



# Steps for Success FAQs

## What is #StepsforSuccess?

#StepsforSuccess is a virtual event that challenges you to complete 2.1 million steps as a team or 10,000 steps a day as an individual. You can run, jog, walk, or stroll any distance, in any location you like, as many times as you like, to reach your distance goal. It is your race, your pace. Complete the challenge in days, weeks or months. Although we have guide dates for #StepsforSuccess 25, the finish time doesn't really matter. It's about raising vital funds to help young people from low-income households get into jobs they want and careers they deserve.

## When do I have to complete my steps by?

The challenge starts on Monday 10 February and will end on Monday 10 March 2025 which gives you 29 days to reach your steps target. Set yourself a target as to when you'd like to finish your steps - this is a great way to motivate yourself. It doesn't matter if you sign up after the start date, or finish before - set your own step targets. It's your race, your pace.

## Are there any registration or participation fees?

Signing up for #StepsforSuccess is FREE! It's a fundraiser though, so we do encourage you to fundraise to help fund paid work experience, employability skills training and mentors for young people from low-income households.

## Do I need to do this on a specific day?

No, you can take this challenge at any time between Monday 10 February - Monday 10 March 25. It doesn't matter if you sign up after the start date, or finish before - set your own step targets. It's your race, your pace.

## Do I have to step?

No you don't - you can run, jog, walk, roll, stroll or even swim your distance. Or do a mixture of all of them! We advise you to do whatever is within your ability but is still challenging for you. Making sure it is enough of a challenge means people will be more likely to sponsor you.

## How do I track my steps/distance?

Whether you choose to take on this challenge inside or out, you'll need to track the number of steps or distance you cover. To convert your distance into steps: every 1 mile = 2,000 - 2,500 steps / 1 km = 1,250 to 1,550 steps / 10,000 steps = 4 to 5 miles.

Whatever fitness app you use, it'll track the distance you cover during your activity for you. Simply log these on your fundraising page. What are the best apps to use to track my distance? There are lots of popular fitness apps and services you can use to track your elevation, including Strava, MapMyFitness and Fitbit.

## What is Strava and how do I use it?

Strava is a training app which tracks and records your distance. Enthuse is partnered with Strava which means you can link your fundraising page to Strava and your page will be updated every time you log an activity. That way, your donors can see how you're getting on. Fundraisers who use this feature raise more!

## How does Strava work?

Information such as how Strava works, how to set it up and more about Strava can be found here: [Strava FAQs](#) | [Enthuse Help Centre](#)

## Can I take part in a team?

Yes, once you sign up, you can create or join a team. If you are setting a team up, you need a team name and team fundraising target (we recommend £100 per person in your team). When others sign up, they can choose to join a team and type in the same team name, this will make sure all your pages are together.

## What happens after I sign up?

You will receive a welcome email to make sure you have everything you need to get started! Once you reach a £100 with your fundraising, you will be entered into a draw to win one of our 5 sets of #EYFoundation merchandise. We will be in contact regularly via emails and you will be invited to join a Teams channel.

## How could I win a prize?

Once you have raised a £100, you will automatically be entered into a prize draw to win one of 5 #EYFoundation merchandise sets.

## Is there an age limit for #StepsforSuccess?

There's no age limit for #StepsforSuccess and we welcome people of all ages. However, you need to be over 18-years-old to register. If you're under 18, please ask a parent or guardian to sign up on your behalf.

## What is Enthuse and how do I use it?

Enthuse is an online fundraising platform which you can use to collect your donations. Your fundraising page will be set up automatically when you sign up for #StepsforSuccess. To access your page, go to the Enthuse website and enter the log in details you supplied when you signed up. If you signed up online, your confirmation email will also have a link to your page. You can share your page with friends and family to encourage them to donate to your challenge!

## How do I collect money for my event?

Once you sign up, your fundraising page will be automatically created and any donations collected on your page will come to the EY Foundation. So please share your page with friends and family so they can donate to your challenge.

Take the steps to support the success of young people from low income households to get into jobs they want and careers they deserve.

EY Foundation

Registered charity address: 1 More London Place, London SE1 2AF, United Kingdom. Registered charity no: England and Wales 1157154 & Scotland SC045076. Office: +44 207 951 3133. Website: <http://www.eyfoundation.com>



# Steps for Success FAQs

## How do I get help with my Enthuse fundraising page?

If you need help using your fundraising page, making a donation, or anything else Enthuse related, their dedicated support team can help you out. You can message Enthuse through their contact form if you need any help or can't find what you're looking for. Alternatively, check out the [Enthuse FAQ](#) page or you can call us on 0207 951 3133.

## I'm having problems signing up, who do I contact with questions?

Please email us at [stepsforsuccess@eyfoundation.ey.com](mailto:stepsforsuccess@eyfoundation.ey.com) to tell us about any problems you're having. Or you can call 0207 951 3133 and a member of our Fundraising team will be able to help you.

## What happens after I sign up and what support will I receive from the EY Foundation?

We're here to support you on your journey for #StepsforSuccess. We'll be in touch with emails to give you inspiration, motivation, top tips and fundraising resources and ideas. You can also get advice from other #StepsforSuccess participants on our Teams group.

## What happens if I only use the fitness app to track some of my activities and forget to use it for some?

If Strava is linked to your fundraising page, we'll know about any of the steps you complete using this fitness app. You just need to let us know about the rest of them by manually updating your fundraising page. Just remember: don't manually log any steps that you've used Strava to track, as we'll already have those logged. If you are using another fitness app, you will need to log your steps/distance manually. You can manually add activity by logging into your fundraiser dashboard. Then, on your page, you'll see an 'Add an activity' option. This will allow you to enter the details for your activity. When you've finished, select 'Save activity'.

## What if I don't want to use a tracking app? How can I track the steps I have completed?

If you don't want to use a fitness app, you can still easily keep track of your steps/miles through your fundraising page. You can do this by manually updating your Enthuse fundraising page. Find out how to update your fundraising page.

## Can I meet other people taking part?

Yes! Once you've signed up please join our Teams group to chat with other people taking part in #StepsforSuccess.

## Do I have to fundraise?

As #StepsforSuccess is a challenge to raise money for us, we encourage all participants to fundraise. The money raised from the challenge can help young people from low-income households get into jobs they want and careers they deserve.

## How do I fundraise?

As soon as you sign up to your challenge your fundraising page will be created for you. It's simple! All income is transferred directly to us. You'll be able to share your progress on social media too. And we'll also provide fundraising tips and support throughout your journey. Download our EY Foundation Fundraising pack for more ideas.

## Is there a minimum fundraising amount?

The minimum fundraising target is £100. However, we encourage you to make the most of your challenge by asking your friends and family for sponsorship to help us provide more paid work experience, employability skills training and mentors for young people.

## What is Gift Aid?

We love Gift Aid as it means we can claim 25p on every £1 donation, at no extra cost to you or your supporters. For UK taxpayers, Enthuse allows your supporters to automatically Gift Aid their donation. However, not all donations are eligible for Gift Aid. We can only claim Gift Aid on personal donations. So if your supporters receive any goods or a service in return for a donation, we unfortunately can't claim. For example, any donations from raffles, lotteries, sweepstakes, ticket sales, auctions or bake sales would not be eligible for Gift Aid.

## How do I pay in my money?

Ask people to donate directly to your fundraising page. That way, the money will come to us automatically. If you've collected cash then you can pay in the money to your fundraising page using a credit or debit card marking it as an 'offline donation'.

## Is there a deadline for paying in donations

You should pay in your donations by Wednesday 12 March 2025. This will allow for winners to be selected and announced on Friday 14 March 2025.

## I can't find an answer to my question here, who do I contact?

You can email [stepsforsuccess@eyfoundation.ey.com](mailto:stepsforsuccess@eyfoundation.ey.com) or call 0207 951 3133.

Take the steps to support the success of young people from low income households to get into jobs they want and careers they deserve.

EY Foundation

Registered with  
FUNDRAISING  
REGULATOR

#### **About the EY Foundation**

The EY Foundation is a UK registered charity that works directly with young people, employers and social entrepreneurs to create or support pathways to education, employment or enterprise. EY Foundation operates and is incorporated independently of EY and is governed by a separate trustee board.

The EY Foundation is a charitable company registered in England and Wales and Scotland with registered charity number 1157154 and SC045076. It is also a member firm of Ernst & Young Global Limited.

The EY Foundation, 1 More London Place, London SE1 2AF

© 2024 The EY Foundation. Published in the UK, All Rights Reserved.

[eyfoundation.com](https://eyfoundation.com)

ED None