



## CASE STUDY

# Getting Active to help our local NHS heroes



## OBJECTIVES

During the first lockdown in May 2020, our local NHS Trust at East Surrey Hospital (SASH - Surrey and Sussex Healthcare) put out an urgent fundraising COVID-19 appeal to help their overworked staff at the hospital.

The Get Active platform was used for a daily lockdown exercise challenge targeted at 1,100 NHS workers, their supporters and friends and the general public for the month of May, with all proceeds from the challenge supporting the appeal.

## OUTCOMES

A bespoke NHS medal was designed to incentivise and reward participants, and once publicised, the challenge sold out within 24 hours.

Physical activities from walking (or steps), running, cycling, swimming, gym, home or online workouts and much more was warmly embraced by all entrants.

Over 100,000 miles and 20,000 hours of exercise was recorded. Feedback from participants emphasised the simplicity of the challenge, that it was COVID proof and encouraged them to get moving and help their local NHS staff that they have all relied on at one time or another.

## HIGHLIGHTS

### Engagement

Over 1,100 people took part in a motivational and rewarding project at a time when people, more than ever, needed to feel a sense of connectedness

### Experience

It gave the Get Active technical team valuable real time experience which improved and enhanced the platform.

### Fundraising

A total of £13,224 was raised within the 31 day challenge. This was used to buy Nespresso machines and pods, as well as foot massagers and other rewarding treats for our local NHS medical staff.



"Huge thanks to everyone who has taken part in the SASH Get Active Challenge.

We've been blown away by your support at this difficult time. With well over 1,000 people taking part, your donations are already really helping our amazing staff here in the hospital"

**Andrew Bickerdike**  
SASH Charity