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Charity clearing-house opens for marathon hopefuls

More than 100,000 runners will miss out on a ballot place today for the 2013 London marathon – but now have the opportunity to run for a good cause.

Each year, around 36,000 runners take part in the gruelling 26-mile challenge, yet the competition to secure a place this year is even tougher. More than 130,000¹ have already applied through the marathon ballot but only around 12,000 of these will be lucky enough to secure a place. The remaining marathon hopefuls will be eligible to compete for places allotted to charities and will need to commit to raising a certain level of sponsorship in order to secure their place on the starting line.

In order to help match participants with charity places, [JustGiving](#), today launches a new virtual clearing house to pair runners with charities who have a guaranteed number of places at www.marathonclearing.co.uk

The launch of the site comes as new research shows that the London marathon is expected to break all fundraising records as the Olympics drives unprecedented demand. According to [JustGiving](#), one in eight (13%) adult Britons are now planning to run a marathon with close to a million² (2% of Britons) reporting that they are hoping to secure one of the 36,000 places for April 2013. At the same time, charities have now set fundraising targets to £1,800 per runner – significantly more³ than in January 2012.

It would seem that the Olympics and Mo Farah in particular, has given British distance running a much-needed boost by inspiring a generation of British distance runners to run a marathon.

Anne-Marie Huby, MD of *JustGiving* said: *"It has been an exciting summer for athletics and it's great to see the marathon attracting a new generation of runners and fundraisers. Last year millions was raised for the marathon in London and next year's marathon is likely to*



exceed all fundraising records. Raising money is now quicker and easier than ever before. The internet and new media have changed the ways in which people donate. Mobile devices and social networks are providing alternative methods to donate, which means more people are able to give whenever and wherever suits them."

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For more information please contact Suzie, Chris or Lauren at Third City on tel: 0203 174 1023 or email jgteam@thirdcity.co.uk

Notes to Editors

FOOTNOTES

1. The London marathon
2. JustGiving commissioned ICM to run a nationally representative poll of 2,036 adults between 21st and 23rd September 2012. According to this data, 2% of UK adults have already applied or will be applying for a London marathon place through a charity. 2% x 49,969,000 (UK adult population over 18yrs old) = 999,380. 2% of UK adults said that the London Olympics has inspired them to run a marathon.
3. JustGiving internal data. Charities set a minimum fundraising target of £992 on average in January 2012. The minimum fundraising target, on average, is now £1,874.00 for 2012 (as of September 2012).

About JustGiving

JustGiving (www.justgiving.com) is the UK's largest online fundraising platform and has helped 13 million people raise over £1 billion for more than 12,000 charities since 2001. In 2009, JustGiving's CEO Zarine Kharas was awarded the RSA's Albert Medal for "democratising fundraising and technology for charities" and JustGiving was awarded the "best use of technology award" at the 2009 Sunday Times Tech Track 100 Awards.