingham where participants pledge to walk at least 10,000 steps a day for 7 consecutive days—a total of 70,000 steps—to help raise £70,000 for older people across Birmingham.

Why 70,000 steps?

Each step represents the effort we need to make a real difference. The 70,000-step challenge symbolizes our goal of raising £70,000 to support Age UK Birmingham's essential services, including befriending, practical advice, and activity programs for older adults.

When is the challenge taking place?

The challenge will run from 1st July 2025 to 30th September 2025. You'll need to complete your 70,000 step week during these dates – but how and when you do them is up to you!

Who can take part?

Anyone! Whether you're walking solo, with friends, as a family, or even forming a team with colleagues, all are welcome. You don't have to be based in Birmingham to join – just passionate about helping older people.

How do I sign up?

Visit our page at <https://justgiving.com/campaign/ageukbirmingham70kfor70k> click "Start fundraising" and follow the steps to set up your fundraising page on JustGiving. It's free to take part!

Is there a registration fee?

Nope – it's completely free to sign up and take part. We just ask that you aim to raise whatever you can to help us reach our £70,000 goal.

How do I track my steps?

You can use a pedometer, a smartphone app (like Google Fit, Apple Health), or a fitness tracker (like Fitbit or Garmin). Just keep track of your daily totals and update your progress on your fundraising page if you'd like.

Do I need to complete all 70,000 steps myself?

Yes – the idea is for each participant to walk a total of 70,000 steps across the 7-day challenge (that's about 10,000 a day). If you're taking part as a team, each member can aim for 70,000 steps individually to maximize the impact!

Can I take part if I have mobility issues or can't walk 10,000 steps a day?

Absolutely. The challenge is about participation and support, not perfection. You can adjust the goal to suit your ability and still be part of the movement – every step and every pound raised counts.

How do I fundraise?

Once you register, you'll be able to set up a fundraising page. Share it with friends, family, and colleagues on social media, email, or in person. Let them know why you're stepping up for Age UK Birmingham and how their support helps.

What is the fundraising target?

There's no minimum fundraising amount, but we encourage participants to set a personal goal (e.g., £100 or more). Every donation helps us get closer to our £70,000 target.

What support will I get?

We'll be cheering you on all the way! Expect regular motivational emails, fundraising tips, step-count inspiration, and highlights of how your efforts are helping older people in Birmingham.

Can I get my workplace or school involved?

Yes – we'd love that! Form a team, compete for steps, and make it a community effort. You can even ask your employer if they'll match your fundraising.

Will there be a celebration at the end?

Yes! We'll celebrate all our amazing steppers with a virtual thank-you event and shout-outs on social media. You'll also get the satisfaction of knowing your steps changed lives.

How does the money raised help?

Your fundraising directly supports Age UK Birmingham to:

- Combat loneliness through befriending.
- Provide expert advice on housing, care, and benefits.
- Run health and well-being activities.
- Support vulnerable older people through tough times.

What is the official hashtag?

Be sure to share your journey using **#70Kfor70K** and **#StepUpBrum** on social media!

Who do I contact for help or questions?

Please email us at fundraising@ageukbirmingham.org.uk. We're happy to help with registration, fundraising support, or general queries.