Climbing Wall: how to run your own event

Overview



A climbing wall challenge is a fun and accessible fundraising event where participants climb a mobile or indoor climbing wall multiple times to collectively reach the height of a chosen mountain or challenge. It works well for individuals, families, workplace teams and community groups, with potential to raise **£3,000+**.

Key points to consider

Success Factors Successful events typically have: • Strong volunteer support • Good links with local businesses, workplaces and community groups • Active social media promotion • A focus on recruiting teams as well as individual participants	**Timeline** Start planning at least **4 months in advance** to allow time for: • Securing a venue • Booking a climbing wall company • Recruiting participants • Fundraising and promotion	**Venue Requirements** Choose a venue with: • A flat surface for the climbing wall • Suitable access for wall delivery and setup • No overhead or nearby obstructions • Space for registration and spectators • Parking, toilets and refreshments where possible • A community-friendly location such as a sports club, hotel or community venue
Booking a Climbing Wall Company Ensure the company provides: • Public liability insurance • Risk assessments • Safety procedures • Trained and competent instructors • Equipment maintenance procedures	**Participants** Recommended parameters: • 20-30 participants • Suitable for a wide range of ages and abilities • Check age restrictions with the climbing wall company • Participants must be fit enough to take part safely	**Choosing the Challenge** Participants can collectively climb the equivalent height of a mountain such as: • Ben Nevis (1,344m) • Scafell Pike (978m) • Slieve Donard (850m) • Three Peaks Challenge (3,408m) • Mount Kilimanjaro (5,895m)

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• Health and safety documentation There are many climbing wall companies and indoor climbing centres across the UK and recommend finding one local to you. Documentation must be shared with your Community Fundraiser before the event.	• No alcohol before participation Check with the company for any other specifications they may have.	• Mount Everest (8,848m) The climbing wall company can help calculate how many climbs are needed to achieve the target.
Fundraising Model Recommended pricing: • Registration fee: **£20-£30** • Minimum sponsorship: **£75-£125** Registration fees should ideally cover the climbing wall hire cost (typically **£600-£800**). Sponsorship income then generates the fundraising profit. Additional income opportunities: • Refreshment stalls • Raffles or tombolas • Donation buckets • Corporate matched giving • Local business sponsorship	**Promotion** Promote through: • Social media • Workplace teams and corporate partners • Local newspapers and magazines • Community groups and clubs • Volunteer, family and friend networks • Posters in local venues	**Volunteer Roles** You may need volunteers to: • Register participants • Welcome climbers and spectators • Collect sponsorship and donations • Run refreshments and fundraising stalls • Take photographs • Marshal parking if required • Liaise with the venue and climbing wall company
Health & Safety • Complete an Event Activity Plan and risk assessment in advance. • Obtain risk assessments from the climbing wall company. • Follow all company safety procedures. • The climbing wall company is responsible for equipment, instruction and participant safety during the activity. • For any emergencies on the day, call CFIT on 0800 3047112	**Event Day** 1. Climbing wall company sets up before registration. 2. Participants sign in and submit any offline sponsorship. 3. Climbers receive safety briefings and equipment. 4. Spectators can enjoy refreshments and fundraising activities. 5. Participants complete the challenge and receive certificates.	**Resources** Your Community Fundraiser will have all the materials you need to support with running an event like this. This includes: • Registration forms • Participant welcome packs • Press releases • Letter to organisations • Template to record sign ups

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Expected Outcome

With 20-30 participants, strong promotion and good volunteer support, a climbing wall challenge can raise **£3,000 or more** while bringing new supporters into the Marie Curie community. For more support on running an event like this, speak to your local Community Fundraiser.

Your Climbing Wall Event Checklist

Before the Event

☐ Organise venue, secure a suitable date and gather relevant documents
☐ Contact climbing wall company to discuss venue and dates and gather paperwork
☐ Prepare press release from template
☐ Consider sponsorship from local businesses
☐ Organise refreshments or on the day fundraising activities
☐ Modify the registration pack to your specific event
☐ Complete your Event Activity Plans and share with your Community Fundraiser
☐ Set up Just Giving Page

On the Day

☐ Organise volunteers and photographer
☐ Registration desk (t shirts, disclaimer, photo disclaimer, sign in sheet)
☐ Collect sponsorship
☐ Entertainment for spectators
☐ Drink and food
☐ First aid – this may be provided by the Climbing Wall company

After the Event

☐ Collect and bank all sponsorship
☐ Thank participants
☐ Thank Climbing Wall company, venue, and volunteers
☐ Post event press release with photos
☐ Review the event with your group members and Community Fundraiser
☐ If any incidents have occurred, ensure that you notify your Community Fundraiser

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