realbuzz Raise over £12.6M Globally For Charity

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Manchester-based global fundraising platform realbuzz has revealed a post covid record breaking year in its FY24/25 Impact Report, with more than £12.6 million raised for charity through its global network of runners and events. Since launching in 2002, realbuzz has now helped generate over £1 billion in global fundraising, by supporting over 3,500 charities across three continents, and after a new generation of runners emerged post-pandemic, realbuzz is at the forefront of the global boom in charity running.

Realbuzz is the powerhouse behind some of the world's most iconic charity programmes, partnering with major races to drive charity participation, internationally. In collaboration with major events such as the Tokyo Marathon and the BMW BERLIN-MARATHON, realbuzz connects runners with extraordinary causes.

With over two decades of experience, realbuzz is on a mission to make charity running more accessible worldwide. The platform supports a wide range of causes, partnering with global names like Make-A-Wish and the National Breast Cancer Research Institute, as well as hundreds of grassroots charities. Helping them reach new audiences, break fundraising records, and turn miles into life-changing impact.

With running events selling out faster than ever, realbuzz has seen record demand for charity places particularly from Gen Z (16–27) and younger Millennials (28–43). This purpose driven generation is reshaping the endurance space, with charity entries fast becoming the route into major events. Overall demand is surging: the 2026 Copenhagen Marathon sold out in under 24 hours (vs. 12 weeks for 2025) and the Valencia and Copenhagen Half Marathons sold out in under two hours for the 2025 events, prompting both races, which are part of the SuperHalfs Half Marathon Series, to move to a ballot system for 2026 and beyond. As general entries disappear almost instantly, more runners are turning to charity places not just to gain entry, but to run with purpose.

Realbuzz supported runners logged over 230,000 miles for charity this year alone, with 15,796 runners taking part across nearly 50 global events. Among the most popular events in the brand's portfolio is the SuperHalfs Half Marathon Series, which now has over 90,000 runners registered to complete the six iconic races the series encompasses. Charity entries have also surged, increasing by more than 300% year on year.

Charity Participation

Charities are reaping the benefits. *Make-A-Wish UK*, which joined realbuzz's "Run with realbuzz" programme in 2023, raised £91,729 this year through 141 runners, 17% of whom came from outside of the UK. Buoyed by demand, the charity is now securing guaranteed places in high-profile events like Berlin.

Irish charity, the *National Breast Cancer Research Institute* (NBCRI), raised €144,861 at the Irish Life Dublin Marathon in 2024, with its largest team to date. The charity now works with realbuzz across major global events, including the Bank of America Chicago Marathon and London Landmarks Half Marathon.

Partnerships

2025 also marked a major milestone. Realbuzz became the exclusive International Charity Partner of the Tokyo Marathon, opening up this prestigious Abbott World Marathon Majors event to international charities for the first time in its history. The partnership is expected to generate more than £2.5 million in fundraising in year-one for global charities, alongside the existing domestic charity programme for the event.

Kirsty Angove, Chief Marketing & Operations Officer at realbuzz has commented, "2024 marked a real turning point in the world of endurance running and we're witnessing a fundamental shift in how people approach the sport. More than ever, runners are looking both for new challenges, with event participation booming, but also for a purpose to their miles. Charity places are fast becoming the most meaningful way to participate in major events and general demand increases are driving more people into this fundraising channel. The overall demand we're seeing from both runners and charities has exploded.

"We're proud to be a part of this movement, linking world class events with life changing causes across the planet. The new partnerships we're forging, like our exclusive collaboration with the Tokyo Marathon

Foundation, alongside our growing brand and ambassador network, means we're enabling more runners to make a difference than ever before.

"This Impact Report reflects the momentum we've built but more importantly, it sets the stage for where we're going."

With another record-breaking year forecast, realbuzz is projected to grow to over £20M in facilitated fundraising in FY25/26 and intends to keep redefining what's possible in charity running.

ENDS

Notes to editors

For media preview only: Impact Report

Page 4 has been updated to remove 4:1 'raising on average more than £2,000 per person for participating charities.'

If you want to arrange an exclusive interview or press enquiries, please contact lucy@wearejam.agency or elizabeth@wearejam.agency.

About realbuzz

realbuzz is the world's leading provider of charity running programmes, with over twenty years' experience connecting charities with runners and sell-out global events, raising vital funding for over 5,000 charities globally. The realbuzz mission is to make charity running more accessible worldwide. From building and supporting charity programmes for major endurance events, ensuring they become major fundraising destinations for all partner charities, to recruiting and supporting runners and organisations looking to raise funds in some of the world's most sought-after events, realbuzz works to help as many people as possible make the miles mean more.

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