



**STRIVE
FOR A
BIG CHANGE.**

Stage 1:
Sardinia Duathlon



WELCOME TO STRIVE

Welcome to The Virgin STRIVE Challenge 2018! After months of planning, and hopefully a bit of training, it feels amazing to be here. We are so excited about the inspiring group that's assembled to spend the month striving, getting to know each other and changing the world together.

Some of you have strived before, and some of you are new to the family - either way, we are all in this together and we couldn't be more grateful that you have chosen to be here to support Big Change.

What was once a kernel of an idea between two cousins has become an extraordinary community of people, united by a belief that change is possible and that we can achieve the extraordinary when we work together. This is just the beginning of your journey.

The booklet contains very useful information like: itinerary, striver and support crew bios, contact numbers and some Big Change info. Please don't hesitate to grab one of the crew if you have any requests.

Thank you again - here's to the next 6 days (or month if you are a core teamer!).

Strive on!

The Big Change Team x



THE STRIVE CHALLENGES ARE MOMENTS IN TIME THAT BRING TOGETHER A TRIBE OF CHANGE-MAKERS, WILLING TO STEP OUT OF THEIR COMFORT ZONE AND TAKE PART IN AN AMBITIOUS CHALLENGE.

BY STRIVING TOGETHER, WE RAISE THE PROFILE AND FUNDS TO SUPPORT IDEAS THAT HELP YOUNG PEOPLE STRIVING IN THEIR OWN LIVES.

STRIVERS ARE A UNIQUE COLLECTIVE OF PEOPLE FROM DIVERSE BACKGROUNDS BUT WITH A COMMON SPIRIT AND PASSION FOR POSITIVE CHANGE.

TOGETHER, OUR VOICE CAN INSPIRE MORE PEOPLE TO JOIN US AND MAKE THAT CHANGE A REALITY.



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ABOUT BIG CHANGE

Big Change is on a mission to transform the way we support the next generation. We back big ideas that set young people up to thrive in life, not just in exams. All of the money raised from STRIVE is used to support early-stage ideas that address an unacceptable issue facing young people.

Why early-stage projects? Unless we support innovation, change will not happen. There is very little funding for early-stage ideas with big ambition for long term system change, especially before they have proved their impact.

Why focus on empowering change? We believe prevention is better than treating symptoms - it's easier to build stronger children than it is to fix broken adults.

What impact does STRIVE have? Past projects supported by STRIVE have gone on to receive millions in government and other funding - scaling nationally, influencing policy and changing the way things are done. Your efforts really do make a big difference!

**BIG
CHANGE.**



WE SUPPORT AND ACCELERATE PIONEERS DRIVING CHANGE

BACK NEW SOLUTIONS

We find and provide early stage funding to the powerful ideas that are looking to create long term system change.



COMMUNITY OF SUPPORT

We convene and engage a community of funders, sector leaders, influencers and pioneers across different sectors to activate support for change.

THOUGHT LEADERSHIP

We do research and amplify powerful ideas around reimagining education, shining a light on the pioneers and opportunities for change.

THE 2018 VIRGIN STRIVE
CHALLENGE AIMS TO RAISE
£1 MILLION TO SUPPORT UP
TO 10 NEW PROJECTS THAT
ARE CREATING BIG CHANGE
IN THE FOLLOWING AREAS.



FOCUS AREA:

EXCLUSION FROM SCHOOLS



KIRAN GILL

CEO and Founder
The Difference

WHY IS BIG CHANGE NEEDED?

It's often the most vulnerable children in the UK that get excluded from school, rather than supported. Once excluded, children are more likely to go on to be unemployed, develop severe mental health problems and go to prison. It's a problem that costs the State billions.

STATISTICS

- Children born into poverty are 4 x more likely to be excluded from school.
- There has been a 30% increase in exclusions in the past three years
- Once excluded only 1% go on to get 5 GCSEs.
- 1 in every 2 prisoners were excluded from school.
- Every cohort of permanently excluded pupils goes on to cost the state an extra £2.1 billion in education, health, benefits and criminal justice costs.

“““

CHILDREN EXCLUDED FROM SCHOOL ARE 4X MORE LIKELY TO BE BORN IN POVERTY AND 9X MORE LIKELY TO EXPERIENCE MENTAL HEALTH CHALLENGES. WE'RE CREATING A NEW GENERATION OF LEADERS TO DELIVER THE BEST IN EDUCATION TO THE MOST VULNERABLE CHILDREN.

EXAMPLE PROJECT PARTNER

Big Change supports projects that break this cycle. **The Difference** is pioneering this change with a 2-year programme that trains teachers to deal with severe behavioural issues, support pupil mental health and reduce exclusion from school.

FOCUS AREA:

PARENTS /EARLY ENGAGEMENT



JEN LEXMOND
CEO & Founder
Easy Peasy



WHY IS BIG CHANGE NEEDED?

The quality and quantity of interaction with your parents/caregivers at an early age has a huge impact on the rest of your life. Children who are not exposed to enough talking and play at home often lack the basic skills they need to learn when they get to school. This puts them at a disadvantage that has a knock-on effect well into their future.

STATISTICS

- By the time you are 5 your brain is 85% developed – so what happens during this time really matters.
- Children who are engaged in verbal interaction at a young age make approximately six months' additional progress over the course of a year.
- Research has found a 19-month gap in development between the richest and poorest children by the age of five.



\$\$\$

TOO MANY CHILDREN ARRIVE AT SCHOOL LACKING BASIC SKILLS THEY NEED TO LEARN IN THE CLASSROOM, WHICH LEADS TO BIG INEQUALITIES IN EDUCATION AND IN CHILDREN'S FUTURES. EASYPEASY IS AN APP WHICH WILL HELP TO REDUCE THE GAP IN SCHOOL READINESS, WHICH WOULD OTHERWISE LEAD TO MASSIVE INEQUALITIES LATER IN LIFE IN HEALTH, WEALTH, AND WELLBEING.

EXAMPLE PROJECT PARTNER

Big Change works with great ideas like **EasyPeasy** – an app that sends game ideas, hints and tips to parents of pre-school children, to help develop the skills that will prepare them for school and beyond. **Voice Bradford** is engaging the local community, parents and early years education to engage the young people in Bradford in fun opportunities to learn and grow, together.

FOCUS AREA:

SUPPORTING TEACHERS



MATT HOOD

CEO & Founder
The Institute for Teaching



WHY IS BIG CHANGE NEEDED?

We all know the difference a truly great teacher can make in our lives – but today, the UK is facing a major teaching crisis. Teachers are fast becoming the most stressed workforce in the country.

STATISTICS

- 40% of new teachers leave the profession within 5 years of qualifying.
- More than a quarter of teachers are turning to medication to cope with the stress of their work
- Schools spend more than £1 billion every year on teacher development, which creates little demonstrable progress.



SCHOOLS SPEND MORE THAN £1 BILLION EVERY YEAR ON TEACHER DEVELOPMENT, BUT WHICH HAS CREATED LITTLE DEMONSTRABLE PROGRESS.' CHANGE TO 'SCHOOLS SPEND MORE THAN £1 BILLION EVERY YEAR ON TEACHER DEVELOPMENT, WHICH CREATES LITTLE DEMONSTRABLE PROGRESS.

EXAMPLE PROJECT PARTNER

Big Change supports projects doing great work in this area – including **The Institute for Teaching**. This specialist graduate school has re-thought teacher education and focuses on helping teachers to keep improving. Another Big Change project **How to Thrive** runs programs for teachers and parents (in order to support young people) to develop their resilience and build tools for dealing with life's challenges.

SOME SUCCESS STORIES:

STRATEGIC SUPPORT AND FUNDING FOR EARLY STAGE IDEAS CAN DRIVE DISPROPORTIONATE IMPACT:

FRONTLINE
CHANGING LIVES

FRONTLINE – RETHINKING CHILDRENS SOCIAL WORK

2013:

Investment of £215k for 3 year pilot

2016:

Unlocks multi-million pound Government funding to scale the program nationwide, with Frontline trained and supported social workers going on to change the sector from the inside.



NCS – RETHINKING YOUTH AGENCY AND OPPORTUNITY

2014:

Investment of £150k to build their Opportunity Hub

2016:

In the first month alone 60,000 young people have access to volunteering, work experience and development opportunities. Closing the gap of access and opportunity for young people from diverse backgrounds across the UK.



VOICE 21 – RETHINKING AND BUILDING COMMUNICATION SKILLS

2014:

Investment of £150k to scale their oracy program from School 21

2017:

From 1 school to 250 schools actively developing kids oracy skills, with 1300 teachers leveraging the tools and resources in the network. Big Change backed research leads to All Party Parliamentary Group on Oracy.

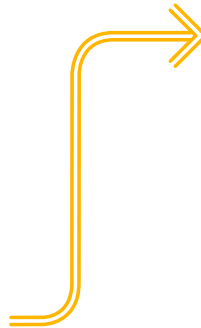
REIMAGINING EDUCATION TOGETHER

RESEARCH AND ADVOCACY

Unacceptable gaps in academic attainment, poor social mobility, rising mental health issues and a failure to provide young people with the skills they need for life in the 21st century are just some of the consequences of a system rooted in the needs of a bygone era.

With the support of strivers and our partners we are researching and developing:

★ Some of the early work on this can be found in the “Reimagining Education Together” booklet shared with you. Look out for more (videos, research and tools) for you to be a part of the change.



- **A powerful case for change** bringing together the evidence on why change needs to happen to build demand
- **A network of cross-sector partners** building a network of cross sector leaders as ambassadors and partners to make change a reality
- **Content to support advocacy** co-creating videos, talking points and sharable content that our network can use to advocate locally for change.
- **Learnings from global pioneers** insight from those that have driven change at a country, regional and local level
- **Tools for local change** - tools, diagnostics and tips for making change happen locally.

SPONSORS

Each of the people and organisations below have supported Strive since the very beginning. Without them taking a punt in 2014, and sticking with us ever since, Strive simply wouldn't happen.

We are so grateful and proud that they continue to choose to be such an integral part of this journey.



VIRGIN



Virgin is a leading international investment group and one of the world's most recognised and respected brands. Conceived in 1970 by Sir Richard Branson, the Virgin Group has gone on to grow successful businesses in sectors including mobile telephony, travel & transportation, financial services, leisure & entertainment and health & wellness.



.....

Since August 2014 The Virgin Strive Challenge has brought together people who are bound by a belief that they can change the world. As we move into our 5th year of striving, I'm proud of the amount of change that has been created by funds raised by Strive and of the potential for so much more in the future. Striving is about all of us reaching beyond what we thought was possible, digging deep to achieve more than we expected of ourselves. For me it goes hand in hand with one of my favourite sayings - screw it, let's do it!

I'm humbled to be taking part in this challenge alongside all of you.

I have a feeling this is going to be the start of an epic journey, on the event and afterwards too, with Big Change.

– SIR RICHARD BRANSON

AKQA

AKQA

AKQA is an ideas and innovation company that specialises in creating digital services and products, that exists to create the future with their clients. Employing over 2,000 staff in their studios globally, AKQA is a recognised pioneer and global brand experience studio inspired by the imaginative application of art and science.



“ ”

Young people have the unprecedented power to shape the future and have a beneficial impact on their community. At AKQA, we understand the importance of investing in big ideas that help them create a positive future. We look forward to seeing this year's inspiring projects.

– Ajaz Ahmed

JIGSAW MEDICAL



Founded in 2012 by Chris Percival, Jigsaw Medical has become one of the UK leaders in medical services, offering a range of services for the commercial, media, events sectors and the NHS. Jigsaw is the largest UK-owned independent ambulance provider, operating across multiple locations across the UK, and overseas. Divided into three clear entities, Jigsaw provides various Clinical Services, Training & Education Services and Special Projects, globally - with a focus on delivering clinically-focused and harmonised solutions to both the NHS & private clients.



Working with the Strive team since 2014 has been an amazing experience and we're delighted to be providing the medical cover for the 2018 event, which looks to be epic. The work that the guys at Strive and Big Change undertake and the challenges they overcome to raise money for so many good causes are incredible. We can't wait for the epic 2018 challenge to get going, we're extremely proud to be a part of it and hope that we won't be needed too much!

— CHRIS PERCIVAL

PRIMAL CURE



Primal Cure is a no-nonsense lifestyle brand founded by fitness guru and entrepreneur Steve Bennett, to support health, well-being and longevity, so that we can all thrive in the modern world; an environment so alien to that in which we evolved. Based on core beliefs around making the right eating choices, protecting our environment and embracing a healthy lifestyle coupled with a 'Move More, Max Out' exercise approach, Primal Cure offers a wealth of products, services and information to help us sustain optimal health.



Primal Cure and Strive follow a similar ethos, that by living healthily and pushing yourself, you really can take on any challenge that life throws at you, physical or otherwise. We are so pleased to be able to provide Strivers with some key supplements to help support them on a successful challenge. Whilst Big Change is supporting young people at home, we are supporting young people with nutritional deficiencies in developing countries. Together we can have a really positive impact on the world.

– STEVE BENNETT



Virgin
STRIVE
CHALLENGE 2018

PARTICIPANTS



NOAH DEVEREUX

Noah is the community director for Big Change.



RICHARD BRANSON

Founder of the Virgin Group and Dr Yes!



DORA NAGY

Rule breaker and maker.



KURT LONG

Tech entrepreneur and avid Kitesurfer.



SUSAN MA

Founder of Tropic Skincare



SAM BRANSON

Big Change and Strive Co-Founder.



MATT ISAACS

Entrepreneur, advisor, angel investor, philanthropist. Not so good at sitting still.

➤ CORE TEAM



BEN PATTON

Sport mad, tequila drinking, texan (who creates companies in his spare time).



DAMIAN MALDONADO

Founder of American Financing and kitesurfer extraordinaire.



HOLLY BRANSON

Founder and trustee of Big Change.



ALICE WESTON

Personal Trainer and Co Founder of Be Still Wild Retreats.



ELENA KVOCHKO

Cyber security expert and Bank of America Executive.



JEREMIAH EMMANUEL

Big Change youth ambassador and speaker.



JAMES BENAMOR

Serial entrepreneur and father of 8.



ABDULLAH PURI

Family business
and student.



ADAM RAYBOULD

Virgin Money Employee
and recent challenge
enthusiast.



ALASTAIR CRAWFORD

Founder of 192.com and
2016 core teamer.



ALEXIS WALSKO

Founder and CEO
of Lola Red.



CURTIS BRANNAN

Universal optimist.



ALI PARSADOUST

Healthcare Entrepreneur,
Founder of Babylon
and Circle.



ALI ALNUAIMI

Masters student,
family business and
blockchain expert.



AMANDA MCKENZIE

Virgin Active's Strive
Ambassador.



BAS SMIT

Social media legend
and investo



**CHARLOTTE
SLANEY SMITH**

Venture Capitalist.

STAGE 1 PARTICIPANTS



DANIEL BRENNAN

Communications Director and keen marathon runner.



DAVID JENKINS

Virgin Media IT nerd who loves new challenges. Excited & terrified in equal measures



DOMINIK JACKSON

Founder of Jackson & Jackson Developments and racing car driver.



DUANE KIBBEE

Jiu-Jitsu master and Director of Technology for American Financing



CLIO KNOWLES

Head of People for Virgin Hotels and 2016 Striver.



EDWARD VYE TAYLOR

Communications Director and serial Striver.



ESSIE NORTH

Big Change Managing Director



FELIX STELLMASZEK



FRANCIS MACGILLIVRAY

AKQA'er and 2016 Striver.



FRED JOYAL

Author and speaker.



GARETH BROOKES



GEORGINA WESTON

Reformed lawyer, now artist, yoga teacher & Co-Founder of Be Still Wild Retreats.



HARLEY HUGHES

Reformed lawyer, now artist, yoga teacher & Co-Founder of Be Still Wild Retreats.



HARRY CATCHPOLE

Partner at Tribe and Big Changer.



ISABELLA BRANSON

Big Change co-founder and actress.



IONA STEPHEN

Touring golf professional. I love sport but cycling and kayaking are new a challenge!



JERONA NOONAN

Freelance commercial director and serial Striver.



JILL HENRY

Start up Entrepreneur, Meander Apparel.



JAMES BURTON

AKQA'er and semi-professional athlete.



**ISA BIN ABDULLA
ALKHALIFA**

STAGE 1 PARTICIPANTS



**JONATHAN
FRESHWATER**

Client Director at AKQA
and fitness enthusiast.



JOSEPH O'SULLIVAN

Ex-Gogler and Virgin
Galactic Astronaut.



JOSHUA ELLIS

AKQA'er.



JOSHUA STEVENS

Founder of One
Retail Group.



LARA MILWARD

Fitness guru and Strive
Mumma since 2014.



LEON PHILIPSEN

Virgin employee and
2016 Striver.



LINDA GRANT

Media executive,
chairman at housesimple.
com, returning STRIVER
and dog lover!



LISSA GILLOTT

Virgin Start up'er
and Challenger.



**MAJA
LITHANDER SMITH**

Interior design guru.



MARIE PETROVIC

AKQA'er and
fitness fanatic.



MATEUSZ KOLACZYNSKI

Loves meeting new people, always up for a new challenge to get outside of his comfort zone!



MATTHEW HOOD

Big Change Project Partner, Founder of Institute For Teaching.



NICK KANDOLA

E-commerce pioneer and Entrepreneur.



PETER STUR

Businessman with passion for adventure and family.



PHOEBE PERSHOUSE

Virgin Australia Stewardess.



RAPHAEL HOCHBERGER

AKQA'er and multidisciplinary athlete.



BOB NORTH

Essie's Father and entrepreneur.



ROSS WINTERFLOOD

AKQA'er and firm believer in 'together makes you better.'



SACHIN DUGGAL

Innovation mad entrepreneur.



SAMIT GEHLOT

Entrepreneur and conservationist.

STAGE 1 PARTICIPANTS



**SEBASTIAN
GUENNEWIG**



SIMON BOOTH



SOPHIE QUIST



STEPHANIE ARGYROS

Real Estate, Philanthropist
and 2015 Striver.



STEPHEN HOPKINS

Virgin Brand Director.
Has neither gear,
nor any idea.



STEVE SCHUMANN

Property and 2016 Striver



TIM BAGGOTT

AKQA'er and challenge
enthusiast.



TONYA LANTHIER

Founder and CEO of
DentalPost.net.



VICKI ANSTEY

Fitness entrepreneur
(Barreworks) and fitness
obsessive.



STAGE 1 PARTICIPANTS



VLADAS LASAS

Lithuanian entrepreneur
and science and
technology enthusiast.



WILLIAM KELLY

A yes man!



YI LING SKY CHIA

Citizen of the world
and blogger.



ZAYED ALNEHAYAN

Tech investor and
Cryptocurrency/
blockchain expert.



Virgin
STRIVE
CHALLENGE 2016

Proudly sponsored by

JIGSAW
virgin money
Virgin Active

**BIG
CHANGE.**

Virgin
STRIVE
CHALLENGE 2016

PARTNERS



We want to give a massive shout-out to our amazing partners. Like our sponsors, none of the **STRIVE** challenges would be possible without them. **Thank You!**

COSTSWOLD OUTDOOR



CLOTHING & EQUIPMENT PARTNER

The UK's Widest Range of Outdoor Clothing and Equipment. With over four decades of experience in outdoor retail, we offer one of the most extensive and comprehensive ranges of outdoor clothing, equipment and accessories. Selecting from over 250 top quality brands allows us to bring you the latest in outdoor technology and styles. From hiking to camping trips, walking boots to waterproof jackets, wherever your adventures take you we have the right kit.

EJIGSAW



DIGITAL & TECHNOLOGY PARTNER

eJIGSAW® is a multi-award-winning creative and digital agency with offices in Chester and London, offering expertise in website design, cloud applications, digital marketing, brand identity, and creative strategy. Our experienced group of passionate designers, developers, and creative puzzle solvers will help push the boundaries of your business and help elevate your brand to its' fullest potential. Our approach is focused on the end-user, everything we do is intended to engage with people, from competitor analysis to targeted marketing.

GIORDANA



CYCLE APPAREL PARTNER

Giordana is a family business with decades of authentic heritage, deeply rooted in crafting the finest cycling apparel in the world. "Made in Italy" means something to us. Throughout almost five decades we have employed generations of brilliant craftsmen and artisans; all who share the same commitment to be unmatched in creating the best cycling apparel. Giordana has a proven track record of bringing to market highly technical cycling apparel to riders on the World Tour and to discerning cyclists all over the world. From the finest threads to the fastest finishers, it is this obsession over the details that makes us the perfect partner for the Virgin STRIVE Challenge 2018.

HALFORDS

halfords

CYCLE PARTNER

Halfords are delighted to be back again to support the Strivers on their epic challenge. We saw the power of team as people rode together to get through some of the tough stages in 2014 and 2016 looks like it will be every bit as tough. Our Mechanics Crew will be on hand throughout the cycling legs to provide top class support, bikes for the core team, a huge range of spares and a bit of motivation too.

SEENIT

seenit

VIDEO CONTENT PARTNER

Founded in 2014 by Emily Forbes, Seenit is an app and online platform which allows brands to connect and create with relevant people, simply by activating them to use the camera phone in their pocket. Using Seenit, organisations harness their own global communities and create with those who care most. Seenit empowers brands to use community storytelling to create content that deeply resonates with their audiences.

LARA MILWARD

LARA

CORE TEAM FITNESS PARTNER

Lara is an award-winning fitness and wellbeing coach and co-founder of the growing fitness community, BlitzFitness, in London. Lara is supporting the core team with all training, nutrition and wellbeing planning and training in the lead-up to the event and during it. Lara has also been on the Strive core team in 2014 and 2016 and is a regular speaker for Big Change, particularly in schools on our Inspire Tour.

TRIBE

TRIBE

SPORTS NUTRITION PARTNER

TRIBE are the UK's leading natural sports nutrition brand and athletic community. TRIBE was started in August 2015 after the three founders completed a 1,000 mile run across Eastern Europe. Frustrated with synthetic and sugar-filled energy products, the founders set out to develop performance sports nutrition from all-natural wholefoods for everyday athletes.



The logo for the Virgin STRIVE CHALLENGE 2018 is centered in the upper half of the image. It features the word "Virgin" in a white, cursive script font. Below it, the word "STRIVE" is written in a bold, white, sans-serif font. Underneath "STRIVE", the words "CHALLENGE 2018" are written in a smaller, blue, sans-serif font. The background is a grayscale photograph of a mountainous landscape with a valley, a small town, and two hikers on a path in the foreground.

Virgin
STRIVE
CHALLENGE 2018

INFORMATION

EXAMPLE ITINERARY

STAGE 1

07:00-08:00 / Breakfast

08:30 / Check out, drop your luggage into the luggage van and prepare for stage start

09:00 / Stage Start

09:00-12:00 / Morning cycle/ sea kayak

11:00-14:00 / Lunch stop on the route

13:00-17:00 / Afternoon cycle/ sea kayak

15:00-20:00 / Info desk open in hotel reception at finish line

15:00-19:00 / Medical and stretch areas open

15:00 - 17:00 / Estimated finish time of cycle/ sea kayak

19:00 / Striver briefing

19:30 / Dinner



AKQA



PrimalCure
DOUBLE THE GOODNESS



SOCIAL MEDIA INFO

Your social channels are a great way to share the story of Strive and reach your fundraising targets for Big Change.

Throughout the challenge, why not share how you're getting on by posting your photos, videos, and thoughts (good, bad and ugly) on Facebook, Twitter and Instagram? Remember, personal stories make the best content!

Make sure you tag [@Virgin](#) [@StriveChallenge](#) and use the [#WeStrive](#) and [#StriveforaBigChange](#)



Facebook

facebook.com/strivechallenge
facebook.com/bigchange



Twitter

[@Virgin](#) // [@strivechallenge](#) // [@BigChange_](#)



Instagram

[@Virgin](#) // [@strivechallenge](#) // [@bigchangecharity](#)



Youtube

[Strive Challenge](#)



LinkedIn:

linkedin.com/company/big-change-charitable-trust



Hashtags

[#WeStrive](#) // [#StriveforaBigChange](#)
// [#BigChange](#)

Follow our Virgin Strive accounts to keep up to date with news - and feel free to repost what you see!

This year we're partnering with Seenit - a video content platform that will revolutionise our storytelling on **STRIVE** by giving all of you a voice. We would love for you to download the app, familiarise yourself with its functionality and help us by creating content as soon as possible. Simply follow these steps...

1) Download the app - search 'Seenit Capture' in your app store and download. Log in, join the 'strive2018' project, accept the Ts and Cs and you will be directed to our STRIVE 2018 landing page.

2) Watch Noah's intro video, follow the instructions and... boom - get shooting! We want you to tell the authentic story of STRIVE - whatever that means to you.

3) Keep an eye out for questions! Throughout the challenge we'll be pushing out questions via Seenit that we'd like you to answer with a video - topics will range from what you're learning about yourself to views about the Big Change we're trying to create. Bonus points for creativity!

4) Share the videos on your social channels (we'll be sharing some of them too). This helps bring your journey to life for friends, family and supporters back home - spreading the Big Change message and helping us smash our £1m fundraising target.



CONTACT / EMERGENCY INFO

Below is a list of people you can contact if you have any non-urgent questions or concerns about the Virgin STRIVE Challenge or Big Change while you are on the road.

For general questions about STRIVE:

Noah Devereux // Noah@big-change.org // 07789 191584

For medical questions:

Chris Percival // chris.percival@jigsawmedical.com

// +447734 000999

For any logistics questions:

Maz Hedley-Lewis // maz.hedley-lewis@thresholdsports.co.uk

// +447968 958412

For questions about Big Change and/or Fundraising:

Freddie Morton-Hooper // freddie@big-change.org

// +44 7508 774787

For questions about social media:

Annie Scott // annie@big-change.org // +44 7739 961661

EMERGENCY CONTACT INFORMATION

At the start of each stage, all Strivers will be provided with a key contacts card with the phone numbers that are relevant to that stage. These are provided so that you can get in touch with the team with whatever enquiry or support need you have.

Please remember to have your charged mobile phone with you whilst out on the route each day so that you can get in touch.

The contact cards will include the following information:

Medical Support

Mechanical Support (for cycle stages) General Enquiries // Emergency contact information and process for the region. // We will have an information desk at each hotel (or the main hotel where we have more than one on some nights) for the duathlon and cycle stages. When this is unmanned there will be an on-call number displayed so that you are able to get hold of one of the team at all times.

BIG CHANGE TEAM



ESSIE NORTH
MANAGING DIRECTOR



NOAH DEVEREUX
COMMUNITY DIRECTOR



NOAH BERNSTEIN
DIRECTOR OF OPERATIONS



**FREDDIE
MORTON-HOOPER**
COMMUNITY MANAGER



SARINA HANCOCK
TEAM COORDINATOR



ZOE WHITE
MARKETING AND
COMMS MANAGER



ANNIE SCOTT
STRIVE COMMUNICATIONS LEAD

SUPPORT TEAM



PIP ASPINALL

THRESHOLD SPORTS

Pip is one of our STRIVE participant managers and will be one your main points of contact for Stages 1 & 2.



ED COCKROFT

THRESHOLD SPORTS

Ed is a familiar STRIVE crew member and will be on the road with us for Stages 2 and 3.



CASSIE DOWN

THRESHOLD SPORTS

Cassie helped developed the route for Strive 2018 . She'll join us in Sardinia and back to join us for Mont Blanc.



**AMANDA
HEDLEY LEWIS**

THRESHOLD SPORTS

Maz is the Virgin STRIVE Challenge event lead. She'll be on top of all of the logistics and will ensure a fantastic experience!



ANNIE PICKERING

THRESHOLD SPORTS

Annie is one of our STRIVE participant managers and will be one your main points of contact for Stages 3 & 4.



STEPHEN SCULLION

THRESHOLD SPORTS

"Scully", a former Royal Marines Officer, will be with us for the whole month on his 3rd STRIVE event!



MATTHIAS ASHFORD

FREELANCE VIDEOGRAPHER

Lead videographer for the whole month of this year's Strive event.



LOUIS DEVEREUX

FREELANCE VIDEOGRAPHER

Videographer for the whole month of this year's Strive event.



CHRIS PERCIVAL

JIGSAW MEDICAL

Chris is a HCPC Registered Paramedic and CEO of Jigsaw Medical. Chris is leading the Medical Team for STRIVE 2018.



ADAM SLAMA

FREELANCE PHOTOGRAPHER

Lead photographer for the whole month of this year's Strive event.

NOTES & DOODLES

A series of horizontal dotted lines for writing notes or doodles.



WE ASPIRE -- TO --
A GENERATION
WHERE **EVERYBODY** BELIEVES THEY CAN
CHANGE THE WORLD.



THEY WILL LOOK AT
AN INTIMIDATING
CROWD AND SEE AN AUDIENCE.



THEY WILL LOOK AT AN IMPOSING MOUNTAIN AND SEE A JOURNEY.

THEY WILL CHALLENGE THEMSELVES TO
OVERCOME HURDLES THAT MIGHT NOT
BE YOUR HURDLES,
BUT ARE HURDLES NONETHELESS.



**BIG
CHANGE.**