

2013 Peer-to-Peer Fundraising

Top 30

Since 2007 the Run Walk Ride Top 30 has been the go-to source of information about how athletic fundraising events are performing. We are pleased to introduce the Peer-to-Peer Fundraising Top 30, which has expanded the parameters of the study, and invited more programs to the field. Inclusion of new types of peer-to-peer programs has led to a shuffle in the top 30, with some programs falling off the list, due to these new programs, rather than a decrease in revenue.

PRODUCED BY PEER-TO-PEER
PROFESSIONAL FORUM
peertopeerforum.com

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RANKED BY GROSS REVENUE

1	\$380,000,000	AMERICAN CANCER SOCIETY: RELAY FOR LIFE	 
2	\$106,800,000	SUSAN G. KOMEN FOR THE CURE: SUSAN G. KOMEN RACE FOR THE CURE	 
3	\$105,640,000	AMERICAN HEART ASSOCIATION: HEART WALK	 
4	\$100,700,000	MARCH OF DIMES: MARCH FOR BABIES	 
5	\$83,100,000	NATIONAL MS SOCIETY: BIKE MS	 
6	\$77,963,790	JUVENILE DIABETES RESEARCH FOUNDATION: WALK TO CURE DIABETES	 
7	\$71,799,590	THE LEUKEMIA & LYMPHOMA SOCIETY: TEAM IN TRAINING	 
8	\$66,200,000	AMERICAN CANCER SOCIETY: MAKING STRIDES AGAINST BREAST CANCER	 
9	\$58,500,000	THE LEUKEMIA & LYMPHOMA SOCIETY: LIGHT THE NIGHT WALK	 
10	\$57,257,322	ALZHEIMER'S ASSOCIATION: WALK TO END ALZHEIMERS	 
11	\$54,106,000	AMERICAN HEART ASSOCIATION: JUMP ROPE/HOOPS FOR HEART	
12	\$48,700,000	NATIONAL MS SOCIETY: WALK MS	
13	\$46,000,000	PAN-MASS CHALLENGE: PAN-MASS CHALLENGE	
14	\$43,000,000	CYSTIC FIBROSIS FOUNDATION: GREAT STRIDES	
15	\$42,000,000	SUSAN G. KOMEN FOR THE CURE: KOMEN 3-DAY	
16	\$40,000,000	AVON FOUNDATION FOR WOMEN: AVON WALK FOR BREAST CANCER	
17	\$33,457,328	ST. BALDRICK'S FOUNDATION: ST. BALDRICK'S HEAD SHAVING EVENTS	
18	\$29,761,126	AUTISM SPEAKS: WALK NOW FOR AUTISM SPEAKS	
19	\$29,301,000	AMERICAN DIABETES ASSOCIATION: TOUR DE CURE	
20	\$24,100,000	AMERICAN DIABETES ASSOCIATION: STEP OUT: WALK TO STOP DIABETES	
21	\$23,500,000	THE ALS ASSOCIATION: WALK TO DEFEAT ALS	
22	\$21,500,000	BIG BROTHERS BIG SISTERS OF AMERICA: BOWL FOR KIDS' SAKE	
23	\$21,000,000	MOVEMBER*: MOVEMBER	
24	\$19,007,104	PELTONIA: PELTONIA	
25	\$18,057,392	JUNIOR ACHIEVEMENT USA JUNIOR ACHIEVEMENT: BOWL-A-THON	
26	\$14,511,424	AIDS LIFECYCLE: AIDS LIFECYCLE	
27	\$14,000,000	MEMORIAL SLOAN-KETTERING CANCER CENTER: CYCLE FOR SURVIVAL	
28	\$12,966,852	CHURCH WORLD SERVICE: CROP HUNGER WALK	
29	\$12,374,035	PENN STATE IFC/PANHELLENIC DANCE MARATHON: THON	
30	\$12,100,000	NATIONAL DOWN SYNDROME SOCIETY: BUDDY WALK	

2012-2103 GROWTH



Three of the five fastest growing programs, Cycle for Survival, Movember, and Penn State's THON, are not new programs, but are included in the study for the first time this year.



TOP GROWERS

68.67% Memorial Sloan-Kettering Cancer Center: Cycle for Survival

39.35% Movember: Movember

15.52% Penn State IFC/Panhellenic Dance Marathon: THON

13.61% Pan-Mass Challenge: Pan-Mass Challenge

13.35% AIDS lifecycle: AIDS lifecycle

LOCAL IS IMPORTANT



Keep watching the hospital space as it continues to mobilize advocates. National brands are increasingly competing with local and regional hospitals. Hospitals can tap directly into families of patients to create a compelling, personal link. National brands will need to adapt their messaging to keep up.

LONG LIVE THE WALK



Revenue from several Walk programs is up significantly on largely the same number of events. Many of these are for smaller, more focused causes.

CYCLING PEDALS ON



AIDS LifeCycle and Pan-Mass Challenge prove that they are still setting the pace. Memorial Sloan-Kettering is getting great traction with its Cycle for Survival spin event.

SMALL AND YOUNG



The trend for younger events is growth, while many older events are stagnant. It's also a good time for smaller, niche brands.

  +/- GROWTH  WALK

 RUN  RIDE  ENDURANCE

* Movember totals provided for 2013 are for the fiscal year ending in April 2013. Totals for 2012 are for the fiscal year ending April 2012.

