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TOWARDS AN UNDERSTANDING OF EFFORTFUL FUNDRAISING EXPERIENCES: USING INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS IN FUNDRAISING RESEARCH

Shelton, George

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UNIVERSITY OF PLYMOUTH

**TOWARDS AN UNDERSTANDING OF EFFORTFUL FUNDRAISING EXPERIENCES:
USING INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS IN FUNDRAISING
RESEARCH**

by

GEORGE PETER DAVID SHELTON

A thesis submitted to the University of Plymouth in partial fulfilment for the degree of

DOCTOR OF PHILOSOPHY

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Author's Declaration

At no time during the registration for the degree of Doctor of Philosophy has the author been registered for any other University award without prior agreement of the Doctoral College Quality Sub-Committee.

Work submitted for this research degree at the University of Plymouth has not formed part of any other degree either at the University of Plymouth or at another establishment.

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Abstract:

Name: GEORGE PETER DAVID SHELTON

Title: **TOWARDS AN UNDERSTANDING OF EFFORTFUL FUNDRAISING EXPERIENCES:
USING INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS IN FUNDRAISING
RESEARCH**

Physical-activity oriented community fundraising has experienced an exponential growth in popularity over the past 15 years. The aim of this study was to explore the value of effortful fundraising experiences, from the point of view of participants, and explore the impact that these experiences have on people's lives. This study used an IPA approach to interview 23 individuals, recognising the role of participants as proxy (non-professional) fundraisers for charitable organisations, and the unique organisation-donor dynamic that this creates. It also brought together relevant psychological theory related to physical activity fundraising experiences (through a narrative literature review) and used primary interview data to substantiate these. Effortful fundraising experiences are examined in detail to understand their significance to participants, and how such experiences influence their connection with a charity or cause. This was done with an idiographic focus at first, before examining convergences and divergences across the sample. This study found that effortful fundraising experiences can have a profound positive impact upon community fundraisers in both the short and the long term. Additionally, it found that these experiences can be opportunities for charitable organisations to create lasting meaningful relationships with participants, and foster mutually beneficial lifetime relationships with them. Further research is needed to test specific psychological theory in this context, including self-esteem theory, self-determination theory, and the martyrdom effect (among others).

Keywords: *Fundraising, Charity, Philanthropy, Effort, Pain, Experience, Interpretative Phenomenological Analysis, Community Fundraising, Giving, Charity Sport Events, Peer-to-peer, Giving platforms, Philanthropic Psychology.*

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Chapter 1 - Introduction

Chapter introduction:

Chapter 1 introduces the reader to the research project and area of interest and defines key terms. The research focus is clarified and an overall research question is stated. The overall aims and objectives of the project are explicitly stated (1.6) and the reader is given an overview of the proceeding chapters in this document (1.8).

1.1 Index of abbreviations

IPA – Interpretative Phenomenological Analysis

CSE – Charity Sport Event

TA – Thematic Analysis

ROI – Return on Investment

IOF – Institute of Fundraising

1.2 Project introduction

Fundraising events can be powerful experiences that change people’s lives (Sargeant & Day 2017). They are often called ‘special events’ by some fundraisers because they have the ability to be memorable, fun, emotional, and sometimes challenging for participants in a way that has a profound impact on their relationship with charitable organisations (Weinstein & Barden 2017). They are frequently the first point of interaction that potential supporters might have with a charitable organisation and so must be taken seriously. This project examines effortful experience, specifically in the context of charitable fundraising. It explores the notion that certain fundraising experiences, whilst not necessarily remarkable in terms of duration, can have a disproportionate and profound impact upon the rest of our lives. This impact extends beyond the self to include relationships with organisations and people that were involved with those

experiences. Indeed, this project explores the value of this effortful component, and how significant this can be for individuals in catalysing deep and meaningful relationships with charitable organisations. The geographical focus of this is the UK, and the researcher examines effortful fundraising phenomena from the perspective of participants. This research was needed for a number of different reasons, including to consolidate relevant psychological theory, and to challenge current fundraising research paradigms by exploring modern fundraising experiences in detail. This updating of qualitative research, and testing of a new research approach (interpretative phenomenological analysis or IPA) in a fundraising context will provide a starting point for future researchers to test and build upon theory, and practitioners to begin to understand both the appeal and impact of fundraising experiences that involve effort and exertion.

The charity sector in the UK is expanding steadily, with the number of registered charities in the UK having increased by just over 5% from 160,515 in 2009 to over 169,000 in January 2021 (Statista 2021). Despite the shadow of political and financial uncertainties and the Covid-19 pandemic, people are still willing to give (CAF 2020), and the appetite for outdoor recreation experiences is greater than ever before (RM 2021). The pandemic in particular has driven significant changes to the UK's non-profit landscape, such as increases in cashless giving, and improvements in trust in charities at a more general level (CAF 2020). On a broader note, UK charities have an increasingly large pool of citizens to reach-out to for financial aid, with the 2015 UK population standing at just under 67 million in mid-2019, up by 7.4% from 2009 (Office for National Statistics 2019). However, despite this increase in potential donors, charities report

being under increasing pressure from beneficiaries for their services, and are keen to look for new fundraising options (Hargrave 2020).

A key source of income for charities and Non-Profits in the UK is community fundraising (mobilizing communities to support a cause), and fundraising from special events and challenge events (Higgins & Lauzon 2003). This has become increasingly popular over the past 10 years (IOF 2016). The top 25 mass participation events raised £143m in 2019 (Cipriani 2020), and for certain charities, these form a fundamental component of their fundraising mix. Going hand-in-hand with the growth of online communities, and increased personal connectivity, is the remarkable growth of fundraising taking place through (and associated with) the internet (Tempel et al 2011). There is mounting evidence to support the argument that we ultimately derive more happiness from spending our time and resources on experiences rather than material possessions (Carter & Gilovich 2010; Howell & Hill 2009; Millar & Thomas 2009; Van Boven & Gilovich 2003; Wallman 2015), furthermore, non-profits should pay attention to the quality of the experience which the donor or supporter has (whether that be the overall experience or specific touch-point experience including events) (Burnett 2002; Chen et al. 2014). This focus upon experience is certainly not new in terms of the consumer world (Crompton & MacKay 1997), and indeed, Pine and Gilmore (1998) view this as simply a part of the latest phase in a longer-term shift in consumer marketing.

Fundraising events (and supporting volunteers or community fundraisers who facilitate events) can represent a number of different valuable opportunities for both organizations and their supporters (encompassing a large number of different groups of people), which are summarised below. Primarily, they provide a means for charities to

broaden their donor base beyond those whose primary motivation is to support the charity itself (Webber 2003). There are also a host of psychological benefits for participants that are associated with participating in physical activity events for charity, including the induction of positive moods, a boost in self-esteem, and the generation of a sense of achievement (Biddle et al. 2000; Mutrie & Faulkner 2004).

As the line between our online and offline lives becomes increasingly blurred (Chamorro-Premuzic 2015), this has been reflected in the way that events are designed, and how individuals participate in them. The dramatic increase in popularity of social media over the past 15 years is also beginning to re-define the communities in which we live, re-shape our concept of self (Gardner & Davis 2013), and re-evaluate where our efforts and money should be directed (Saiidi 2016). In this day and age, the rise of the 'adventurer' or full-time 'challenge-based' social media star, has led to individuals such as Sean Conway and Sophie Radcliffe becoming social-media stars, and garnering impressive followings (Jarmey 2015; Ryan 2015), with many of their exploits having a philanthropic or charity element to them. Alongside the growth of fundraising events in the charity sector, the world has seen a rise in the popularity of more extreme sports (including obstacle races like Tough Mudder), and a decline in participation in less adrenaline-filled traditional sports such as golf, basketball and football (Murphy 2018). This appetite for visceral experiences would appear to be part a reaction to the virtual hyper-technological world that we live in.

Events are unique multisensory touchpoints (Garrett 2010) that provide an opportunity for an organisation to interact with key stakeholders both face-to-face and in-person, rather than through a media channel or some other barrier/interface. This kind of rich

experience is an opportunity to engage with individuals, and for those who personify and represent the organisation, to teach people about what they do, and what the organisation itself represents. Physical activity events bring movement and exertion into the mix, combining an often challenging physical experience with the 'feel-good' factor that comes with 'doing a good deed' or being involved in supporting the non-profit in question (Andreoni 1990). Events involving physical activity have also been shown to have a positive impact on well-being and cardiovascular health (Rasciute & Downward 2010). These events range from officially organized athletic events, like the London Marathon, right the way through to personal challenges that have been devised by individuals themselves (e.g. a cycle ride from Land's End to John O'Groats). This growing body of informal community fundraisers is often one-step removed from the cause that they are supporting (i.e. they do not work for the charity in question), and this gives them a unique freedom to fundraise (and also donate) on their own terms (Barman 2008). Crowd-based online technology has also revolutionized the way people raise money for causes that are close to their heart (Kshetri 2015), with websites like JustGiving and Everydayhero becoming increasingly popular around the world, and more and more of us spending greater amounts of our time on social networks like Facebook and Twitter (Duggan 2015), often sharing details of our lives and charitable activities with our networks. Alongside this, the participants themselves are demanding more engaging and more immersive experiences than before, and the breadth of events on offer means that, as an area, it is more inclusive than ever before (Bashford 2017).

In the past, event fundraising has not received as much attention from academic researchers as other areas (such as major gift fundraising, and 'in memoriam' giving), in part because of the perceived poor relative short-term return-on-investment (ROI) when

compared to other fundraising methods (Gronberg 1993; Higgins & Lauzon 2003). The profession is increasingly under scrutiny (particularly financially), and it makes sense to invest in research that will have the greatest positive financial impact in that sector.

After all, community fundraising and events fundraising are only parts of the fundraising mix. However, evidence suggests that this portion of the fundraising mix is growing, and that fundraising events can be hugely useful tools for engaging donors as partners and collaborators (Miller 2009; Shore 1995), therefore leading to an amplified impact. There is also evidence to suggest and that these events can foster engaged communities that return to the event year after year (Blackbaud 2019; CharityFinancials 2011), helping to build-up a robust and engaged supporter base. Whilst the income from supporting challenge events or people may not top the list in terms of where charities receive the bulk of their funding from, it remains a highly popular form of giving (May 2020). As macroeconomic uncertainty for charities grows in the wake of Brexit and the Covid-19 Pandemic, there is a pronounced pressure for charities to diversify their incomes and galvanize long-term support from their key financial backers (Kay 2016). Fundraising from events represents an opportunity to do this, alongside a great range of other benefits (discussed in detail later). Within the literature review, the author examines the state of knowledge in this area related to challenge-event fundraising effectiveness, and has split the domain into 4 different areas, examining each in turn.

1.3 Justification for research

Physical activity event fundraising and community fundraising has historically suffered from being both under-researched by academics and professionals alike. However, the recent growth in popularity of online giving platforms has shown non-profit organisations that there is a world out there of previously untapped donors, community fundraisers, and advocates, who have the ability to energise and assist non-profit organisations (May 2020). Couple this with a greater awareness of concepts such as 'donor lifetime value' (Sargeant 2011), and charities are beginning to appreciate the value that exists in understanding and investing in these areas. Increases in the popularity of online giving platforms and giving online (May 2020) has prompted research and interest in this area, however the bulk of this has been produced and funded by commercial entities whose services target non-profit markets (e.g. Blackbaud). Reports including their annual 'Charitable Giving Report', and 'Peer-to-Peer Fundraising' reports are undoubtedly insightful, but come with clear conflicts of interest when it comes to their content. Namely that the insights highlighted support arguments for purchasing certain products and services that they sell. It is however understandable that a for-profit would be keen to publish material helps sell their products and services. Whilst much of this corporate research is informative and well produced, it is still often ultimately produced as a marketing tool for their respective organisations. Part of the reason that this domain has not been the subject of greater focus by academics is because it would appear to be largely beyond the professional fundraiser's reach (but crucially, not beyond their influence). i.e. Professional fundraisers are aware that it is happening, but have very little control over donors in this channel, who are solicited through community fundraisers (please see figure 2-4) Anecdotal evidence would also suggest that there is still a commonly held belief among charitable organisations that

professional fundraiser's funds might be better spent elsewhere than in the realm of event and community fundraising (Gronbjerg 1993), in terms of ROI. Bearing in mind the public scrutiny that charities (especially in the UK) are increasingly under (Lepper 2019; Vinson 2019), efficiency and justifying their fundraising strategy is often at the forefront of their minds. As online giving platforms, online activism, and the proliferation of social media grows (Stein 2015), it makes sense for charities to understand the world of community fundraising and fundraising events to the best of their ability. Events and community fundraising have the ability to kick-start relationships with charities, and the potential to create enduring memories that craft and define the narrative of a valuable relationship with an organisation.

If charities improve their understanding of how non-professional community fundraisers work, and the difference between effective and ineffective special events and community fundraising, then they can hopefully increase their effectiveness in these areas. There is no doubt that community fundraising as a proportion of a charity's income is growing (Baker 2011), and at a time when many small charities are struggling to keep their heads above water (Radojev 2015), there can be little doubt that all potential sources of income should be both explored, considered, and (if appropriate) maximized.

Helping to understand and improve the fundraising realm will ultimately help charities to be better at what they do, based on the generalization that an increase in charity revenue will result in greater power to fulfil their mission. In an age where obesity is on the rise (having more than doubled since 1980) (World Health Organisation 2016), and more and more of us lead sedentary lifestyles (Owen et al. 2010), research related to physical activity related events is more pertinent than ever before. Physical activity

events encourage exercise both pre and post event (Haskell et al. 2007), and this has significant implications for participants long-term health and wellbeing (NHS 2017). It is also noteworthy that major events of this nature (whether fundraising related or not) are growing in popularity, and becoming broader in their appeal (Murphy & Bauman 2007).

Deontological ethics (or 'duty based ethics') argues that we should act in such a way that we would be willing for it to become a general law that everyone else should do in the same situation (MacQuillin 2016). One such theory, identified by MacQuillin in Rogare's 'Rights Stuff' white paper (2016), is Jeremy Bentham's Utilitarianism theory. This states that we should chose options that maximize the greatest good for the greatest number. There is little doubt that special events reach-out to a niche that other mass-marketing initiatives fail to touch (O'Sullivan & Spangler 1998), and that they represent a growing portion of income for non-profits. It is therefore logical that pursuing research which elucidates an 'untapped' resource for charities is of moral value to society. It could also be argued that examining this area is likely to lead to more effective fundraising campaigns, and therefore satisfies the consequentialist philosophy that argues that we should act in a way that produces the best consequences. Clearly, the ethics of this research project is something that can only be estimated at best, because we sadly do not have the benefit of hindsight. The charity sector has traditionally lagged behind the private sector in a number of different respects (including leadership, technology, skills, marketing and innovation) (Pudelek 2013; Weakley 2011) and therefore research into these areas, and practical suggestions about how to understand and improve them can justified as a prudent investment of human and financial resources.

1.4 Research Focus

The focus of this project is upon rigorously examining and evaluating human experience related to effortful fundraising experiences, and logically building upon extant research. This thesis straddles a range of different areas including community fundraising, event fundraising, and various branches of sociology and psychology. The methodology of this project can be summarised as a phenomenological constructivist approach, using qualitative research methods. This research deliberately examines fundraising phenomena from the perspective of participants, rather than that of a charity professional.

1.5 Research Question

What is the significance of effort in the experiences of those who fundraise for charity as community fundraisers through physical activity events?

1.6 Overall Aims and Objectives

Overall research aim:

The overall aim of this project is to build upon our understanding of effortful fundraising experiences from the point of view of participants. This includes exploring the personal significance of these events, the mental and physical impact of these experiences, and their resultant legacy for those that complete them.

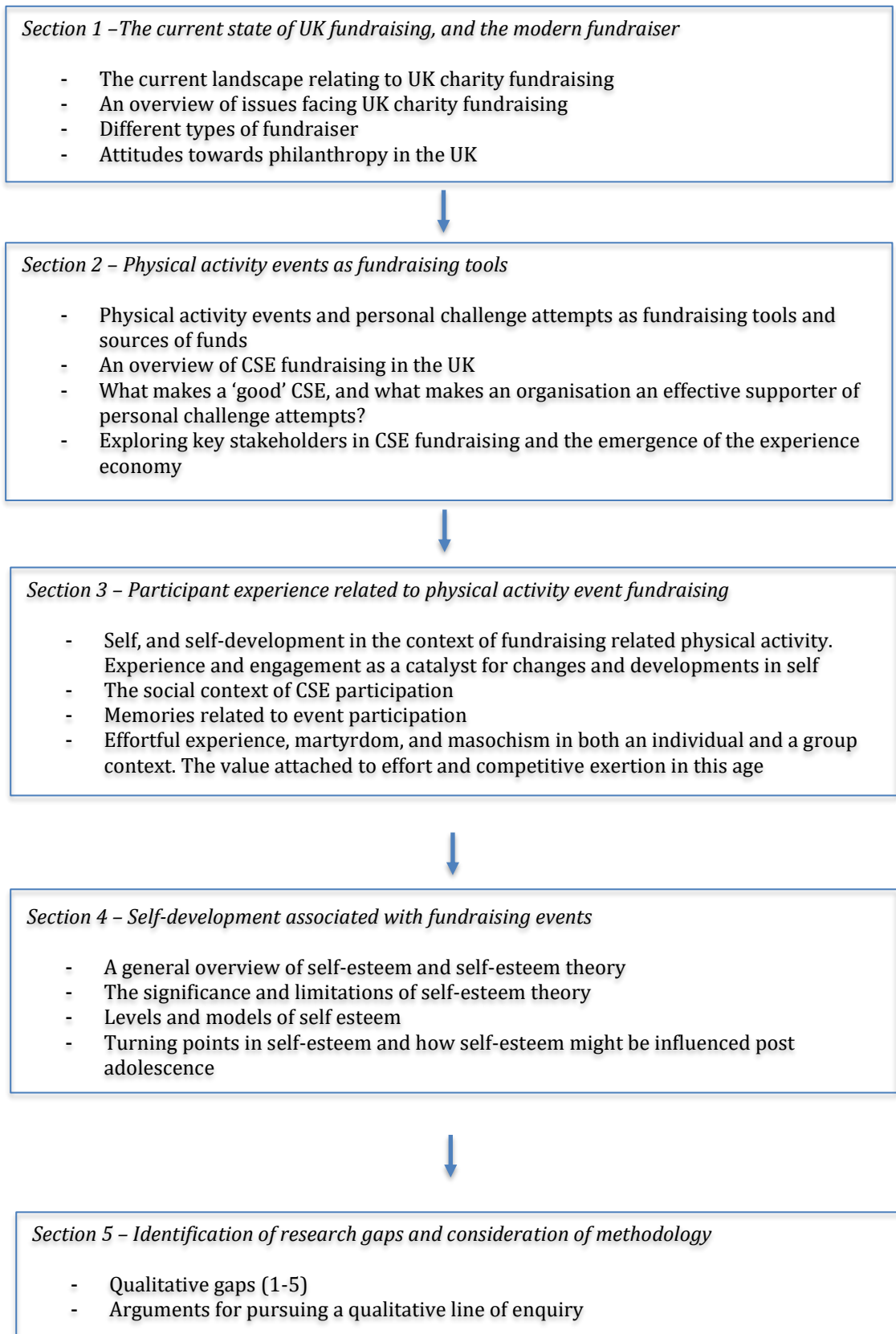
Objectives:

- A comprehensive narrative review of the state of knowledge within the field of physical activity event/charity sport event (CSE) fundraising at the time of writing.
- Identification of key areas of psychological theory related to participant experience in physical activity event fundraising, and an exploration of these.
- The testing of IPA as a research approach in this area (charitable fundraising), completed and documented candidly and comprehensively, so that other researchers might be better informed about using it in this context in the future.
- The collection and processing of sufficient relevant primary data from an appropriate sample of people for an IPA study (including demonstrating that the required steps for producing a rigorous IPA study have been adequately met, in this thesis document and the appendices).
- Understanding the underlying motivations for participation, relating to self (pain, resilience, and the development of self as a result of challenge completion). Exploring effort/pain as a source of value for participants, and how this element influences the vividness and memorability of their fundraising experience (as proxy fundraisers). Examining the role that social media plays in adults undertaking physical activity related fundraising challenges. Understanding the modern types of fundraiser, and the changing interface between charity and donor related to personal challenge event fundraising (as opposed to formal CSE fundraising). Examining how self-esteem may be influenced by participation in effortful fundraising experiences and self-esteem development in young to middle adulthood and seeing how these interactions influence the participant's relationship with the charity involved,

- The generation of practical insights from the data collected that can be used to inform and improve those involved with charitable activities in the future (both charity professionals and community fundraisers).

1.7 Literature review structure

Figure 1-1 - Literature review structure overview



1.8 Chapter overview

Chapter 2 - Literature Review:

Chapter 2 is a narrative literature review that contextualizes this research and identifies research gaps. It is split up into 5 sections (outlined in figure 1-1), with the focus and specificity of each section increasing as the review progresses. The final section is concerned with the practical gaps in extant knowledge, and how this project seeks to address these. Using a systematic approach, literature was analysed and evaluated in order to satisfy the literature review specific aims and objectives (see appendix A.4).

Chapter 3 – Methodology:

Chapter 3 explains and justifies the specific methodology used for this research project. This includes an identification of which methodology was used, an explanation of how this was selected, and details of how this manifested itself throughout the research process. Alternative methodologies and their relative merits and disadvantages are briefly explored, before justifying the ultimate methodology and research approach.

Chapter 4 – Method Employed:

This chapter details the specific methods used for this study, and outlines how data were collected, analysed, and evaluated. This study uses an Interpretative Phenomenological Analysis (IPA) approach to qualitative enquiry. This approach specifies particular criteria for how the data collection should be designed, how it should be collected, and importantly, how it should be processed. The particular nuances of how this approach was applied to this study are specified and discussed.

Chapter 5 – Results:

This section reports the findings of this IPA study. In order not to overwhelm the reader with raw data, summarizing has taken place. Full transcripts available on request, and the notes are listed in appendix D. Starting with an overview of the population of

participants, the researcher explains the characteristics of the sample, and gives an overview of the charities that were being fundraised for. This is followed by a summary of the data that was collected and generated through analysis. The author is guided through the process of how the data were analysed, using samples from the interview transcripts and interview notes. The chapter then proceeds to a summary of both the interview data and interview notes that have been generated, exploring the themes that have arisen and their frequency. Finally, this chapter explores possible relevant theory.

Chapter 6 – Discussion:

In this chapter, the reader is reminded of issues existing in extant literature (identified in the literature review), before revisiting the research gaps sequentially. Supporting data related to each research gap is then discussed, before comparing the data collected with other research. This includes discussion about where this work fits amongst other research, and identifying explicitly how it builds upon other work. Finally, the author discusses the findings from the study that were unexpected and their significance.

Chapter 7 – Conclusions:

Chapter 7 brings together the conclusions of this research project. It begins with exploring the scope and limitations of this study. The chapter then moves on to look at recommendations for future research, and how to build upon the work done here. Following this, the implications of these findings for others are discussed, including professional and non-professional fundraisers, charitable organisations, event managers, those involved in research, and society more generally. The chapter then proceeds to look at how using IPA in this context went, before summarising the main novel conclusions from the thesis.

The thesis ends with a reference list that lists all of the sources used in this document.

1.9 Note regarding the appendices

The appendices of this thesis contain a wide selection of written work that has been omitted from the main body of this text for the sake of brevity and focus. It includes additional material that supports and justifies this research, in particular the extensive notes involved in IPA (appendix D). The reader is encouraged to explore the appendices, and ensure that they are available for reference whilst reading through this document.

Chapter conclusion:

Chapter 1 introduced the reader to the project and articulated its aims and objectives. The reader is given an overview of what to expect in the following chapters in section 1.8.

Chapter 2 – Literature Review

Chapter introduction:

Chapter 2 fully describes the literature review that forms a part of this research project. The chapter is split up into 5 sections, with the focus and specificity of each section increasing as the review progresses. The lens through which this area is examined is clarified, and the psychological aspects of effortful fundraising experiences are explored. The examination of literature related to this area is carefully documented through this section. The final section is concerned with the practical gaps in extant knowledge, and how this project seeks to address these.

Process and type of literature review

The approach of this author was to primarily undertake what is known as a traditional or narrative literature review. One of the strengths of choosing this kind of literature review is the level of freedom that is given to the researcher (Khoo et al. 2011), which ensures that the context of the research undertaken is fully appreciated. It is hoped that this will allow the author to produce work that is practically relevant, and genuinely useful to the non-profit sector both in the UK and around the world. Key features of this review include critical analysis of sources, conscious reflection (Tosey et al. 2011), and actively seeking to appreciate the diversities, pluralities and limitations of current published work (Jones 2004). This review will be thematic in nature, whilst retaining certain elements of chronology where relevant (e.g. when discussing online fundraising and relevant technology). It should be noted that the author is aware of the limitations of narrative reviews (e.g. that they can include elements of selection bias, and subjectivity) (Uman 2011), and has taken steps (which are outlined below) to control this bias. A common feature of systematic literature reviews is the generation of an *a priori* inclusion

and exclusion criteria. Whilst this review does not have a formal criteria outlined in this way, the author has created a selection of 'research area specifications', which explicitly outline the parameters of the review. It is because of the nature and diversity of the literature related to this area, that the author does not see any significant value in creating or employing a 'quality scale' to objectively and comparatively rate the literature/studies in this field (Jadad et al. 1996).

The exact nature of this review was dependent on the material found, and on the time available to the author (the time available to compile and write this review was approximately 1 year). The author also recognized that there were benefits to including integrative elements into the review (Russell 2005), such as evaluating the strength of the scientific research in question, bridging gaps between related pieces of work, and identifying key issues within an area. This review was therefore an iterative process that increased in focus as the project progressed, and was ongoing throughout (although the research question and hypotheses were borne from an initial literature review of extant material). An important element of this literature review, which covers a very broad range of areas (from psychology to sociology, through to event marketing and online giving platforms), was to try to keep it focused, avoiding the inclusion of unnecessary content and distractions (Hart 1998). As Baumeister and Leary note in their paper 'Writing narrative literature reviews', narrative literature reviews can serve as an important hypothesis generating tool (in contrast to 'meta analyses' for example) (Baumeister & Leary 1997), and the author is therefore aware that it is important to undertake this literature review with a clear plan in mind.

2.1: The current state of UK fundraising, and the modern fundraiser

Section introduction:

This project is concerned with charity fundraising from individuals – specifically through formal physical activity events and personal physical activity based challenges that are completed in-aid-of a charity. This section examines trends in the sector that influence this specific area of interest (physical activity events). The author highlights the differences between professional and non-professional fundraisers, and defines key terms. On a more general level, the author touches upon the state of research in this area, and how a combination of both growth and pressures within the sector have been prompting key stakeholders to demand better research and new approaches to fundraising in the face of a variety of internal and external funding pressures.

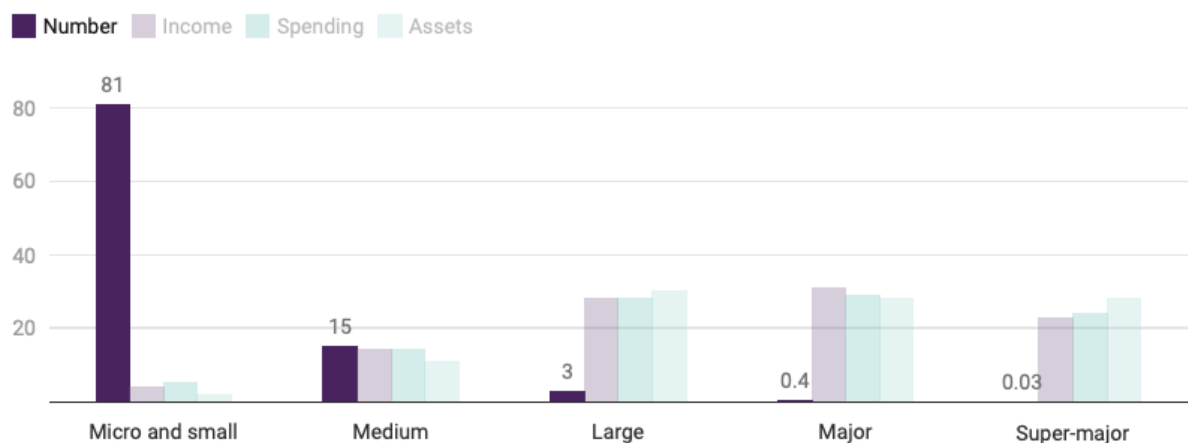
2.1.1 The current landscape related to UK charity fundraising

‘Fundraising’ has been defined by the UK’s Institute of Fundraising as ‘the act of raising money by asking for it’ (Institute of Fundraising 2017), and is typically associated with charities and non-profits (including educational institutions). For many organisations, the money that is raised through fundraising (by both professional and non-professional ‘fundraisers’) allows the organisation to continue to operate, covering overheads and enabling the provision of goods and services for the public’s benefit. A UK charity is defined by the Charity Commission for England and Wales (2013) as an institution that is established for charitable purposes only, and is subject to the control of the High Court’s charity law jurisdiction. From a legal standpoint, what defines a charity is important, and varies around the world. The status of an organisation has a variety of different

implications that influence how it must be governed and how it is able to operate and raise funds (among other things).

The economy of the charity sector in the UK is dominated by larger organizations (organizations with an income of \geq £1m), the number of which is growing. Indeed, just over 6000 of the 166,592 voluntary organizations in the UK (<4%) account for 82% of the sector’s total income, despite the fact that 81% of the organizations in the sector have an income of less than £100,000 per annum (NCVO 2020). These figures paint an interesting picture of fundraising in the UK, with a stark contrast existing between fundraising resources and operations at different ends of the organizational size spectrum. The majority of organisations have a tight budget when it comes to investment in fundraising initiatives. Figure 2-1 shows this inversely proportionate relationship between size of organisation (in terms of members of staff) and income and expenditure.

Figure 2-1 Proportion of number of organisations, income, spending, assets by size, 2017/18 (%)



Source: NCVO (2020)

For individuals conducting research into fundraising, this organizational diversity presents them with challenging choices relating to the transferability and impact of any planned research. Does one investigate an area that is applicable to large charities, recognising that their income and expenditure related to fundraising is proportionately

larger than for smaller organisations, or does one pursue research related to smaller organisations, noting that the vast majority of organisations in the sector are smaller (size wise)? It is an important question that can be answered in a number of ways, and one that is considered by the author throughout this literature review.

This diverse variety in organisations (and their resources, size, and flexibility) means that different organisations require different approaches to fundraising (if they are to be as effective as they can be in their own particular niches). These differences in operations range from the degree to which fundraising is outsourced to third parties, to the scale, complexity and efficiency of the fundraising operation as a whole (Hillier 2016). Research suggests that larger charities appear can experience scale inefficiencies in fundraising (Van der Heidjen 2013), and so clearly a considered and measured approach to fundraising is required in order to make the best use of an organisation's resources (bigger does not necessarily mean better).

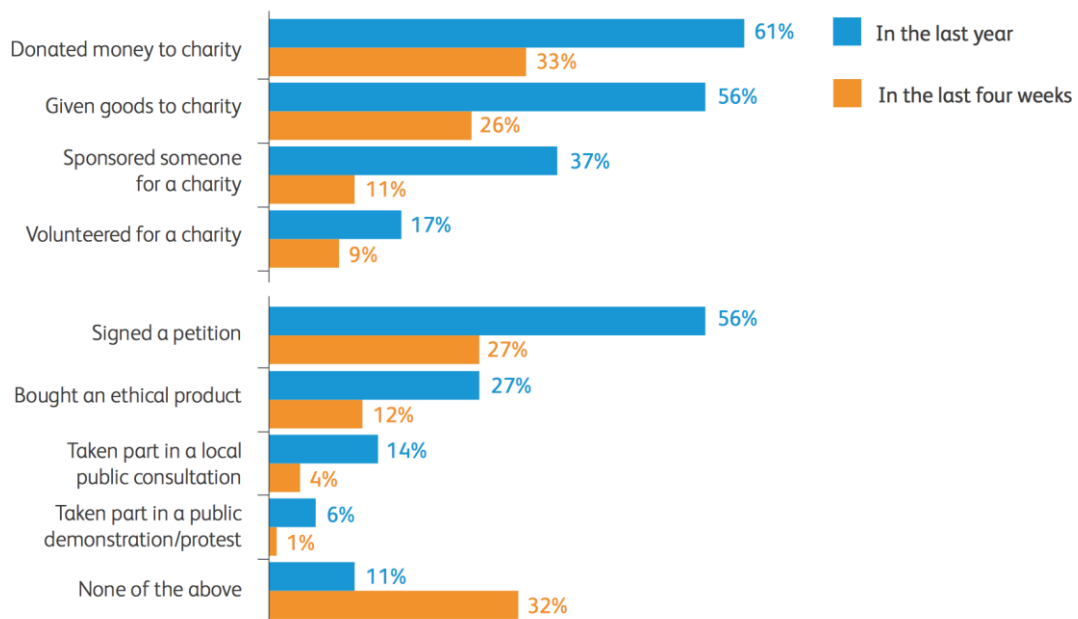
However, making snap judgments relating to a charity's size and effectiveness is ill advised. Research conducted by Giving Evidence and Givewell published in 2013 found that donors should not favour charities with low administration costs if they are looking to support effective charitable operations (Young-Powell 2013). Clearly there is a balance to be struck between size and efficiency, aligned with other factors such as size related to the ability of the organisation to fulfil its organizational objectives.

The overall income of the charitable sector (after adjusting for inflation) stands at approximately £53.5bn, with the two largest contributors being the public (contributing 25.4bn in 2017/18) and the government (contributing £15.7bn in 2017/18) (NCVO

2020). Maximizing the effectiveness of raising funds from both sources is clearly a strategic priority for charitable organisations that are looking to secure for themselves a sustainable income, and to do what they can to safeguard their future.

Research by the Charities Aid Foundation (2017) paints an interesting picture of how people become involved with charities. Whilst the information could be more specific, Figure 2-2 illustrates a list of behaviours related to interacting with a charity that a sample of members of the public (n = 8137) reported as having engaged with. It is interesting to note that 37% of those asked reported to have sponsored someone for a charity in the last 12 months, indicating that fundraising solicited through friends/family/personal contacts is an important connection between the public and charities in the UK. The majority of those questioned had donated money to charity in the past year (61%), suggesting a strong connection between the UK public and philanthropy/charity giving, and illustrating that the main way that people connect to charities in the UK is through donating money.

Figure 2-2 'Which, if any, of the following have you done in the last year/four weeks?'



Source: CAF 2017

Whilst the proportion of income that charities receive from events varies hugely from one organisation to another, they are widely recognized as a crucial tool that can be used for far more than simply the raising of funds (expanded upon in more detail in section 2.2).

2.1.2 An overview of issues facing UK charity fundraising

It's impossible to ignore the scrutiny that UK charities have been under over the previous 5 years. Scandals including the Olive Cooke story (Morris 2016), Oxfam's behaviour overseas (Hobbs 2018), and the collapse of 'Kids Company' have heightened concerns over how charities are managed and how donor funds are spent. These stories have resulted in significant upheaval in the sector, with the disbanding of the Fundraising Standards Board and the establishment of the Fundraising regulator towards the end of 2016 (Martin 2016). The Covid-19 pandemic has helped to highlight to the public just how valuable charities are in our lives. Donations appear to be increasing (from £10.6bn in 2019 to 11.3bn in 2020), but from a smaller proportion of people (CAF 2021). In addition, cashless giving is on the rise, and in-person events appear to be slowly returning. However, the UK public remains immensely generous, with the United Kingdom ranking 5th in the world, according to a report made by GoFundMe (Whitehead 2019).

Non-profits in the UK appear to remain highly interested in seeking funding from a variety of different sources (PWC 2016), and having a diverse portfolio of fundraising incomes makes sense from a fiscally prudent point of view, in light of today's turbulent political and economic times (the exiting of the UK from the EU for example). This interest in diverse funding sources, coupled with the huge growth in popularity of

challenge event fundraising, firmly supports that argument that there is demand for concise and objective research into how to maximize the effectiveness of event fundraising, and how to capitalize upon popular social trends. Indeed, as David Ainsworth notes in a piece for Civil Society examining regulatory change within the UK charity sector, changes that result in professional fundraisers having more time available may well lead to a focus on event fundraising as a prospective source of income (Ainsworth 2016).

2.1.3 Different types of fundraiser

It is important to distinguish between professional fundraising and non-professional fundraising, because this affects the lens through which research is viewed and conducted. The perspective one of an industry professional might differ from that of a participant in an event, with these different people viewing and experiencing things differently. The nature of the fundraiser in question (referring to an individual in this case, and not an event) greatly affects their ability to fundraise, and has implications for the terms on which they are able to undertake fundraising efforts. There is also an issue relating to terminology in the sector and with the general public, with the same general terms meaning different things to different people when they think of the word 'fundraiser'. Indeed, this can mean anything from a professional fundraiser to an informal community fundraiser, to a fundraising event itself. Clearly all of these things are very different and so establishing what is meant by these different terms is essential in order to avoid confusion.

Table 2-1 distinguishes between the different kinds of fundraiser that raise money for organizations. The status and nature of the fundraiser's relationship with the

organisation in question has a significant bearing on their fundraising activities. An examination of the distinction between different types of fundraisers is made in this table. The growth of online giving platforms and both official and unofficial fundraising events is seeing an increase in the number of 'in aid of' community fundraisers, whose fundraising activities fall outside the control and knowledge of the organisation that they are raising money for. Whilst this presents a challenge for non-profits, it is something that they should not neglect. Various organizations (including the Chartered Institute of Fundraising) actively encourage organizations and fundraising professionals to try to help 'in aid of' community fundraisers where possible, including producing guidance material, and recognising them and thanking them when they do become visible to them (often at the point of donation, and after the fundraising effort).

Table 2-1 Different types of fundraiser

(Source: Author created)

| | Professional Fundraiser: | 'On behalf of' Volunteer Fundraiser: | 'In-aid-of' Volunteer Fundraiser: |
|-------------|--|---|---|
| Definition: | Defined in the Charities Act (1992) - 'Any person (apart from the charitable institution or a company connected with such an institution) who carries out a fundraising business <i>for gain</i> which is wholly or primarily engaged in soliciting or otherwise procuring money or other property for charitable, philanthropic or benevolent purposes.' (N.B. This definition applies to fundraisers in England and Wales, but differs in other countries at the time of writing.) | 'On behalf of' volunteers are volunteers that have authority from the fundraising organisation to fundraise. The organisation knows that they are raising money and may help the volunteers by providing advice and resources (IOF 2016). 'On behalf of' volunteers will have been appointed by the organisation to act on their behalf and the organisation will be responsible for his or her acts (Fundraising Regulator 2016). Legal obligations are placed on organisations with regards to health and safety, training and support, data and DBS checks, and expenses (among other things). | A volunteer acting 'in aid of' an organisation is raising funds but acting independently of the organisation in question, and the organisation will often not know about the volunteer's acts (Fundraising Regulator 2016). There is a fine line between 'in aid of' fundraisers and 'on behalf of' fundraisers, essentially distinguished by the whether or not the volunteer is known of and formally managed by the organisation in question. The first that many organisations hear of 'in aid of' volunteers is when money is donated to them as a result of their fundraising, often after the major fundraising effort itself. |

Table 2-1 Different types of fundraiser (cont'd)

| | Professional Fundraiser: | 'On behalf of' Volunteer Fundraiser: | 'In-aid-of' Volunteer Fundraiser: |
|-------------------|--|--|--|
| Level of freedom: | - Limited Freedom. Strictly limited by the regulations that come with fundraising on behalf of an organisation in a paid capacity. This includes the handling of information, the way in which donors are handled (prospective and retained), and behavioural expectations in line with those of their employer. | - Considerably more freedom than professional fundraisers but still managed by an organisation and bound by their operating policies and procedures. More support is offered to 'on behalf of' volunteers than 'in aid of' volunteers. From an organisation's perspective, it offers the organisation more control over a volunteer's activities, but the organisation also then becomes responsible for acts carried out by the volunteer as an agent of the organisation (Fundraising Regulator 2017). | - 'In aid of' fundraisers (sometimes known as community fundraisers) have almost total freedom to fundraise on their own terms. They obviously must operate within the law, but are not answerable to a fundraising regulator or an employer/supervisor in the same way that other fundraisers are. This makes understanding and managing them a difficult (but not completely impossible) task. The behaviour of regular In aid of fundraisers can be predicted and influenced if their activity is known about (for example when it is related to regular events), and their communities engaged with. |

Table 2-1 - Different types of fundraiser (cont'd)

| | Professional Fundraiser: | 'On behalf of' Volunteer Fundraiser: | 'In-aid-of' Volunteer Fundraiser: |
|------------------------------|--|--|---|
| Resource access and support: | <p>- Access to an organisation's resources and support. Professional fundraisers typically have access to resources and support that comes with officially working for an organisation (including money and data).</p> | <p>- Limited resources and support. Non-professional fundraisers do not have access to the same resources as paid fundraisers, and are unlikely to have the skills and knowledge that professional fundraisers have. However, organisations are likely to support and encourage these volunteers where they can, helping them out with anything short of financial support (e.g. collection boxes, sponsorship forms, branded clothing).</p> | <p>- Unlikely to have access to the support and resources of the organisation other than what is visible in the public domain (increasingly that means online). However, the freedom of this group might mean that separate sponsorship is easier to come-by, and that their fundraising efforts can be more 'wacky' and high-risk. They have no obligation to fundraise any particular amount, or in any particular way.</p> |

2.1.4 Event participation

Different stakeholders in fundraising events can view the same phenomenon (event) very differently, which means that understanding how we approach events will influence any resultant insights. When examining physical activity event fundraising, it is important to look beyond the charity, and consider the different elements involved in the activity for the participants themselves. This involves shifting the lens through which events are viewed away from the organisation and towards the participant(s).

Historically, fundraising events have been defined as occasions that occurred in a certain place (this can be digital) during a particular interval of time, whose primary purpose was to raise funds for a particular cause or organisation (Sargeant & Day 2017). The 'event' element marks this occurrence as something that does not happen every day, and that has a particular significance. This definition is concise, but narrow in its scope. Cox (in Sargeant & Shang 2017) asserts that there are four primary reasons that organisations might decide to run a fundraising event, and devised a grid to illustrate this (table 2-2). These are fundraising, identifying prospective donors, education (and cultivation), and recognition. Cox's matrix is a great starting point for practitioners to begin to think about the big picture of their event, and what key considerations might be, but illustrates the way that fundraising events have been treated in wider non-profit literature. Namely, as tools to be used by fundraising professionals to achieve organisational goals that ultimately aid fundraising, as opposed to experiences which community fundraisers are having that need to be understood by the organisations concerned. Indeed, many effortful fundraising experiences are organised by the participants themselves, and fall outside the control of a non-profit.

Table 2-2 Cox's event matrix

(Source: Adapted by author from Cox in Sargeant and Shang 2017)

| Primary event goal | Expected short-term revenue generated | Expected expenses incurred | Expected net outcome | Target outcome: |
|--|--|-----------------------------------|-----------------------------|--|
| Fundraising – raise money | High | Moderate | + £ raised | Organisation generates substantial funds to support the mission. Costs should not exceed 40% of the revenue generated. |
| Identification – lead generation | None or minimal | Moderate | - £ raised | Organisation identifies prospective donors. |
| Education – prospect identification | Moderate | Moderate | Minimal or no £ raised | Donor increases understanding of the organisation qualifies as a prospect. |
| Recognition – donor retention | None or minimal | Moderate to high | - £ raised | Donor and others have already made gift; renewal cycle continues. |

Physical activity events themselves can range from ‘low-key’ inclusive events, aimed at encouraging physical activity (such as Cancer Research UK’s Race for Life series), to hard-core athletic tests, designed to push participants to extremes and explore the boundaries of what might be possible within a sport (e.g. The Spine Ultramarathon Race). There are so many different factors and characteristics involved, that defining very specifically what an event is, and what it is not, is extremely important if it is to be examined systematically and clearly. The prominence of the cause/charity involved also varies hugely. On the one hand there are events that are engineered primarily to service charity requirements and to further their mission and cause (with the physical activity

dimension secondary to this), but on the other hand you have events with very different primary objectives, that can have charitable elements ‘bolted-on’ afterwards. The nature of the UK’s most high profile events appears to be split. The most popular running event in the UK (and the largest half marathon in the UK) is the Great North Run, with 57,000 runners taking part in 2019 (BBC 2019), and the majority of these estimated to be raising money for charity whilst doing so. However, the run is primarily just that – a run, and the charity element is secondary to the athletic event. In contrast, Cancer Research UK’s ‘Race for Life’ series is squarely focused upon the cause – cancer research, and emphasizes participation and fundraising over completion or competition. Runners are encouraged to remember loved ones affected by cancer on their number bibs, and there is a firm emphasis on community and inclusivity. Higgins & Lauzon (2002) distinguish between these two different categories of events in their paper ‘Finding the Funds in Fun Runs’, and separate the two categories into ‘cause’ and ‘event’ categories, with each having a different emphasis. Whilst physical activity fundraising events have fundraising as a crucial primary element related to the event, many will involve the participant donating money him/herself (making them a donor as well as a fundraiser), and also involve promoting the organisation to their network (making them a volunteer of sorts). These different facets combine together to make understanding the motivations for participation more complex than might initially be thought. Whilst it might seem obvious that the primary reason for participation is fundraising, this is an assumption that should not be accepted universally and without question, and indeed has been disproven by a variety of authors in studies with varying degrees of academic rigour (expanded upon later). Clearly, motivations for participations in different fundraising events differ greatly depending upon the event in question as well as the different participants and key stakeholders involved. Some events require a huge personal and financial sacrifice, and

the participant to expose themselves to considerable risk, whereas others are relatively low-risk, and require effort that is not drastically outside the participant's comfort zone. It also makes it even more important for those discussing events to be clear with regards to the definition of key terms and the classification of the event in question. In this instance of this project, the author seeks to examine event-focused physical activity fundraising experiences that do not have a significant additional volunteering or support dimension outside of completion of the event itself. Examples of such events and experiences include the London Marathon, the annual London to Brighton bicycle ride, the Tough Mudder obstacle course series, and the Threshold trail running races.

The distinction between professional and non-professional fundraiser is especially important to bear in mind when examining physical activity event-based fundraising campaigns as sources of funds. There is evidence to suggest that there is a positive relationship between personal charitable solicitations and the percentage of income contributed by a household to charitable causes, especially in the case of major donors (Conley & Shaker 2021; Schervish & Havens 1997). The party soliciting the prospective donor in this instance is not a professional fundraiser, but someone who is almost certainly guaranteed to have a previous connection to the fundraiser (e.g. a participant asking their friends to support them). This is important, because personal relationships have been shown to greatly influence online and offline giving (American Red Cross 2014; Meer 2009). Meer showed in his study (using secondary data collected from a college in the US from 1972 to 2005) that social ties play a strong causal role in both the decision to donate, and the average gift size. This implies that non-professional community fundraisers would have a distinct advantage over professional fundraisers, because they are able to leverage and capitalize upon their own personal network of

contacts as a potential source of funds/support. Additionally, because this network is already known, they do not have to learn about them, and create personal relationships with them from scratch (in the way that a professional fundraiser would). Langdry et al (2010) found that direct social pressure (in their case, in the form of door to door solicitation) lead to relatively high participation rates, but low average gift sizes. This would suggest that peer-solicited fundraising campaigns (and donations made through peer-to-peer fundraising platforms such as Justgiving.com) are likely to have a large number of relatively low-value donations. The level of access to these personal participant networks is obviously reduced in the case of a professional fundraiser (although information databases and CRM systems can contribute to knowing their donors better), and data protection as a topic looms close over the head of any professional fundraiser in the western world (IOF 2019). Another factor to consider from a charity's point of view, is that effective participant and donor service will require resources and effort, but when done right (and in a targeted manner), that it can undoubtedly be a worthwhile investment (Burnett 1996), bringing in new donors (Josephson 2015), and being compellingly good value for money. Research has also found that for repeat donors, the individual's internal reference point as well as the way in which ask the ask is framed (i.e. using donation grids), has an impact upon the amount that they were willing to give (Desmet 1999; De Bruyn & Prokopek 2013). This suggests that challengers soliciting friends/contacts for donors would benefit from a solicitation strategy.

2.1.5 Attitudes towards philanthropy in the UK

Many biological systems, and especially human societies, have evolved to become organized around altruistic cooperative interactions (Nowak & Sigmund 2005). Indeed, as the human race expands (United Nations 2015), we know that the world is becoming an even more generous place (CAF 2016). However, we know that a number of factors related to giving vary greatly around the world. With much of the research published having a focus upon WEIRD (Western, educated, industrialized, rich and democratic) countries (Henrich et al. 2010), we should acknowledge that this published research might only give us a partial picture. Cultural norms, access to technology, local prosperity and many other factors influence how different countries exhibit philanthropic behaviour. We have also seen the growth of 'Transboundary' philanthropy that includes the transfer of money, in-kind services, and volunteer time across borders, both by individuals and institutions who support human and environmental causes outside of their countries of residence (Jung et al. 2016; Herman, 1994; Metcalfe-Little, 2010). If we are interested in UK and western fundraising literature specifically, then we are lucky in that a great deal of research related to this area is published in English, and concerned with typically western countries (The Americas and Europe primarily).

Both organizations and individuals are starting to see the benefits of using physical activity events as fundraising tools. There many reasons why becoming involved with fundraising through physical activity events can benefit all of the key stakeholders involved if planned and executed properly. This growth (in part) reflects both the growth in the experience economy (Pine & Gilmore 1999), as well as the desire of non-profits to both grow and diversify their sources of income (Kay 2016). As recently as 15 years ago, there were only a handful of ways in which non-profits could engage with their target

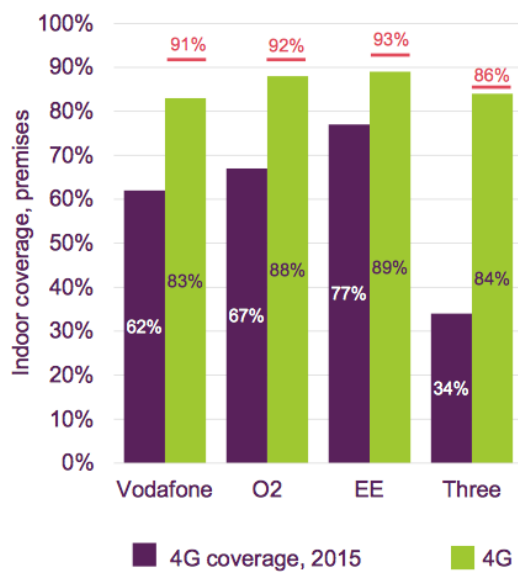
audiences, but today, the number of possible communication channels available has multiplied exponentially (DMA 2015). This explosion of choice clearly brings with it both opportunities and challenges for non-profits. Advancements in mobile technology and the proliferation of social media has also given stakeholders an unprecedented ability to access information almost anywhere and at any time, which has brought with it both challenges and opportunities. However, the attention of prospective donors is more fragmented than ever before (Experian 2014), and the 'market' for individuals that are looking for experiences or events (as a primary motivation for participating) is also more competitive than ever before. The ease with which events or ideas can be trialled has increased. This is partly thanks to the popularity of lean start-up type methodologies that favour experimentation and iteration over 'the perfect business plan' (Blank 2013), as well as a lowering of the barriers to entry involved (Walker 2017).

For many of us, a large part of our lives is lived through devices that have an Internet connection, and the lines between online and offline social networks are increasingly blurred (Ellison et al. 2007; Papacharissi 2011). It therefore makes sense that our digital lives are taken into consideration by event managers. In the same way that successful consumer brands and modern organizations are learning to embrace the challenges and opportunities presented to them by this digital age, non-profits are increasingly looking at how they can make the most of what marketers refer to as 'digital'. 'Digital' refers to marketing that is delivered through an electronic channel such as a smart phone, mobile phone, tablet, computer, or increasingly anything that can be seen as making up part of 'the internet of things'. Content is normally delivered to these devices through an Internet connection, which could be via wifi or mobile Internet (3g, 4g, or similar). Digital marketing has become particularly popular over the last decade among charities

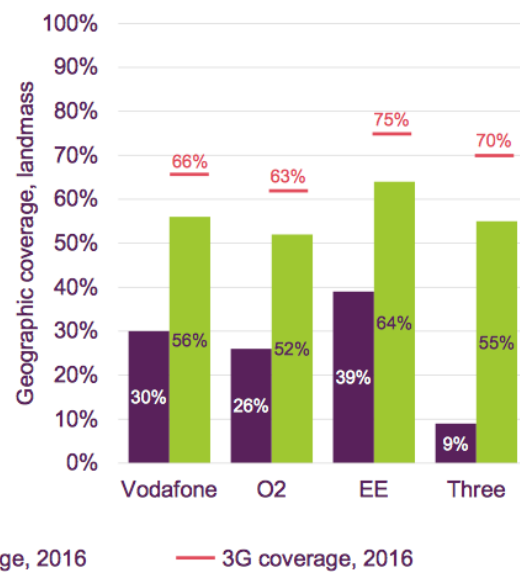
because content can be tailored to specific audiences (thanks to improved access to 'big data'), and delivered to them quickly and relatively inexpensively (when compared, for example, to a direct mail campaign). Indeed, we now live in an age where the trail of digital 'breadcrumbs' that we leave online can tell others a huge amount about us to them, if they're able to read it properly (Youyou et al. 2015).

This evolving digital environment associated with fundraising events is now a hugely important and multi-faceted part of the overall event experience for a number of different reasons (Birkwood 2016; Soard 2016), and should be considered carefully by fundraising practitioners. Digital technologies and the internet are providing new opportunities to for charities not only to address social challenges (Nesta 2016), but also to meaningfully and intelligently engage with their stakeholders (Cranston-Turner & Saxton 2015). Page functionality, mobile optimization and responsive design, correct and up to date event information and content are all factors that can make or break an event. Issues such as mobile Internet coverage and Wi-Fi availability are also crucial considerations. We often take for granted our connectivity, but forget that certain parts of the UK are still poorly served by mobile Internet availability (e.g. rural areas of Scotland and Wales), and it is something that could stymie important communication and media elements of a successful event.

Figure 2-3 UK mobile internet coverage
Indoor coverage



Outdoor geographic coverage



Source: Ofcom 2016

Open and tested lines of communication are particularly pertinent in an age where social influencers rely upon digital platforms to get their messages out to the public. Indeed, according to Ofcom’s ‘Connected Nations’ report (2016) that looks at communications infrastructure in the UK, mobile internet coverage (both indoor premises and outdoors) is increasing but still not universal. Clearly this should be a consideration when selecting a venue or location for a fundraising event. Laurie Anderson once said “Technology is the campfire around which we tell our stories” (quoted in ‘social media for charity leaders’ Amar & Collins 2013), and nowadays a large portion of our communication with other people is not conducted in the same location as someone else (which has both its benefits and its drawbacks).

2.1.6 An overview of key studies related to topics in section 1

Table 2-3 Critical evaluation of key studies related to event fundraising

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|--|-------|---|--|---|--|--|
| Great Fundraising Events: From Experience to Transformation | 2017 | Day & Sargeant | Qualitative interviews and literature review – Number of participants not given | Events as transformational experiences that can create lifetime memories | Construal theory, and self-determination theory | Distinction between actual donor and participant lacking |
| Social and charitable impacts of a charity-affiliated sport event: A mixed methods study | 2017 | Inoue, Herrernan, Yamaguchi & Filo | Mixed methods – interviews (N = 37) and then surveys (N = 459) | Identified social and charitable impacts of CSEs on host community residents. Evidence was found to suggest that CSEs have a positive impact on host communities | Does not explicitly identify theory. Explores social capital, collective identity, and collective pride | Stakeholder group sampled does not include participants. Sample was related to CSEs in Asia. |
| Selling Pain to the Saturated Self | 2017 | Rebecca Scott Julien Cayla Bernard Cova | Qual - Ethnographic study and interviews (N = 26) | Through sensory intensification, pain brings the body into sharp focus, allowing individuals to rediscover their corporeality. In addition, painful extraordinary experiences operate as regenerative escapes from the self. By flooding the consciousness with gnawing unpleasantness, pain provides a temporary relief from the burdens of self-awareness. Finally, when leaving marks and wounds, pain helps consumers create the story of a fulfilled life. In a context of decreased physicality, market operators play a major role in selling pain to the saturated selves of knowledge workers, who use pain as a way to simultaneously escape reflexivity and craft their life narrative | Does not explicitly identify theory. Builds upon work looking at extraordinary experiences as individualistic pursuits | Applying this work to a fundraising context, as opposed to simply a recreational sporting context. How might a fundraising component influence the experience of participants? |
| Bi-factor analysis of motivation for charity sport event participation | 2015 | Chiu, Lee & Won | Quant - surveys (N = 488) measuring CSE motivation then CFA | Five factor CSE motivation model significantly predicts intention to participate in CSEs, along with 'sport and event' and 'cause' specific motivations. 'Philanthropic', 'Social interaction' and Reference Group' domain specific motivations did not significantly predict intention to participate | Theory of planned behaviour | College-age students (does not reflect typical age of participants, and so is not representative). Original qualitative studies have not adequately identified relevant theory |
| The role of belief in making a difference in enhancing attachment to a charity sport event | 2012 | Fairley, Filo & Groza | Quant - Online questionnaire (N = 568) and regression, factor analysis, and SEM. Then z test to assess mediation | Belief in making a difference mediates the relationship between social and charity motives and attachment | Psychological continuum model. Self, and self-realisation theory. Attachment and meaning related to self. | Further work to refine scales. What does 'making a difference' mean for participants? Difference in serious and non-serious competitors. Study solely focused upon participants and not other stakeholders |

Table 2-3 - Critical evaluation of key studies related to event fundraising (cont'd)

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|--|--------------|----------------------|--|---|--|---|
| Examining motivation for charity sport event participation: a comparison of recreation-based and charity-based motives | 2011 | Filo, Funk & O'brien | Quant – surveys (N = 689) then regression analysis | Regression analysis revealed that recreation-based and charity-based motives contribute towards attachment to the events in question | Psychological continuum model | Points towards examination of further motives (from sport event and tourism literature), as well as an expansion of the dependent variable (i.e. beyond attachment), and look at post event outcomes |
| Motivations for participating in health related charity sport events | 2010 | Won, Park & Turner | Quant – questionnaire (N = 211) then MANOVA | 6 factors (philanthropy, entertainment, benefits, family needs, sports, and group collaboration) accounted for 66% of the variance for motivational dimensions. Differences in motivational profiles based upon age and gender existed | Motivation of Athletics Donors (MAD-1) (Verner et al) | Only about 20% of the 39 variances in repeat participation were explained by motivational factors, after controlling for participants' age and gender. Further studies should also consider different factors in combination with participants' motivation in predicting behavioural intentions |
| A study of community events held by not-for-profit organizations in Australia | 2009 | Ruperto & Kerr | Qual -lit review and open-ended interviews (N = 4) | Identifies the role of community events in non-profits, and key themes of interest to marketers at non-profits | Could more explicitly identify relevant theory? Builds upon work by Scott and Solomon (2003), and Wharf, Higgins and Lauzon (2003) | Australian sample, and not CSE specific. Does however recognise the diverse stakeholders involved in delivering events |
| It's not really about the bike: exploring attraction and attachment to the events of the lance armstrong foundation | 2008 | Filo, Funk & O'brien | Qual - lit review and focus groups (4 focus groups with 8, 11, 6 and 6 participants) | Results revealed that intellectual, social, and competency motives along with the motives of reciprocity, self-esteem, need to help others, and desire to improve the charity contribute to attraction. In addition, the results suggest that the charitable component influences social and competency motives and contributes to the development of attachment to the event | PCM Framework | Limited to one type of event (cycle). Geographical focus is outside of the UK |
| Cause for event: Not-for-profit marketing through participant sports events | 2008 | Taylor & Shanka | Quant – questionnaire (N = 218) then MANOVA | Majority of participants were male. Four components contributed to participant's motivations (achievement, status, involvement and socialisation). Involvement exhibited significance to overall satisfaction, and satisfaction relating to future event participation intention) | Not identified explicitly in paper | Revisiting and justifying relevant theory |

Table 2-3 - Critical evaluation of key studies related to event fundraising (cont'd)

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|---|--------------|---|--|---|---|---|
| Motivations for participating in charity-affiliated sporting events | 2007 | Bennett, Mousley, Kitchin & Ali-Choudhury | Quant - Questionnaire (N = 579) and regression and factor analysis | Underlying motives for participation in events with charity connections | Self-esteem, self-identity, and self-fulfilment | Donor-organisation interface not examined |

Source: Author created

Table 2-3 brings together key studies related to event fundraising and summarises key information in those studies. Academic interest in fundraising events with a physical activity focus as opposed to general events or other special events appears to have experienced a surge in popularity in the 2000s (Bennett et al. 2007; Filo et al. 2008; Taylor & Shanka 2008). The focus of these studies appears to principally be about what motivates people to take part in the events, with more general analysis of event effectiveness coming later (Day & Sargeant 2017; Inoue et al. 2017). What is striking from the collection of papers listed in table 2-3 is the assumption that the participant is also the principal donor, which we know is not necessarily the case. There is also considerable variance in the type of physical activity event that is studied, with some examining events generally (Day & Sargeant 2017; Ruperto & Kerr 2009), and others specifically focusing upon sporting events (Chiu et al. 2015; Won et al. 2010). Only one study specifically focuses upon the effortful element of a sporting event (Scott et al. 2017), and does not explore how this effort might relate to an individual's fundraising experience. There also does not appear to be a common thread or development of relevant academic theory that runs through this collection of papers. Whilst some of the research approaches events from an organisational perspective (Day & Sargeant 2017), others try to understand participant's perspectives (Filo et al. 2008). It is striking that the majority of the research listed has used samples of participants that are not in the UK, and so the representativeness and transferability of their results would appear to be not guaranteed.

Section summary:

This section explored the non-profit landscape in the UK relating to both community and event fundraising. Typically, academic and corporate literature concerned with fundraising through physical activity experiences is written with the professional fundraiser as the target audience. This literature tends to be split into these two discrete parts –event and community fundraising. In reality, the line separating these two areas is often blurred. Approaching and exploring human experience related to fundraising in this way and through this lens gives a limited and incomplete picture of the experiences of participants. Extant research fails to recognise a modern fundraising dynamic, set in an increasingly connected world. A more general exploration of the stakeholders involved in this sort of fundraising, and how these two areas overlap, would help organisations to achieve a better understanding of how best to support and satisfy each group through mutually beneficial relationships.

2.2 Physical Activity Events as Fundraising Tools

Section introduction:

Organised physical activity fundraising events and non-official physical activity based challenges (completed in aid of charities) are becoming increasingly popular both in the UK and around the world (Wait 2021). They represent opportunities for a variety of different stakeholders to engage in a mutually beneficial activity that has a host of potential benefits, such as boosts in health and wellbeing for participants, and money raised for organisations. This growth in popularity coincides with the development of the experience economy, and a move by younger generations to prioritise experiences over material things. This section of the literature review examines what physical activity event experiences are, and considers how to measure their effectiveness, depending on the stakeholder perspective through which they are looked at. The author also considers demographics related to CSEs, and the huge diversity on offer to aspiring fundraisers. The growing importance of identity and personality development online is also considered, as well as the legacy that CSE experiences have for key stakeholders.

2.2.1 Physical activity events and personal challenge attempts as fundraising tools and sources as funds

The world of non-profit fundraising events has changed significantly over the past 20 years, with technology, the Internet, and globalization all revolutionizing the non-profit event landscape (Di Pietro et al. 2018). The Internet, online giving platforms, and the proliferation of social networks has all contributed to a richer and more complex environment for both fundraising events, and fundraising itself as an activity. The Covid-19 pandemic has accelerated the growth of virtual events, and technology plays a greater

role in delivering successful event experiences for participants than ever before (Hyder 2020). The Virtual Fundraising Monitor's report into virtual events in the pandemic found that 38% of the events that they examined were pivots of planned events that were unable to take place (May 2020). On a more general note, fundraising as an activity is no longer exclusively the domain of the paid professional and retiree with time on their hands. Indeed, the growth of 'in aid of' community fundraising has been greater than ever before (Birkwood 2015). The frontiers of what is possible in terms of events continues to be pushed, with new technology such as augmented reality and 'the internet of things' enabling ideas such as 'virtual' delocalized events and communities to be not just possible, but increasingly cost-effective and viable (Torres-Burtka 2016). Cultural changes have also opened up the ability to carry out 'in aid of' community fundraising to demographics far more diverse than ever before (not just 'ladies who lunch'). Indeed, the popularity of fundraising events, and specifically challenge or charity sport events (CSEs) appears to only be on the up (Higgins & Lauzon 2003; IOF 2015). The nature and size of the potential donor base in the UK is also impressive, with £11.3bn donated by generous Brits in 2020 (CAF 2021). Public participation in sports and physical activity is expanding, driven by the creation of more public sports facilities, greater expectations of a healthy active lifestyle, and high-profile events such as the London Olympics (Cave 2015) (among other factors). Inextricably tied to the running of fundraising events, is the specific marketing of said events, which can serve to increase the rate of return of these events. Events are also increasingly being viewed by professional fundraisers as more than just an engagement tool, but also as awareness and acquisition tools (Scott & Solomon 2003; Bennett et al. 2007; Won & Park 2010; ThirdSector 2015), that have important roles to play in the relationship between donor and non-profit throughout the donor's lifetime (Sargeant 2001). However, with slowing growth in fundraising income

(Lepper 2017), charities are under increasing pressure to make the most of any fundraising opportunities that they might have.

2.2.2 CSE fundraising in the UK

There are a plethora of different options available for fundraisers who are wishing to either run an event (as a professional fundraiser on behalf of a charity), or take part in an event/run their own fundraising campaign as an 'in aid of' fundraiser. The objectives of their involvement clearly vary significantly, depending upon the nature of the fundraiser in question (e.g. a professional fundraiser running the event who is keen to achieve organizational objectives, vs an 'in aid of' fundraiser looking for an organisation to raise money for, and a fulfilling experience). Traditionally, the only real limit to the different kind of event that a fundraiser manages or undertakes (aside from the resources required), was the imagination of the fundraiser. However, with the outbreak of Coronavirus in early 2020, a host of local or national restrictions may apply to the running of events or organizing of social gatherings. Indeed, a number of factors including (but not limited to) the increase in the popularity of the internet as an ideas resource, and the increase in competition between organizations to run more appealing events, has led to the creation of a hugely diverse fundraising event landscape. From cycling around the world dressed as a superhero (Gray 2017), to lap dancing for the needy (Sundby 2012), there really is something for everyone.

It is important to define what physical activity events are (and what they are not) in order to understand the context of fundraising (and giving) in a physical activity event scenario. Physical activity has been defined by Casperson et al. (1985 p.127) as 'any bodily movement produced by skeletal muscles that results in energy expenditure'.

Whilst any non-virtual event would fall under this general category, physical activity events can be defined as events that have a physical activity derived activity as their central feature (e.g. running or walking, rather than baking or arts and crafts for example). A 'participant' in the context is also important to define, for clarity. In this research, a 'participant' is defined as any individual who is taking in part in the physical activity event, as a fundraiser (/source of income directly or indirectly through others to the charity), and excludes officials and volunteers that might be assisting with its organisation.

An area to consider is that of the unpaid and informal community fundraiser, which has been brought to the attention of the public through the growth in online giving platforms over the past decade (Hessekiel 2016). Some fundraisers have historically even gone so far as to dub it 'the future of fundraising in a networked society' (Miller 2009, p.1), a view with substance, but not one the author fully shares (it is still a minority source of income and this is not likely to change any time soon). Suddenly, the power is in the hands of the community to engage in activities that they love on behalf of causes that are close to their heart. Often the first that charities and non-profits often hear about community fundraising activities is often when money trickles through to them as a result of fundraising activity that they were unaware of.

According to Blackbaud's 'Closing the Loop' report (2015), 58.77% of the charities that they examined ran sporting events (closely behind the most popular kind of event ran – corporate events), with them contributing more than any other type of event to charity income (43.19%). If we consider all types of physical activity events, then 35.95% of charities surveyed reported running 'adventurous' events, and 20.86% reported running

'mass participation' events. Clearly physical activity events are popular fundraising tools for the modern non-profit. However, it is worth bearing in mind that Blackbaud have a vested interest in encouraging non-profits to push fundraising events as a tool. As owners of the (once Australian) online peer-to-peer fundraising platform everydayhero, and relatively new owners of JustGiving, it is in their interests to preach the virtues of community fundraising, and to sell non-profits software associated with events and peer-to-peer fundraising. A further point to note is that the research was carried out by a UK based consumer experience research agency (TLF Research), and data were collected via an online questionnaire (distributed and returned by 1008 fundraisers from 600 different organisations). The sample size is likely to be skewed towards larger organisations (that can afford to employ professional fundraisers that have time to fill-out the survey), and it is difficult to know the exact nature of the methods used. An observation that Webber (2004, p.130) makes in his paper 'Understanding charity fundraising events' is that 'The fact that the participants are supporting the charity may come secondary to the private benefit they gain from attending the event' – i.e., that the primary motivation for participation is not purely altruistic. Whilst this claim seems reasonable, and corroborates to some extent with other relevant literature (particularly related to Consumption Philanthropy – the support of a charitable cause with the purchase or promotion of a product (Eikenberry 2009)), the paper itself does not drill down into the detail of participant motivations and their respective hierarchy and relevant theory, but rather focuses upon general themes related to events. Whilst Webber references relevant theory in his introduction, he does not clearly articulate how his research develops (or builds-upon) current theory. This is something that could perhaps be explained in part because it is a corporate rather than an academic piece written on behalf of a corporate research agency. Furthermore, does it matter that this

motivation to participate might be secondary to wanting to support the charity, and how does a participant's philanthropic motivation fit into their overall reason for getting involved? If his point is that charities can broaden their donor bases by looking beyond those whose primary motivation to support their organisation is their belief in the cause, then it would make sense to examine what that combination of motivations looks like in specific but transferable contexts. Both of these extensively cited sources point towards a clear gap in the literature related to fundraising event research. That is that the bulk of research related to fundraising events (especially vested interests), or light in terms of their theoretical underpinnings. With US tech giant Blackbaud recently acquiring peer-to-peer giving platform JustGiving in the UK, questions should increasingly be asked about the origins of research, and what the motivations behind their support might be (Sawers 2017). Having a limited number of very large organizations dominating a space (and therefore having an influence on published visible 'best practice' knowledge related to that space) comes with both advantages and disadvantages (Thoma 2014). A stranglehold upon an industry certainly comes with responsibilities, and as Amanda Shepard and Ian MacQuillin from Rogare discussed in their 'theory of change in fundraising' paper (2017), quality evidence-based research, and challenging the status quo will be crucial to fuelling progress within the sector. Therefore, encouraging competition and questioning existing structures and practice is something that the sector might find beneficial.

The nature of fundraising events varies widely, and having an understanding of what might appeal to the event target demographic, and being able to see the experience 'through their eyes' will help practitioners to service their needs more effectively. The sheer diversity of options for different fundraising events means that it is difficult to

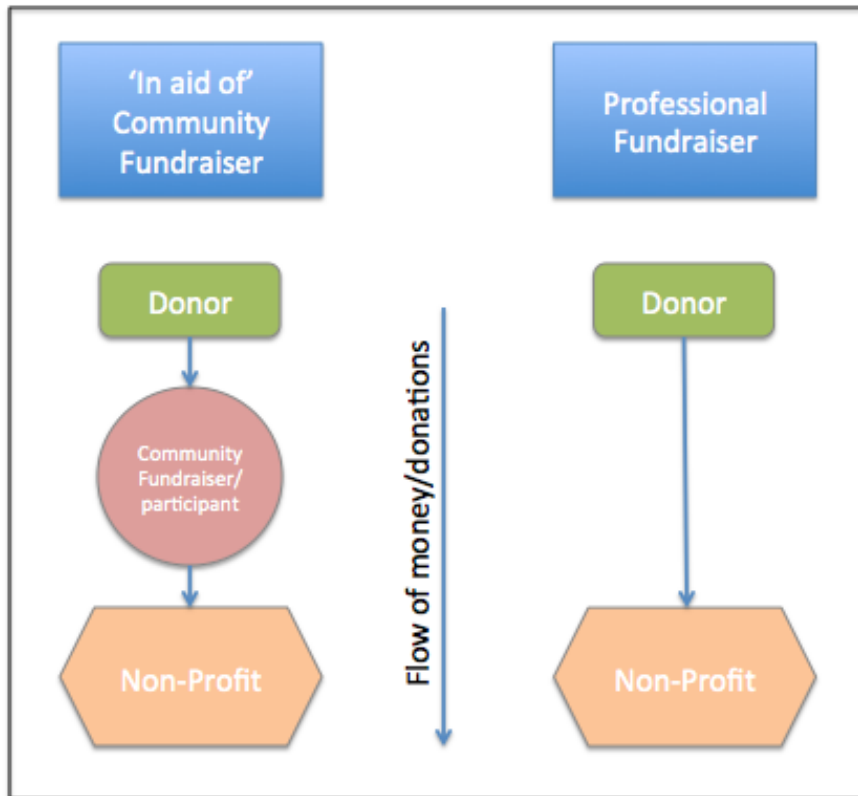
adopt a 'one-size-fits-all' approach for running successful events, even when the 'type' of event is narrowed down to something like 'a physical activity event' (although certain principles and sector best practice can be almost universally applied). Indeed, events fundraising is a realm which includes everything from formal fundraising events, put on by professional fundraisers, to 'on behalf of' events, ran by volunteers, to 'in aid of' events, ran by people with no formal ties to the organisation who are simply keen to raise money for them (see the CIOF Code of Fundraising Practise). As touched-upon earlier in the review, distinguishing between these different kinds of events, and their formal connection to the organisation/cause in question is hugely important, because it impacts upon the flexibility, resources and, regulation that applies to the event and overall fundraising effort.

2.2.3 What makes a 'good' CSE, and what makes an organisation an effective supporter of personal challenge attempts?

When seeking to understand and paint a picture of challenge event fundraising in the UK, a number of questions naturally arise. These include: 'What is a physical activity fundraising event?' 'What makes a good or a bad event?' And, 'how does one define a good or bad event?' In other words, what makes an event a 'success'? It is also important to understand how physical activity based fundraising events differ from conventional or traditional events, on which literature in event management might be based, as well as the context of fundraising events within a fundraiser's repertoire of fundraising tools and priorities.

It is also essential to define the lens through which we are examining fundraising events. A 'good event' for a professional fundraiser, might not entirely match-up with what a 'good event' looks like for a participating 'in aid of' fundraiser or a supporter of a participant (although there is likely to be a significant amount of crossover). For example, a highly personalized participant experience with lots of social media coverage and great photographs might appeal to those taking part (who could be 'in aid of' community fundraisers), but be financially prohibitive for a professional fundraiser to justify when designing an event (in terms of labour costs). On the flip side, the primary objective of the organisation might well be to raise funds, or acquire donors – something that might not be top of the list from the perspective of a participant. Put simply, different stakeholders are bound to have a different concept of what they think a good event is, and different motivations for their involvement, despite considerable overlap. Therefore, approaching the event from a different perspective will greatly influence how the event is viewed, and understanding and defining this perspective (with justification) is incredibly important when considering research in this area.

Figure 2-4 Community fundraising creates an additional barrier between non-profits and donors



(Source: Author's own work)

Figure 2-4 illustrates the extra degree of separation that exists between donor and non-profit, and the fact that the interface between organisation and donor is not necessarily direct in the instance of community fundraising.

This dynamic has been highlighted recently in work by Filo et al. (2020), whereby they explicitly differentiate between CSE fundraisers and CSE donors. Examining events from the perspective of a professional fundraiser, Sargeant, Shang & associates (2010) identify four primary reasons for an organisation to engage in fundraising events. These are; fundraising, identification of prospects, education and cultivation, and recognition (not mutually exclusive). The resources allocated and expenses related to the event (when being ran by a professional fundraiser) very much depend upon the primary objective of the event. It follows logically that what a professional fundraiser might deem as a good

event would depend upon the primary reason (or main reasons) that they are running it (e.g. a fundraising event would aim to generate funds to support the mission of the organisation), and that these goals or objectives could be benchmarked and measured, in order to ascertain whether or not they are achieved or not. Tools available to fundraisers, including an 'Events Grid' can assist with making sure that events are held with a strategic purpose in mind, and that the subsequent evaluation of success will be meaningful (Sargeant & Shang 2010). Ruperto & Kerr (2009) highlight the variety of objectives beyond fundraising relevant to charity sport events in their study of non-profit community events in Australia, finding that they include raising awareness for a cause as well as encouraging community engagement (corroborating to a certain extent with Cox's reasons). Clearly, choices have to be made about what the key objectives of an event are. For example, a 'good' education event would result in the increasing of understanding of the organisation among donors (and qualification of them as prospects), but fail to be a net cash positive exercise, whereas a good event focused on fundraising would be net cash positive with justifiable and reasonable operational costs (Cox suggests that costs should not exceed 40% of actual or predicted revenues). Beyond these primary reasons for professional fundraisers to run events, there are other justifications for non-profits to run events. These could include, but are not limited to, promoting internal cohesion within an organisation (Aron et al 2000), providing creatively frustrated staff with an outlet for their creativity (if managed properly), and simply giving people a chance to do something different and engage with key stakeholders. Perhaps surprisingly, the motivations of 'in aid of' community fundraisers who decide to run events have been less extensively explored (perhaps because of the difficulties in doing so). This highlights a significant gap in the literature – namely,

exploring events from the perspective of stakeholders other than professional fundraisers (or representatives of the charitable organisation concerned).

It has been argued that to be successful, the donor transaction must involve a mutual exchange of values and benefits (Tyminski 1998). Clearly, running an effective event (and soliciting donations/getting others to solicit donations) requires an understanding of donor motivations for giving, and then acting accordingly, whether this is a goal that is consciously pursued or not. Furthermore, Higgins & Lauzon (2003) point out that it is important to determine whether participants attend simply for the activity itself (to support the cause), for social reasons, or some combination thereof. This is a point that corroborates with Webber's observation (2004) that people may participate in events for reasons other than supporting the cause itself. This point could be seen as taboo/contentious in the non-profit sector, but should be recognized and accounted for in the interests of objectively improving participant satisfaction and event success.

Higgins & Lauzon (2006) split running event categories into 'cause' or 'event' experience focused events. Cause events were characterised by more inclusive criteria, and a focus upon education and cause promotion. Interestingly, they note a split between the motivations of different participants depending upon the event type. The primary reason for participation in 'cause' events was to support the charity itself, whereas the primary reason for 'event' focused events was to participate in the physical activity event and its social functions. Clearly limitations to this kind of study include possible information selection bias at the analysis stage, and the subjective interpretation of interview elements. The authors are also not clear about whether or not the single participant interviewed from each event was done so confidentially or not, and they note that the sampling was not random but done purposively, to increase diversity. Future suggested

research includes longer-term studies that track repeat events and participants (looking beyond them as acquisition tools), and exploring the specifics of the part that physical activity events play in forming relationships with participants. What is also particularly interesting about this paper is the fact that the authors recognise the differing perspectives of participants and organizers in terms of what each is concerned with. They do not explore the role of participants as community fundraisers in this instance, and clearly, investigating similar areas over 15 years later (in a modern context) would be of great value to modern fundraisers. It would be interesting is to explore some of these areas from the point of view of the participants, especially considering the shift towards a greater proportion of organisation's funds coming from community fundraisers.

One key way in which fundraising events differ from conventional corporate events, is that the support for these events does not come directly from those that receive the benefits which the organisation produces (Clubb & Abdel-Khalik 2005). This is a key consideration and manifests itself by having the beneficiary often entirely removed from the picture – something which thought leaders in UK fundraising have become aware of, and raised as a discussion point in recent times (Salmon 2016). The diversity of different physical activity events on offer makes it challenging to summarise what makes an event popular for a participant, but in the broadest terms possible, good physical activity events fulfil expectations and satisfy motives, leaving participants feeling like they have had a positive and meaningful experience, that is of value to them. Current research suggests that a variety of motives, including those that are recreation based (social and physical reasons) (Bennett et al. 2007), and some that are charity/philanthropically based (reciprocity, self-esteem, need to help others), drive participation in physical

activity events for charity (Coghlan & Filo 2013). Taylor & Shanka (2008) found that for their sample (in a cross-sectional study) that achievement, involvement, status and socialization all contributed towards participant's motivations to attend (with some variation according to age and sex). It might therefore make sense to examine participant satisfaction related to these motivations in order to evaluate whether or not an event is effective or not. Taylor & Shanka note that conducting a longitudinal study, as well as a study that includes detailed personal interviews with both participants and non-repeaters (Koenig-Lewis & Palmer 2008), might enhance the richness of their data related to motivation (which supports the proposed methods for this project).

A variety of different researchers have examined participant motivation with regards to involvement and participation in physical activity events (sometimes referred to as charity sport events or 'CSEs' in academic literature) (Bennett et al. 2007; Filo et al. 2016; Scott & Solomon 2003; Won & Park 2010; Won et al. 2010). Each of these examines different dimensions of motivation for participants to attend CSEs, including perspectives related to participation in the activity, involvement with helping behaviour, and donor related behaviour. Won & Park (2010) characterize CSE motivation as a multifaceted construct that is composed of several distinct but related facets, including philanthropic motives, sport related motives, the motive to support a cause, social interaction, and joining a reference group. Their study used questionnaires to ask 247 low-intense CSE participants about their motivations for participation, of which motivation to support the cause was strongest. Chiu et al's (2016) examine the motivations of college students (n = 488) for participating in charity sport events (testing existing CSE motivation constructs and how they predicted participation), and analysed their results using a bi-factor modelling technique. The authors, using a

confirmatory factor analysis, found that philanthropic motives to participate were not a significant predictor of participation in their instance, suggesting that other factors rather than charitable motives shape students charity sport event participation. This corroborates with and builds upon other literature that suggests that various other motivations are behind participation in charitable activities (Webber 2004; Wilson & Musick 1997).

It should be noted that the majority of studies investigating participation motives used US college students for their samples, which is not representative of those who participate in CSEs. Indeed, in major giving a study commissioned by The Giving Campaign (2003) found that many high-value event supporters attend events for private benefit, either because the event is enjoyable, or for reasons such as business networking or to support friends. However, most studies agree that, even for the wealthy, all giving is motivated by an array of different factors (Schervish 1997).

Filo & Coghlan (2016) have used focus groups to explore CSE experiences, and their resultant impact upon participant mental health and well-being. They used five focus groups to explore Seligman's (2011) five domains of well-being (positive emotion, engagement, relationships, meaning, and accomplishment – PERMA) as a framework for collecting qualitative data from participants (n = 19) from three different CSEs. Using a directed content analysis approach (Elo & Kyngas 2008), the authors found that there was strong support for four of the five PERMA domains (positive emotion, relationships, accomplishment and meaning) within charity sporting events, and some support for engagement. Questions from the study remain though, including 'does the presence of

several PERMA domains lead to longer lasting well-being outcomes and higher levels of wellbeing, or simply an increased probability of achieving those in the future.'

2.2.4 Exploring key stakeholders in CSE fundraising and the emergence of the experience economy

In broader event and service literature, a 'good' event can be talked about in a number of different ways. Factors including service quality, satisfaction, and intent to return, all influence how 'good' or effective an event is, and these factors have been cited in Sports Event Management realms as measures of quality (Shonk 2008). These factors can all be measured to produce ordinal forms of data that can be used to inform and improve future events, and corroborate with the limited fundraising-event specific research that exists in the literature. 'Service quality' as a construct, has existed since the 1920s, and whilst this term was originally coined to regulate and improve production processes, can be mapped-across to the realm of formally organized events fairly easily. Service quality, or perhaps more accurately, 'Event experience' (in the case of event fundraising) encompasses a range of measures that include satisfaction, loyalty, value, and intention to return. It has been argued that the concept of individual experience (a unique construct that derives from an interaction between the staged event and the individual's state of mind) are personal, memorable, and extend beyond simply consumption of a service (Crompton & McKay 1997; Pine & Gilmore 1999). In the instance of a physical activity fundraising event, this could extend both before and after the event, with the full fundraising journey encompassing much more than just the formal fundraising event itself.

A further important point to note about successful UK fundraising events in general, is that many of the world's most successful and popular events are things which haven't sprung up 'overnight' and necessarily experienced viral success. Rather, they have involved a long-term process of iteration, improvement, and growth, as a result of listening to key stakeholders and constantly improving. The 3 most successful fundraising events in the UK (Race for Life, The World's Biggest Coffee Morning, and Movember) have all been running for at least 10 years.

It is important to remember that fundraising events differ from conventional events in a number of key ways, and that in some instances, attendees are prepared to pay an obvious premium that is based on the fact that the event is raising money for a good cause (Webber 2004). It can therefore logically be concluded that the 'good cause' element adds real tangible value to the experience for participants. Another component to note that is present in sports events is the concept of 'meaning' and a 'meaningful event' for participants. As Kaplanidou & Vogt (2010) explain that meaning attributes are (in part) a function of the cause associated with the event (Rifon et al. 2004), and might depend upon the participant's relationship with the non-profit/charity in question (Funk & James 2008).

Traditional basic stakeholder mapping techniques (Eden & Ackerman, 1998; Bryson, 2004) offer a useful way of identifying stakeholders and their interests, and clarifying stakeholder's views of an organisation. Understanding the key stakeholders that are involved in fundraising events properly is essential, so that all key groups are understood and catered for properly, and so their respective influence can be gauged and accounted for. Interestingly, the author has struggled to find any non-profit

stakeholder maps available for non-profits involved in CSEs. There could be a number of different reasons for this. Firstly, the information contained within a stakeholder map/analysis is often confidential, and so organizations may not want to/be allowed to share information related to their operations with others. Secondly, stakeholder mapping requires both internal resource, and experience of how to create a map, placing additional pressures on an organisation that might well be stretched for resources already. Is something that isn't already widely used or considered best practice really worth the risk, if the resource required could be used immediately elsewhere? In an organisation or a profession, it is possible to succumb to phenomena such as group think (Esser 1998), and It can be easy to overlook marginal but crucial groups that can have a huge impact on the long-term success of the event (e.g. supporters of participants, beneficiaries and members of the local community etc). Indeed, we have seen before how the fundraising realm has overlooked key stakeholder groups such as beneficiaries in policy formation (MacQuillan 2016). However, these mapping techniques are often outward facing and fail to include internal stakeholders. Post, Preston and Sachs' (2002) model does include internal stakeholders – with the organisation itself as a nodal actor. Indeed, acknowledging that contributions can come from within a non-profit (both financially and in the form of human capital input) is an important part of objectively analysing the value and success of an effective non-profit fundraising event that is often overlooked. Below, the author has constructed a basic grid, outlining what might make an event 'good' for 3 major event stakeholder groups. Note that this grid is not comprehensive, and was primarily created to highlight the how the priorities of the most significant event stakeholder groups might differ.

Table 2-4 was created to illustrate the point that different stakeholders can have different perceptions of what constitutes a good or a bad event. This therefore supports the argument that looking at fundraising events from the perspective of different groups of stakeholders is a useful exercise for how to improve overall event quality and experience for everyone.

Table 2-4 Key CSE stakeholders

| Stakeholder: | Positive Event Experience | Negative Event Experience |
|---------------------|---|--|
| Participant | <ul style="list-style-type: none"> - Event meets and exceeds expectations (satisfaction). These may or may not be related to demonstrating philanthropy (Prayag et al. 2020). - Like-minded people to share the experience with, and validate the decision to participate (friendship and validation) (Kazimierczak et al. 2019). - Leave feeling like their efforts have had a real impact, but that more could be done (high intent to return) (Finnegan et al. 2020). | <ul style="list-style-type: none"> - Disappointing event experience that falls short of expectations (Tsuji et al. 2007). - Poor communication experience and interactions with organisation (Beldad et al. 2012). - The participant is made to feel unwelcome and is not included in the group/community (Filoet al. 2013). - Left feeling like their efforts were wasted, insignificant or both. |

Table 2 -4 - Key CSE stakeholders (cont'd)

| Stakeholder: | Positive Event Experience | Negative Event Experience |
|----------------------------------|---|--|
| Organisation | <ul style="list-style-type: none"> - Event KPIs are met or exceed expectations, and SMART objectives are met (Higgins & Lauzon 2006). - Remaining on budget and responding promptly to challenges - Participants and supporters are satisfied and keen to return, and a community is fostered and grown (Daigo & Filo 2020). - Staff collaborate effectively and positive group norms are fostered. - Prospective donors are identified, engaged, and educated about the organisation and the impact of their work | <ul style="list-style-type: none"> - Event fails to achieve SMART objectives. - Event runs over budget and unforeseen problems are encountered - Staff are stressed and the event leaves staff and volunteers frustrated and disenfranchised (Wood et al. 2010). Team norms are negative and stifle productiveness and creativity. - Data is not properly gathered, and the event is not assessed effectively. |
| Supporter of Participant (donor) | <ul style="list-style-type: none"> - Demonstrable impact of their donation - A personalized thank you from the participant (Merchant et al. 2010). - Information from the participant about their attempt, and regular updates throughout their fundraising journey (Lagazio & Querci, 2018) | <ul style="list-style-type: none"> - Participants feel that their money might have been wasted or not used effectively (Van Iwaarden et al. 2009) - The giving experience was complex and convoluted - Transparency - the participant is not aware of how their money might have been used, or what the organisation actually does (Hyndman & McConville 2016). |

(Source: Author created)

Despite the differences in what might constitute a good event experience for these three different stakeholder groups, clearly good events do share certain key characteristics (such as being well organized, achieving high levels of participant satisfaction, and leaving participants keen to return etc.), as discussed above. Satisfying the needs of different stakeholders is a balancing act (De Gooyert et al. 2017). A crucial dimension to event planning, especially for a professional fundraiser, is the specification of SMART objectives for the event, which can be measured and used to determine accurately whether the event is a success or not (Hoyle 2003). Alongside these concrete metrics, less tangible things such as positive sentiment, related referrals, and visits to web pages can all be monitored after the event. The wide variety of different physical activity based fundraising events is important to note. What exactly is a physical activity event, and how does it differ from other events? A relatively short fun run clearly might attract a different sort of participant to an extreme long-distance ultra-marathon. Those who are attracted to the more 'hardcore' events are more likely to have a preference for high arousal experiences (Kerr & Svebak 1989), whilst this might not be the case for 'safer' or 'low-intense' physical activity events (as noted in Won et al.'s 2011 study). Having said this, many fundraising events increasingly provide for both 'leisure' participants, and 'serious leisure' participants (Stebbins 1992; Jones 2000). This broadening of appeal provides the context for individuals to support the organisation in question through a range of different methods, such as direct donation, registration fees, or sponsorship (Taylor & Shanka 2008). In summary, good events sustainably achieve the objectives that those running the event set-out to accomplish, leaving all key stakeholders feeling meaningfully satisfied with a positive experience, and keen to repeat the return with their friends.

2.2.5 An overview of key studies related to the topics in section 2

Table 2-5 Critical evaluation of key studies related to events as fundraising tools

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|--|-------|---------------------------------|--|--|---|---|
| Community fundraising 2.0-the future of fundraising in a networked society | 2009 | Miller | Commentary piece and examination of literature | Effectively an argument to support the method of 'inbound marketing', and the recognition of the importance of networks for donors. Highlights the importance of community fundraisers and their modern equivalent | Does not adequately identify relevant theory | Does not examine community fundraising in the context of CSEs. No primary research. Lacking in relevant theory |
| Missing a strategic marketing trick? The use of online social networks by UK charities | 2013 | Quinton & Fennemore | Qualitative - semi-structured interviews (n = 15) and coded thematic analysis | Lack of skills and resources often prevents non-profits from fully utilising opportunities presented by social networks. Usage between non-profits varies significantly | Does not adequately identify relevant theory | Would benefit from being re-examined to explore whether the training and skills gap identified has been reduced |
| How social media affects the annual fund revenues of non-profit organisations | 2016 | Malcolm | Qualitative - interviews (n = 5) and observation | Social media is an important tool, but does not have a direct immediate effect on annual fund revenues | Does not adequately identify relevant theory, but points towards the importance of E-WOM as more credible than corporate communication, and the specificity of communities that can be accessed | Social networks as specific event promotion and validation tools. Social networks as a communication channel for events and community fundraising |
| How social media can strengthen donor relationships | 2014 | Lazar & Roe | Quantitative – surveys (n = 1155) and then multiple regression and multivariate analysis | Social media in relationships with non-profits is significant in terms of contributing to commitment and satisfaction, but marginally significant in relation to communal relationships and trust | Kelly's theory of fundraising, and Gruig's measurements for long term organisation to public relationships | Only examined a single organisation in America. Quality and theory building is questionable |
| The braggart's dilemma: On the social rewards and penalties of advertising prosocial behaviour | 2015 | Berman, Levine, Barasch & Small | Quantitative - experiments (7) | Bragging helps when others do not know that an actor does good deeds, but does not help when others are aware that they do good deeds | Social exchange theory | Donors are direct supporters, rather than supporters through participant fundraising efforts |

Table 2 - 5 - Critical evaluation of key studies related to events as fundraising tools (cont'd)

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|--|--------------|--|-----------------------------------|--|---|--|
| Exploring the properties of community among charity sport event participants | 2013 | Filo, Spence & Sparvero | Qualitative – Interviews (n = 46) | Five of Gemeinschaft's 6 properties of community were found among participants | Gemeinschaft and social community constructs | Understanding this in the context of extreme physical events. Exploring community among the supporters of participants |
| Extreme rituals promote prosociality | 2013 | Xygalatas, Mitkidis, Fischer, Reddish, Skewes, Geertz, Roepstorff & Bulbia | Quantitative - experiment | Suffering appears to predict prosociality | Empathic arousal. Social cohesion. Extreme rituals. Parochial altruism. | Exploring this in the context of real-world fundraising events |
| Pain as social glue: Shared pain increases cooperation | 2014 | Bastian, Jetten & Ferris | Quantitative - experiments (3) | Sharing painful experiences with other people, compared with a no-pain control treatment, promoted trusting interpersonal relationships by increasing perceived bonding among strangers (Experiment 1) and increased cooperation in an economic game (Experiments 2 and 3) | Pain, group cohesion, co-operation, bonding | Contextualising this in a CSE situation. Examining real pain vs. perceived pain. Exploring the influence of the type of relationship on the co-operation outcome |
| An opportunity cost model of subjective effort and task performance | 2013 | Kurzban, Duckworth, Kable & Myers | Review | The authors argue that the phenomenology of effort can be understood as the felt output of cost/benefit computations, which can only be deployed for a limited number of simultaneous tasks at any given moment. The subjective experience of effort motivates reduced deployment of these computational mechanisms in the service of a present task | mental effort, opportunity-cost, neuroeconomics, mental effort | Understanding the phenomenology related to CSE events and physical activity fundraising |

Table 2 – 5 - Critical evaluation of key studies related to events as fundraising tools (cont'd)

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|--|--------------|---------------------------|----------------------------|---|---|--|
| Selfish or selfless? On the signal value of emotion in altruistic behaviour. | 2014 | Barasch, Alixandra et al. | Quant - experiments (6) | Six studies find that emotion serves as a positive signal of moral character, despite the intrapsychic benefits associated with it. This is true when emotion motivates prosocial behaviour (Studies 1, 2, 3, and 5) and when emotion is a positive outcome of prosocial behaviour (i.e., “warm glow”; Studies 4, 5, and 6). Emotional actors are considered to be moral because people believe emotion provides an honest and direct signal that the actor feels a genuine concern for others. Consequently, prosocial actors who are motivated by the expectation of emotional rewards are judged differently than prosocial actors who are motivated by other benefits, such as reputational or material rewards (Study 6) | Prosocial behaviour, altruism, emotion | Testing these findings in a CSE context |
| Social bonds and exercise: Evidence for a reciprocal relationship | 2015 | Davis, Taylor & Cohen | Quant - experiments (2) | The findings substantiate claims concerning the reciprocal links between group exercise and social bonding, and may help to explain the ubiquity of collective physical activity across cultural domains as varied as play, ritual, sport, and dance | Group cohesion, physical activity, athletic performance | Understanding how these findings translate into a CSE context. Exploring how and why social context influences the performance outcomes of individuals and teams |
| Incentivized Persuaders Are Less Effective: Evidence From Fundraising Experiments | 2014 | Barasch, Small, & Berman | Quant - experiment | Incentives can crowd out the sincerity of expression and undermine their ability to persuade others' support for a cause | Intrinsic and extrinsic motivation, sincerity | Exploring advocacy among volunteers and paid fundraisers in the context of CSEs |
| The psychological continuum model: A conceptual framework for understanding an individual's psychological connection to sport. | 2001 | Funk & James | Article and proposed model | The PCM provides a framework that may account for an individual's movement from initial awareness of a sport or team to eventual allegiance. Four levels are described and differentiated: awareness, attraction, attachment and allegiance. The model proposes that the psychological connections between an individual and a sport or team are governed by the complexity and strengthening of sport- related mental associations | Group cohesion, hierarchy of effects, AIDA model, TTM model | Establishing a stakeholder's position in the PCM. Exploring what facilitates, accelerates, or delays transition from stage to stage in particular contexts |

Source: Author created.

Table 2-5 brings together a selection of papers that are relevant to the topics discussed in section 2.2, specifically in relation to using events as fundraising tools. The table highlights relevant theory that is discussed in the papers and discusses gaps in the research. The papers in Table 2-5 are drawn from a wide spectrum of different disciplines, including marketing (Berman et al. 2015), psychology (Xygaltas et al. 2013), sport (Funk & James 2001) and leisure (Filo et al. 2013). This illustrates the wide range of areas that research related to effortful fundraising events draws from. In terms of promotion of the event within networks, literature suggests that self-promotion related to fundraising is intimately linked to how aware a person's network is about their prosocial behaviour (Berman et al. 2015).

From an experiential perspective, it would be interesting to build upon work suggesting that there are links between group exercise and social bonding (Davis et al. 2015), and to explore whether adding a philanthropic element to the experience has any impact upon the results. If exercise and effort increases social bonding, then it may be reasonable to suggest that bonds between participants and contacts at a charity they are fundraising for might be strengthened, if they were involved. This has not yet been tested. In a related vein, a number of the papers in the table relate to experiences involving effort, and the resultant impact upon an individual or group (Bastian et al. 2014; Funk & James 2001), however these experiences do not have a philanthropic dimension and have not been tested in this context (charitable fundraising).

The role of social media in specific fundraising terms, as well as more general social terms has also not been explored in a fundraising event specific context. The work of Lazar and Roe (2014) and Malcolm (2016) could be built upon to try to understand the significance of social media in the way modern participants fundraise.

Section summary:

CSEs can represent an escape for participants from an increasingly sedentary lifestyle, combining a desirable physical activity with the feel-good factor associated with raising money for a good cause, and completing a testing challenge. As well as being a source of social currency, these experiences represent developmental opportunities for those that take part. It is important to be specific about what role each of the key stakeholders has in a personal fundraising campaign relating to an event or challenge. The participant themselves may not necessarily be the principal donor, but merely a conduit for funds, and essentially a 'proxy-fundraiser' (Filo et al. 2020). Having examined the CSE landscape in the UK, it is also clear that non-profits are missing-out on opportunities to engage with and recruit new donors, because of a poor perceived ROI related to events and community fundraising. Adopting a 'lifetime value' approach to donors might go some way to appreciating the true value of event experiences for those that support charities. It is in the interests of the non-profits who are having money raised for them to reward participants for their efforts, and to understand what a reward might be for these people. It is also naive for non-profits to assume that the motivations for participants are primarily philanthropic, and uniform for each different demographic. Research from a variety of different domains and perspectives would benefit from being tied together and summarised in one place, because current research is not participant focused, and is highly fragmented.

2.3. Participant experience related to physical activity event fundraising

Section introduction:

This section is concerned with understanding how fundraising experiences shape and develop our identity, and how these experiences influence our relationships with charitable organizations. The author explores the importance of context, and how this can influence how different people process experience. The growth in popularity of experiences that require participants to expend considerable effort is discussed and examined, and later in the chapter, the author explores how people grow and develop outside of childhood and adolescence (specifically related to self-esteem). Finally, the author considers how charities might be involved in self-development related to physical activity event (/challenge events) experience. Throughout the section, the author attempts to consolidate possible relevant psychological theory that is related to this area, and for that reason, this section is theory-orientated.

2.3.1 Self, and self-development in the context of fundraising related to physical activity. Experience and engagement as a catalyst for changes and developments in self.

Understanding why participants might want to take part in physical activity event fundraising is an element that charitable organisations must explore if they are to deliver popular and mutually beneficial experiences for them. The study of motivation has created two major theoretical bodies of knowledge – content theories, and process theories (Stotz & Bolger 2014). Content theories are concerned with the needs that motivate people, and process theories provide a description of how the behaviour actually looks and how it manifests itself (including the effect of behavioural patterns in fulfilling the expectations of an individual). In the case of physical activity event

fundraising, it is necessary to define which stakeholder group one is interested in (motivations of the donors or supporters, or the motivations of the participants themselves), and whether or not the content or process of motivation is the subject of interest. This author is primarily interested in the participants themselves, who may or may not be major donors in the context of their own personal fundraising campaigns, but who are undoubtedly proxy fundraisers in this context. In this context, content theories will relate to why people decide to fundraise through physical activity events, and process theories will relate to how this behaviour is presented and manifested. The studyfundraising.info website points out that no external information, be it societal or social, can influence behaviour without being processed by the individual actor themselves (Studyfundraising.info 2017). Therefore, having an understanding of the actors, and how they view themselves, is incredibly important if one wishes to interact with them successfully and sustainably (during a fundraising campaign or fundraising event or experience for example).

The term or 'self' or 'self-concept' is a general term used to refer to how someone thinks about, evaluates, or perceives themselves – their sense of 'who they are'. This organized knowledge (about ourselves and the world around us) is sometimes termed a self-schema (Sargaent & Shang 2010), and can be useful in understanding behaviour. An important consideration of this theory, particularly related to fundraising, is that understanding the concept of self helps us to appreciate how individuals process information and interact with the world around them, and why they might do so in a particular context. So, by getting to know someone's self-concept will help us to understand how and why they might behave how they do, for example what might drive someone to commit themselves to raising money for a cause? It has been argued that

our sense of who we are regulates our behaviour, and we typically act in ways that we think are consistent with who we are (and avoid behaviours that are not) (Baumeister & Vohs 2003). Understanding how people see themselves, and the lens through which they both see and interact with the world around them helps us to understand both behaviour as well as cognitive and emotional outcomes. It also helps us to identify why people do things (in a particular context), and what the outcomes might mean to them (e.g. completing a tough challenge for charity). Self-concept and self-efficacy are related (Bong & Skaalvik 2003), but not identical. As Trautwein et al (2008) explain in their longitudinal study of frame-of-reference effects on physical self-concept, self-efficacy measures typically require a context specific goal-referenced evaluation of competence, whereas self-concept measures tap a person's generalized beliefs about his or her competence using normative statements. There is debate amongst psychologists about the different components of 'self', which has evolved substantially over the years. Carl Rogers built upon the main assumptions of Abraham Maslow (1943), publishing a theory of both self (/personality) and interpersonal relationships in 1959. Rogers' theory identified self as the frame upon which personality is developed, and his concept implies that there is an internal biological force to progressively develop one's capacities and talents to the fullest (self-actualization). Rogers split the self into 3 different components – self-image, self-esteem (or self-worth), and ideal self (what you aspire to be). Self-actualization is the state achieved when these three areas are balanced, and what is proposed all humans strive for. Understanding how participants see themselves, how they value themselves and what they aspire to be, can help those involved with events to ultimately deliver better experiences for those that are involved with them.

Self-enhancement theory is the notion that people strive to maintain high levels of self-esteem (Swann 1990), and over the past 30 years, a number of variations of this theory and related theories have emerged (Dufner et al. 2018). This enhancement can be influenced by personal behaviour that helps us to grow, for example by getting fitter, by learning something new, or by achieving something aspirational. All of these things are directly related to physical activity fundraising. Indeed, the concept of 'self', "the individual's belief about himself or herself, including the person's attributes and who and what the self is" (Baumeister 1999), has increasingly become more important in the realms of both psychology and more recently fundraising. Lewis (in Pervin & John 1990) suggested that the development of a concept of self has two different aspects – the existential self, and the categorical self. Essentially the existential self involves learning that one is separate from others (Lewis & Brooks-Gunn 1979), and the categorical self takes the form of placing oneself in an ever increasing number of categories (increasing one's self-awareness). Normally, individuals are motivated to both feel good about ourselves (increasing their levels of self-esteem), and also to develop what is perceived as an accurate view of the social world around us (Carver & Schier 1998), with a significant portion of this taking place in childhood and adolescence (from a neurological perspective (Sebastian et al. 2008)). Whilst younger people typically perceive their future as a field of options for an active selection among alternative paths of life, (for most people) the older one gets, the more one sees life as less open and controllable (Brandtstädter 2009). Therefore, understanding one's donors (and prospective donors), and in particular, their demographics (i.e. how old they are, and their background), is an important part of understanding how they might be motivated to develop their own self-concepts, through their involvement with non-profits (as donors or volunteers). However, is the expansion of one's self-concept limited, or essentially finite?

Understanding critical stages in one's development of self-concept and self-esteem could help fundraisers to target possible donors at the point in their lives when they are most sensitive to fundraising proposals and interventions. Thus help to tie-in a cause or organisation to that person's development in a positive way. We do know that changes in self-esteem can occur in response to important transitions or major life events, and these turning points (Magnussen et al. 1991) can modify or redirect life trajectories by altering behaviour, cognition and context (among other things) (Orth et al. 2010). This would suggest that for some people, fundraising events might represent profound moments in their life, which subsequently affect self.

We also know from a large number of cross-sectional, longitudinal, and cohort-sequential studies, that men tend to have higher self-esteem than women, and that both men and women show age related increases in self-esteem from late adolescence to middle-adulthood, with limited change beyond the first decade of young adulthood (see for example Huang, 2010; Kling et al. 1999; Orth & Robins, 2014). This would indicate that fundraising events that serve to build people's self-esteem (among other things) through completion of goal-orientated physical activity tasks, would have the most impact on participants that are in the first decade of young adulthood. In terms of elements relating to basic human needs, it makes logical sense that older individuals will have greater security in terms of satisfying basic and psychological needs (Maslow 1943). In order to ensure transferability, it is also important to consider the characteristics of the demographic that is to be studied, so that it is as representative as possible of the target that is hoped to be studied. Misrepresentative samples have frequently been an issue in fundraising research that is related to special events, with samples often being simply the most easily available group (often college students),

rather than the most representative group (Chiu et al. 2015). With complex psychological constructs such as self, age and background plays a huge part in its development. Researchers have long debated whether self-esteem and development of one's concept of self shows normative age changes (Orth et al 2010). Unfortunately debate still exists about whether or not there are systematic increases or decreases in the development of self-concept throughout one's lifetime (O'Malley & Bachmann 1983; Twenge & Campbell 2001), in part because of the scarcity of studies conducted on samples beyond adolescence. Orth et al. (2010) conducted a cohort-sequential longitudinal study that revealed that self-esteem appears to follow a quadratic trajectory across the adult life span, increasing during young and middle adulthood, reaching a peak at around age 60 years, and then declining in old age. This varied slightly for both men and women, and for people of different skin colour (identified in the study as white or black). The decline in self-esteem in older age appears to be accounted for by changes in socioeconomic status and physical health, and the authors propose that 'moderators' might explain the individual variability in the way self-esteem evolves with age. So, whilst the overall trajectory of one's development of self-esteem and of self-concept appears to be largely formulaic, it very much varies from person to person, and significant events can alter this development. What characteristics do these significant events tend to have, and is there a possibility that cause or charity-related events could be tied-in to developments in one's self-esteem? Allen (2008) makes the point that 'events have the potential to create a lifetime memory for supporters, and give a significant boost to the quality of their relationship with the organisation', suggesting that there is potential to create lasting psychological impact by holding and running a successful event. Indeed, perhaps fundraising events can have a measurable and

profound influence upon the lives of those that take part, with the resultant changes in self influencing many parts of their life.

Symbolic self-completion is a concept that states that people define themselves as musicians, athletes, fundraisers etc by the use of indicators or attainment in those activity realms, e.g. possessing a prestige job, completing a difficult challenge, or by whatever might be recognised by others as indicating progress towards completing the self-definition (Wicklund & Gollwitzer 1981). This idea postulates that when important symbols (indicators of self-definition) are lacking, the person will strive after further, alternative symbols of self-definition. This might go some way to explain why certain individuals might decide to 'pivot' in their career, or to undertake testing physical challenges, and why often seemingly unremarkable individuals can embark upon remarkable journeys or feats. Understanding the desire that certain individuals have to complete fundraising challenges, and why they do so, is of critical importance to ensuring that the event satisfies their desires. It is important to also identify what 'self-completion' actually looks like to these individuals, and what evidence needs to be collected for those individuals to feel as if they are making progress towards personal self-completion. In this digital age, might some of these symbols of self-completion be non-physical, such as a finisher photo?

Each of these self-concepts is relevant to the field of CSE fundraising, but have not been formally identified or explored in this context before (effortful fundraising experiences). These areas would therefore benefit from the identification and substantiation of these theories in the field of event fundraising, so that they can be explored systematically. This requires the researcher to be aware of these theories (hence their description and

identification here), and also to prompt any participants to consider their self-concept and how it might be related to the experience of fundraising through a physical activity event.

2.3.2 The social context of CSE participation

There is always social context to our experiences, and formal fundraising challenge events are typically highly sociable activities involving friends, family, supporters and organisers (among others). Self-relevant motives can be greatly influenced by the societal and social environment in which an individual lives, but not necessarily be changed directly (Sargaent & Shang 2008). It is therefore important when exploring individual experience to investigate what this context might be for a given individual, because it might have an impact upon both their motives and behaviour, and because it might help to explain them. This applies to both the social context that applies to an individual before, during and after an effortful fundraising event or experience. Self-evaluation based upon one's immediate surrounding environment, and other frames of reference, can have a considerable effect on both performance trajectories and on health-related behaviours. Furthermore, evidence supports a positive association between physical self-concept and physical activity levels (Trautwein et al 2009). It can therefore be reasoned that completing a physical challenge, and completing that challenge for charity, will have a positive reciprocal effect on the challenger's physical self-concept. Individuals tend to focus on people close to them when constructing their frames of reference for social comparisons, and these frames of reference tend to come from their immediate environment, rather than from a typical person of their own age and background (Skaalvik & Skaalvik 2002; Tesser 1988). Both judgement based upon

absolute metrics (e.g. amount raised), as well as improvements/achievements depend (by a large part) on external feedback. This again supports the need for having truly representative samples in academic research when examining a population, and also being aware of the social context of the event itself.

Being in the presence of others influences our behaviour and being observed by others can change the way we act. This is increasingly relevant in today's digital age, where the rise of social media allows us to curate and influence the information that we present to the digital world around us (Goldman 2014). This has been researched extensively, and perhaps the most famous experiment looking at this 'observer effect' phenomenon (sometimes called the 'Hawthorne effect') was at the Hawthorne Works in America, whereby worker's productivity increased because of the increased attention that they were given from researchers (Cambridge et al. 2013). Since then, psychologists have dedicated a large amount of research to understanding the influence of observation and scrutiny on our behaviour. Nettle et al. (2012) found that watchful eyes could reduce the number of bicycles stolen in Newcastle, showing that the feeling of being watched was an effective deterrent for theft. They installed signs featuring a pair of male eyes gazing outwards, along with a caption, to three crime hotspots on the campus of Newcastle University. This resulted in a 62% decrease in thefts in each of these locations (sadly elsewhere there was an equivalent increase in thefts!). Studies such as this remind us that our behaviour can be influenced by observation, and therefore that understanding behaviour related to fundraising event participants is likely to be helped by gaining an awareness of the wider social context of each individual. This social context includes both physical and digital environments (such as the home, workplace and then on social media or electronically).

The power of approval from others can also drive us to behave in particular ways both offline and online. Sherman et al. (2016) examined peer endorsement in social networks, and the power of 'likes' of pictures within social networks. In the experiment, researchers requested participants (n= 34) to submit photos to the study, that were then assigned 'likes', that were made to look like they had come from their peers. When the young participants viewed the images that had lots of likes, there was greater activity in the neural regions implicated in reward processing, social cognition, imitation, and attention. Teenagers were also more likely to like photos with many 'likes' than photos with fewer 'likes', including when the photos showed risky behaviour. This work emphasizes the powerful influence of one's online social networks in adolescence, and how 'likes' online really do make us feel something. This concept of perceived 'relational value' (linked to Leary's (1999) 'sociometer theory') that calibrates one's self-esteem can be applicable to any social context. Burrow & Rainone (2016) found that purpose moderates the link between positive social media feedback and self-esteem. In their first study, they found that a greater number of 'likes' on a profile picture was positively associated with self-esteem, and in their second study, they showed that the link between likes and self-esteem was diminished for those with greater purpose. This study would imply that the importance of online endorsement from peers to an individual varies from person to person, and that those with a greater purpose are less sensitive to this feedback. In the context of event fundraising, this would suggest that if content could be created through participation in events that resulted in online endorsement, then the esteem of those that are endorsed would be increased. However it should be noted that at the extreme end of the spectrum, 'ultra-runners' have been found to have less interest in social affiliation (Fitzgibbon 2017), suggesting that they have less interest in the

approval of others, and perhaps even relish in the bucking mainstream trends. Therefore having a clear understanding of the target demographic for anyone involved in the organisation of the event is essential. Clearly this notion of social place and approval from others merits further attention, especially related to effortful fundraising activity.

2.3.3 Memories related to event participation

It has long been known to marketers, psychologists and neuroscientists, that emotional events often attain a privileged status in one's memory (Lerner et al. 2004; LaBar & Cabeza, 2006). Indeed, emotional events are often remembered with greater accuracy and vividness than events that lack an emotional component (Reisberg & Hertel 2005). As LaBar and Cabeza (2006), explain emotion-memory interactions occur at various stages of information processing, from their initial encoding and consolidation, to their long-term retrieval. Long-term memories are influenced by the emotion experienced during learning, as well as the emotion experienced during memory retrieval (Buchanan 2007). Information and memories that receive attention (and elaboration) are more likely to be subsequently available for retrieval (Tulvin & Craik 2000). It therefore stands to reason that fundraisers putting-on events (of all kinds) would rather participants had a positive emotional experience than an experience that was largely devoid of any real emotion. It would also make sense for effective fundraisers to provide opportunities which prompt memory retrieval (e.g. a finisher picture) to increase the memorability of a particular event. The significant effortful component of physical activity oriented fundraising events would also suggest that if the amount of effort required to complete the challenge is far beyond what is normal for the individual, then participation for them might be somewhat emotional.

When discussing emotional events, it is important to be clear about how we define emotion in this context. As Buchanan (2007) points out in his review of emotional memory retrieval literature, research in this field has often focused not only on emotions, but on mood as well, with mood being the background affective state of an individual (Eich et al. 2000), and emotions being short-lived cognitive and somatic reactions to specific environmental or cognitive antecedents (Borod 2000). An ‘emotional event’, in this context, is used to describe both the mood and emotion present in a more general fashion. In terms of the atmosphere of an event, both of these factors (mood and emotions) can be influenced by an experienced and effective event director, and sensitive well-trained staff. We know for example that mood can hugely affect the way that individuals process information (Isen 1984), and ensuring the mood within a particular group is positive can ensure that participants are able to view the event in the best possible light (especially if the event itself is challenging – a complex balancing act). Emotional contagion within a group (the transfer of moods among people in a group) has been shown to greatly influence factors such as morale, cohesion, and rapport (Hendrick 1987), and these are all factors that might lead to ultimately more successful events through deliberate design and careful analysis.

2.3.4 Effortful experience, martyrdom, and masochism in both an individual and a group context. The value we attach to effort and competitive exertion in this age.

A number of studies have investigated situations in which factors such as pain and effort (normally seen as deterrents) are actively sought by people, or result in positive outcomes for those involved (Bentham 1948). Indeed, some of the most popular and successful fundraising events involve considerable pain and effort (ThirdSector 2015),

including those that involve significant prolonged exertion for the participant, such as marathon runs, and distance treks. Whilst perceived athletic effort (and pain) is undoubtedly relative (Puvanenthiran 2014), physical activity events have this element as a part of their core offering to participants. This contradicts the view of motivation and behaviour that says that humans (and other animals) are always driven to seek positive experiences (such as pleasure), and avoid negative experiences (such as pain and effort). The standard labour model (Kaufman, 1999; Lane, 1992), which assumes that effort is a source of utility, and that people only work in order to gain resources (not give them away), is clearly over-simplistic and not universally applicable. As Oppenheimer and Olivola (2011) point out a number of behavioural economic models of decision making do now include parameters for both other-regarding utility, as well as self-regarding utility (Charness & Rabin 2002).

It has long been known to marketers that there is a relationship between customer satisfaction (with a product) effort expended to obtain a product, and product expectations (Cardozo, 1965; Oliver, 1989). How might this be relevant to event participation, completing a physical task for charity, and the relationship between a participant and the charity itself? Jiga-Boy et al. (2014) examined how effort invested in a task (in this case writing) shapes the affective predictions related to potential success in that task, as well as the underlying mechanism. In the correlational study, PhD students ($n = 139$) who were awaiting an editorial decision about a submitted manuscript were asked to estimate the effort that they had invested in preparing the manuscript for submission, and how happy they would feel if it was subsequently accepted. The authors found that subjective estimates of effort for participants were positively related to participants' anticipated happiness ($SE = 0.8, p < 0.36$), and that this

effect was mediated by the higher perceived quality of the participant's work. Along similar lines, but with some important differences, Olivola & Shafir (2011) found evidence (across 5 experiments) that in some instances, the prospect of enduring pain and exerting effort for a pro-social cause can promote contributions to a cause, when the contribution process is expected to be painful and effortful rather than easy and enjoyable. In contrast to Jiga-Boy et al's study, Olivola and Shafir's experiments demonstrate that this 'martyrdom effect' in their instance is not a result of an attribute substitution strategy (whereby people use the amount of pain and effort involved in the fundraising process to determine donation worthiness). They propose that the anticipated pain and effort lead people to ascribe greater meaning to their contributions, and to the experience of contributing itself. This theory is directly relevant to challenge event fundraising because, for example, people might anticipate more intense emotions of gratitude or disappointment if they physically exert themselves more (by running rather than walking for example), because the running requires more effort than walking (Jiga-Boy et al. 2014). People also may contribute more to participate in painful-effortful fundraising events, because the prospect of suffering to raise money for charity makes the donations that they are responsible for seem more meaningful (where formal physical activity events that require an entry fee are concerned). This exertion-based philanthropy research is also relevant to the donors involved in giving to challenge-based fundraising campaigns, suggesting that investing more time and effort into supporting a fundraising campaign might ultimately lead to a more rewarding experience. However, exploring situations where the participant's contribution is minor, but the effort involved is considerable, is not covered by this research. A similar body of research shows that anticipated effort helps to sustain effortful actions (Greitemeyer 2009; Zhang & Fishbach, 2010) through the 'effort heuristic' model, in which effort

enhances the subjective value of outcomes, because it functions as a cue for estimating the quality of one's work (Kruger et al. 2004). As the authors discuss, there are limitations to this study. One such limitation is the significance of some the results, which the paper quotes as, for certain 'inexperienced participants', 'approaching significance'. Clearly there is scope to explore the value that participants place upon the experience (rather than the outcomes), rather than the value of the ultimate outcomes, and to investigate the area further to understand what 'approaching significance' really means.

In a similar vein, Scott et al. (2017) explored why consumers participate in painful leisure pursuits through an ethnographic exploration of obstacle course events. They found that pain can play a crucial part in the value that participants attribute to an experience, for a number of different reasons. These include, bringing the body into focus in order to rediscover their corporeality, opportunities to escape from the self (and self-awareness), and allowing them to create the story of fulfilled life. Bastian et al's (2014) experiments that explored sharing painful experiences with strangers found a causal link between sharing painful experiences with strangers and group formation. Those who shared painful experiences with one another were more likely to bond and cooperate. This might explain why such strong 'tribes' of extreme athletes have a propensity to form.

Both martyrdom and masochism share characteristics that seems to contradict certain fundamental assumptions that psychologists have about the concept of self. Popular mainstream psychological literature related to self says that people generally seek to increase the control that they have and build up their self-esteem. Martyrdom and masochism both involve deliberately relinquishing elements of self, for different reasons.

There is no doubt that there are dark undertones to both concepts, with pain and suffering (of sorts) being central to the definition of both, and extreme iterations of both being decidedly disturbing (namely terrorism in the name of martyrdom, and things like sadism with regards to masochism). A large quantity of research is dedicated to exploring these extreme forms of self-sacrifice, to try to understand things like suicide terrorism and deliberately dominant or submissive (often sexual) relationships (Herrington 2022; Labrecque et al. 2020). However, they both explore an interesting phenomena related to self-concept that undoubtedly exists, and that cannot be attributed to mental illness or psychotic abnormality - namely the fact that some individuals appear to sacrifice themselves in support of a cause. While not on the same level as exerting effort in pursuit of an athletic or philanthropic goal, it is undoubtedly interesting to examine martyrdom and masochism as more extreme psychological phenomena, so that we might understand the concept of physical self-sacrifice better (in the same way that understanding severe clinical depression might help you to understand problem rumination). Understanding why people sacrifice things of value (time, money, relationships, stability) in pursuit of an objective (finishing a race, raise money for a cause etc.) or in order to uphold a moral value undoubtedly has relevance to participation in physical activity event fundraising.

Martyrdom is often defined as a form of extreme self-sacrifice. Bélanger et al. (2014, p.494) define martyrdom as 'the psychological readiness to suffer and sacrifice one's life for a cause', and Merriam-Webster's online dictionary defines a martyr a little less extremely as 'a person who sacrifices something of great value and especially life itself for the sake of principle' (2017, second definition). Indeed, the concept of martyrdom is nothing new, with accounts of people dying in acts of self-sacrifice long before the

crucifixion of Jesus Christ over 2000 years ago (e.g. Socrates the philosopher and Horatius Cocles the Roman soldier). Martyrdom is intimately related to goal commitment (Locke et al. 1988), but unique in that it is related to sacrificial behaviours for the sake of a given cause. It is also closely linked to altruism, with both constructs reflecting a propensity towards acting on behalf of others and self-effacement (Carlo et al 1991). However, martyrdom can be separated from altruism in a number of different ways. Unlike martyrdom, altruism does not necessarily entail relinquishing things of value (like wealth, time, or other resources), and is not necessarily pro-social (Baton & Shaw 1991). Bélanger et al. (2014) explain the struggles that social scientists have had in attempting to understand the motivational underpinnings of self-sacrifice, saying that a wide variety of different factors cannot be shown to directly underpin martyrdom behaviour (these include individual characteristics, situational circumstances, demographic profiling, and mental illness) (Atran 2003; Post et al 2009). In their study, the authors examined the antecedents of self-sacrifice, and measured individual's disposition to forfeit things of high value in order to support an important cause. They posit that martyrdom is explicable in terms of powerful social forces that can impinge upon 'normal' individuals, rather than being related to psychopathology. They created and tested a valid quantitative tool for measuring self-sacrifice (the Self-Sacrifice Scale) for an important cause, finding that it was positively correlated with altruism, meaning in life, belief in God, and other relevant motivational constructs related to high goal commitment (such as obsessive passions). The tool had good discriminate validity, good test-retest reliability, and was not related to psychopathological indices such as depression or suicidal ideation. Interestingly, the study provided empirical evidence to support the notion that self-sacrifice is attributed to placing more importance to a cause or another's life over one's own. Their research points towards personal significance theory, which

proposes that individuals are fundamentally motivated to attain personal significance by attaining what is culturally condoned as valuable and worth attaining (Frankl 2011). Martyrdom represents a specific iteration of this in which, when the quest for personal significance is awakened, 'collectivistic ideologies elucidate what a significance gain according to one's group consists of and afford a way of preventing a significance loss involving adherence to these theological dictates' (Kruglanski et al. 2009, p.349). The authors point towards identity consolidation theory (McGregor 2003) as explaining why individuals might engage in martyr like acts, saying that people facing personal uncertainty may attempt to reduce it by reacting with excessive zeal. This would suggest that individuals willing to engage in self-sacrificial type behaviours have a background that is less stable than the norm. Clearly martyr type behaviour could become unhelpful if the self-sacrificial element is unsustainable.

Masochism, similar to martyrdom, is undoubtedly a complicated construct, seemingly filled with contradictions. Baumeister (2015) summarizes the nuances of the concept well, explaining how 'it not only takes apart self, but, to some extent, puts together a new set of meanings in place of the deconstructed one'. For masochists, pain does not become unpleasant, but quite the opposite. There is an undoubted link between sexual pleasure and physical pain throughout early literature that refers to masochism (Grossman 1986), but it appears to have evolved into a term that is not always strictly associated with sexual pleasure and gratification (Glick & Meyers 1988). It is interesting note that there appears to be two different nuances on the definition of masochism - one related to sexual gratification through pain, another associated with pleasure gained through suffering. This duality is something that has been discussed before in psychological literature and corroborates with the definitions discussed in academia (Baumeister

1988; Maleson 1984). Merriam-Webster's online dictionary (2017) gives two definitions. The first defining masochism as 'the derivation of sexual gratification from being subjected to physical pain or humiliation by oneself or another person', and the second describing it as 'a taste for suffering'. Clearly these are two very different definitions. The Cambridge Dictionary Online (2017) defines it in two ways similarly – with the first definition being (informally) as 'the activity of getting sexual pleasure from being hurt or controlled by another person', and the second being 'the enjoyment of an activity or situation that most people would find unpleasant'. Similarly to martyrdom then, there are both extreme and more 'vanilla' iterations of both concept.

Having examined both concepts, we can now establish that martyrdom is more typically concerned with sacrifice for a cause, and masochism with the enjoyment of pain or suffering (often with a sexual undertone). So why might some people seek out these experiences, and what does it offer them in return for their pain and suffering?

Baumeister (2015), examines the satisfactions of masochism, explaining that masochistic practices seem to deny and remove high-level self-awareness and that there is some evidence to suggest that some see self-awareness as unpleasant and seek to escape it under certain conditions. There is evidence to suggest that self-awareness is sometimes pleasant and sometimes unpleasant (Carver & Schier 1981), and Baumeister outlines a number of different situations when being aware of oneself is aversive. Anecdotal evidence suggests that runners seek pain to achieve pleasure, rather than seek pain as a means to the end of pleasure (LaBossiere 2014). What is clear is that the assumption that individuals participate in effortful or painful experiences in order to support a cause (primarily) is by no means gospel, and that this should be explored further. Paying

particular attention to uncovering the true underlying motivations for participations, and the rewards that matter is of particular interest to this author.

According to Paulus (1989, p.44), 'in situations that have potential for causing a person embarrassment or loss of the esteem of others, the presence of other people produces a state of evaluation apprehension and anxiety, which can have both cognitive and motivational effects'. This would suggest that those who are new to fundraising efforts or new as participants in physical activity events would be more susceptible to these feelings of apprehension and anxiety (which is understandable), and that the 'stakes are higher' for the charity involved to make sure the event is a positive experience for those involved. This elevated state of anxiety or apprehension has both cognitive and motivational effects, with the cognitive effect being a state of attentional overload that can either elicit social facilitation, or social inhibition, depending upon the demands of the task at hand (Cotterell et al. 1968; Henchy & Glass 1968). The motivational effect is manifested in the person's desire to protect their self-image by engaging in behaviours that either make them look good, or avoid looking bad (Blank et al. 1976; Berger et al. 1981). Even when anxiety is not an obvious feature of the situation, the group situation may still lead to cognitive overload (and its consequences), either by producing uncertainty (Guerin & Innes, 1982; Zajonc 1980) or by creating distraction and conflict (Baron & Kenny 1986).

Moskowitz and Grant (2009) explain that there are three major elements in goal pursuit – the goal itself, the motivational orientation towards the goal, and the manner or means of goal pursuit. It is therefore essential to understand whether participants want to 'get

the event done', enjoy the event for the sake of itself, or some other combination of factors.

2.3.5 Overview of key studies related to topics in section 3

Table 2-6 Key studies related to participant experience

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|---|-------|----------------------------|--|---|--|---|
| Exploring the Positive Psychology Domains of Well-Being Activated Through Charity Sport Event Experiences | 2016 | Filo & Coghlan | Qualitative - focus groups (5 focus groups – n = 4, n = 4, n = 4, n = 5, n = 2) made up of event supporters | All five domains of PERMA wellbeing emerged to varying degrees | Wellbeing (PERMA) | Exploring wellbeing among the supporters of CSE participants. Examining how long these wellbeing effects last |
| Work More, <i>Then</i> Feel More: The Influence of Effort on Affective Predictions | 2014 | Jiga-Boy, Toma & Corneille | Quantitative - a correlational study (n = 139) and then an experimental design (n = 35). Students. | Subjective estimates of effort were positively related to participants' anticipated happiness, an effect mediated by the higher perceived quality of one's work. Participants mistakenly thought their extra efforts invested in the task had improved the quality of their work, while independent judges had found no objective differences in quality between the outcomes of the high- and low-effort groups | Forecasting bias, intensity bias, duability bias, focalism, misconstrual, and immune neglect | Contextualising these findings in a CSE context |
| The Martyrdom Effect: When Pain and Effort Increase Prosocial Contributions | 2013 | Olivola & Shafir | Quantitative - a selection of 5 experiments. (1a n = 136, 1b n = 140, 2 n = 36, 3 n = 202, 4 n = 564, 5 n = 184). Students | Experiment 1 showed that people are willing to donate more to charity when they anticipate having to suffer to raise money. Experiment 2 extended these findings to a non-charity laboratory context that involved real money and actual pain. Experiment 3 demonstrated that the martyrdom effect is not the result of an attribute substitution strategy (whereby people use the amount of pain and effort involved in fundraising to determine donation worthiness). Experiment 4 showed that perceptions of meaningfulness partially mediate the martyrdom effect. Finally, Experiment 5 demonstrated that the nature of the prosocial cause moderates the martyrdom effect: the effect is strongest for causes associated with human suffering | Martyrdom effect, self-sacrifice, motivation, attribution substitution | Recognising that the donors and participants can be separate individuals. Sample demographic (highly college student dependent) |

Table 2-6 - Key studies related to participant experience (cont'd)

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|---|--------------|---------------------------------|---|---|--|---|
| Effort processes in achieving performance outcomes: Interrelations among and roles of core constructs | 2013 | Wright & Pantaleo | Literature Review | The authors propose an alternative explanation that centres on mental representations of the costs and benefits associated with task performance. Specifically, certain computational mechanisms, especially those associated with executive function, can be deployed for only a limited number of simultaneous tasks at any given moment. Consequently, the deployment of these computational mechanisms carries an opportunity cost—that is, the next-best use to which these systems might be put. We argue that the phenomenology of effort can be understood as the felt output of these cost/benefit computations. In turn, the subjective experience of effort motivates reduced deployment of these computational mechanisms in the service of the present task. These opportunity cost representations, then, together with other cost/benefit calculations, determine effort expended and, everything else equal, result in performance reductions | Simultaneity, prioritisation, opportunity-cost | Contextualising and testing this in a case context |
| Beyond dopamine: the noradrenergic system and mental effort | 2013 | Malecek & Poldrack | Review | An opportunity cost model of effort requires flexible integration of valuation and self-control systems. Reciprocal connections between these networks and brainstem neuro-modulatory systems are likely to provide the signals that affect subsequent persistence or failure when faced with effort challenges | Quantitative framework for a normative model of effort | Testing this in a CSE context |
| Persistence: What does research on self-regulation and delay of gratification have to say? | 2013 | Zayas, Gunaydin & Pandey | Discussion | Identifies key situational and psychological factors affecting how people represent rewards and costs. These factors affect the expected utilities of behavioural options and thus dramatically influence whether individuals persist on a difficult task | Kurzban et al's Opportunity Cost Model of Subjective Effort and Task Performance | Perceived rewards related to CSE participation and fundraising. Represented rewards related to CSEs |
| Responses to Success: Seeking Pleasant Experiences before a Task Is Complete? | 2015 | Schall, Goetz, Martiny & Maymon | Quantitative - 2 experimental studies (n = 100, n = 115). Students. | Individuals were found to have a lower desire to engage in pleasant experiences following successful, but not average, performance when the task was in progress than when it was complete | Pleasure, reward and hedonistic motivation | Allowing enjoyment post-event and it's impact on life satisfaction |
| Can fundraising be fun? An event management study of unique experiences, performance and quality | 2014 | Chen, Singh, Ozturk & Makki | Quantitative - Surveys then multiple regression | Hedonic event performance was found to significantly predict event quality. Unique event experience was also found to predict event quality | Not explicitly identified. Contributes towards event management, design, performance and experience | Exploring effort and pain as part of that uniqueness/novelty |
| Using constant comparison method and qualitative data to understand participants' experiences at the nexus of tourism, sport and charity events | 2013 | Coghlan & Filo | Qualitative - autoethnographic study, focus groups (n = 31), and interviews (n = 32). Charity sport event participants. | Investigates experiential meaning for participants. Connectedness has a central role, and there is evidence to suggest that these events facilitate paths to wellbeing | Psychological Continuum Model (PCM) - motives satisfied through participation take on enhanced meaning, interacting with self and values and generating attachment | Points towards exploring experiential meaning for participants, and examining aspects other than meaning making |

Table 2-6 - Key studies related to participant experience (cont'd)

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|---|--------------|-----------------|--|--|--|---|
| Presentation of digital self in everyday life: Towards a theory of digital identity | 2012 | Davidson | Qualitative - Ethnography and hermeneutics (30 participants, split between 3 groups) | Digital identity and presentation of self online varies hugely between different groups of adults. Technology forms a fundamental part of how identity is formed | Identity Theory, Social identity theory, and Impression Management | Examined three different samples (academics, stay at home parents, and business executives), and the context was not fundraising specific |
| Social Effects of Causal Opacity and Pain in Rituals | 2015 | Halberstadt | Quantitative - experiment (n = 96). Students. | Group bonding was found to depend on causal opacity and pain. Suggest that when people are in pain, they search for a reason why. This has implications for real world situations in which pain is used as social glue (e.g., initiation rituals), suggesting that if participants believe they are suffering pointlessly, they may not experience group bonding effects | Group cohesion, causal opacity, pain in rituals | Contextualised in CSE situations. Post-pain affiliation |

(Source: Author created)

Table 2-6 brings together papers relevant to the participant experience in effortful fundraising events. Whilst many of these papers do identify theory, they would benefit from updating and using a sample of UK individuals (Filo & Coghlan 2016; Jiga-boy et al. 2014). The extant theory presented in Table 2-6 also appears to be fragmented and highly diverse, reflecting the complex phenomena that are concurrently taking place throughout an effortful fundraising experience. These papers also frequently make the outdated and erroneous assumption that the person fundraising is also the donor, which is not always the case. This distinction is important to recognise, because the participant may or may not be the donor, as discussed in figure 2-4. Therefore this suggests a gap in the current literature related to the nature of the sample of people studied. In multiple papers, either college students make up the sample (Olivola & Shafir 2013), or the sample is not made up of people from the UK (Chen et al. 2014), reducing transferability and generalisability. Updated research would benefit from more specific sampling criteria that better reflect the type of people who complete effortful fundraising events in the UK. Furthermore, the technological and cultural context of events is also rapidly evolving, and many of these studies would benefit from being repeated in order to verify the reliability of their findings.

Section Conclusions:

As this section shows, one of the first steps towards properly understanding fundraising events as experiences is to recognise that participants are complex individuals, as opposed to generalizable populations. Failing to properly take into account the personal context of an individual can risk undermining the true potential lifetime value of them, and even to perhaps make spurious assumptions about them. Whilst event fundraising might not appear to be as immediately rewarding as other forms of fundraising (for charities and professional fundraisers), they have the potential to create powerful emotional memories for those that participate, and kick-start/maintain/develop relationships between organisation and supporter that is highly mutually beneficial. In participation event experiences where pain or effort is a central part of the experience, findings from other literature might suggest that the pain or effort involved is used to ascribe greater meaning to their experiences. Other studies which examine effortful experiences in the sport or leisure realm have suggested that there is an element of 'feeling alive' to effortful or painful experiences, which brings the body into focus, and offers an escape from the mundane. The following section explores self-development related to fundraising events, explained below.

2.4. Self-development related to fundraising events

Section introduction:

This section explores what self-development is, and how it can be developed through experiences in adulthood, including through fundraising events. Specifically, the author looks at self-esteem development in an effortful charitable fundraising context. The author explores different types of self-esteem, and how effortful fundraising experiences might build or influence it. The chapter concludes by exploring the characteristics of turning points in self-esteem (in adulthood), and how this might be influenced by events in one's life.

2.4.1 A general overview of self-esteem and self-esteem theory (including levels and models)

Self-esteem is a term that is used to describe the concept that encapsulates and reflects an individual's overall subjective emotional judgment and evaluation of his or her own worth (Brown 1998; Lopez 2009). As well as a judgment, self-esteem is an attitude towards the self and an evaluation of the self. As a concept, it encompasses beliefs about oneself (e.g. 'I am competent', 'I am deserving'), as well as emotional states (e.g. 'I feel triumphant', 'I feel ashamed'). Clearly, this subjective mental construct is highly personalized, and is subject to change throughout one's life, depending upon a variety of different influences. An individual's self-concept is not the same as their self-esteem, although they are closely related. One's self-concept is essentially a person's knowledge about themselves, and their perception of 'who they are' (their ideas about themselves). Self-esteem, on the other hand, is the positive or negative evaluation of the self, as in how it is felt about (Seger et al. 2009). As individuals grow and mature, both of these concepts develop and change, based upon experience and knowledge, although this growth is not

strictly linear throughout one's life. Clearly, fundraising experiences can play a part in the development of both. The key difference between self-concept and self-esteem is the addition of feelings to self-esteem. Whereas self-concept is largely informational, self-esteem is concerned with how you feel about the things that you know about yourself. One example of this self-concept might be the fact that you know you are talkative at parties. Self-esteem concerns how you feel about this fact – e.g. whether you enjoy the fact that you are talkative at parties (high self-esteem), or whether you think that this habit is annoying and that sometimes you should shut-up (low self-esteem)'. Identity on the other hand, is a definition placed on the self (Derlega et al. 2007). The example often used to illustrate the difference between identity and self is that of a new-born baby. Whilst babies do not have self-concepts, they do have identities (belonging to a certain family, soon having a name etc). Self-esteem involves areas of life that matter to them in terms of identity, how well they have done in them, and the fact that the person must continue to be concerned with them over time. Self-esteem is now seen as being a part of other higher-order constructs, including core self-evaluations, and one's overall self-concept. The concept of core self-evaluation involves self-esteem, and three other personality dimensions – namely locus of control, neuroticism, and generalized self-efficacy (Judge et al. 1997). Core self-evaluation as a construct is widely seen as being important, because it has been shown to have the ability to predict things such as job satisfaction and job performance (although this is something that has been disputed (Ganach & Pazy 2014)). Therefore, influencing how we might evaluate ourselves (for example because of a fundraising experience) can have implications stretching into many other different areas of our lives. For example, we might evaluate ourselves as good at achieving goals, or being able to convince others to support something, which in turn might translate into increased confidence in the workplace and better leadership skills.

2.4.2 The significance and limitations of self-esteem theory

Self-esteem itself is a complicated construct, and it is a term that is often poorly defined and frequently misused in both the press and academic literature. Once seen as a panacea, and something that you 'can't have too much of', it is now clear that particularly high or low levels of self-esteem can come with both advantages and disadvantages.

Whilst high levels of self-esteem are strongly related to long-term happiness, individuals with initiative, and task performance (Coopersmith 1981), it has also been found that this does not automatically equal success and well-being in life (in domains such as relationships, work, and physical health). For example, those with high self-esteem are more likely to stand up to bullies and to defend the victims of bullying (Salmivalli et al. 1999), but they are also more likely to be bullies themselves. And whilst their initiative leads them to be more likely to start relationships, contribute towards groups, and ask questions (LePine & Van Dyne 1998), this same initiative makes young people with high self-esteem to experiment earlier with sex, alcohol and drugs. Clearly, these are not necessarily good things if the health and wellbeing of more than one person/a group is a primary concern. Therefore, it is worth being mindful that pursuit of higher self-esteem through event participation might not always result in constructive or positive outcomes.

Recently, there appears to have been a relative backlash to popularity of self-esteem, which grew hugely as a construct throughout the 70s, 80s and 90s, when it was widely asserted that self-esteem had a causal effect on every aspect of human life (Slater, 2002). Subsequently, however authors have explored and discussed the downsides that could be associated with high self-esteem, that the modern western populous appears to seek (as opposed to collectivist cultures, such as Japan) (Baumeister et al (1996); Twenge 2006). For example, violence associated with threatened egoism (and high self-esteem),

and increased narcissism and extrinsic (money, fame image) concerns associated with millennials, that have mostly negative consequences (Twenge 2013). However, what is beyond doubt, is that there is increasing evidence that self-esteem has important real-world consequences, and that the topic of self-esteem, and the development of self-esteem in individuals, is of considerable societal significance. Self-esteem motivates us to try to master challenges in life, being a crucial motivational and developmental force. Clearly, having *sufficient* levels of self-esteem is an important part of being a happy and well-rounded individual, and experiences that enhance self-esteem for individuals (such as effortful fundraising events) are certainly not only valuable for those concerned, but also likely to retain a privileged position in their memory.

An additional element that can result in increases in happiness in individuals is positive reminiscing about the past (Bryant et al. 2005). This is an undeniably positive thing for non-profits and charitable organizations (we know that customers that have a good experience are significantly more valuable than those who do not – Kriss 2014)). Anik et al (2009) argue that happier people give more, which then results in increased happiness for them, and then these two relationships can operate in a circular fashion. We know that features on social media platforms that share ‘memories’ (for example, photos posted previously) increase engagement, and encourage individuals to spend longer on a site. This includes the ‘on this day’ feature on Facebook, and the Timehop app. Therefore, helping charities to understand how to help participants reminisce happily about their experiences is an important part of cultivating valuable and mutually beneficial relationships.

Understanding what some of the key components of CSE experiences might be for individuals is essential if we are to appreciate why people participate in them. Sports participation and physical activities build not just self-esteem, but also global esteem, physical self-worth, happiness, and perceptions related to attractiveness (Liu et al. 2015; McAuley et al. 1997; Willow 2005). However, there has been sparse investigation related to charity sport events specifically – namely understanding how self-esteem is influenced by participating in experiences that specifically combine physical activity and fundraising, and specifically how the effortful element of the experience influences self-esteem. We do know that self-esteem has been found to influence donations to medical research (Dawson 1988), as well as donations towards charitable organisations (Marx 2000). Perceived improvements in self-esteem have been found to significantly contribute towards motivations to take part in a charity sport event (Filo et al. 2011), however actual improvements in self-esteem following participation have not been explored by academics.

Allender et al.'s (2006) comprehensive review of qualitative studies relating to sport and physical activity among adults and children identified some key motivations related to participation, as well as a selection of barriers to participation. Whilst these are not fundraising-specific insights, they do relate to the sporting dimension of CSEs, and clearly participants in CSEs are motivated to some extent to fundraise through physical activity rather than some other means. For the papers that were reviewed, that focused on young people in community settings, weight management, social interaction, and enjoyment were common reasons for participation in sport and physical activity. Older people identified the importance of sport and physical activity in staving off the effects of aging and providing a social support network. Clearly, the social element of sport

participation is important to both age groups. This review also identified a number of things that prevented people from becoming involved in sports participation. These included challenges to identity, having to show others a body perceived as unfit or lacking confidence or competence in core skills that were required by the activity. Clearly tactics could be employed to combat each of these barriers. For example, skills workshops, or introductory events for those new to the sport, using realistic ambassadors/athletes that reflect the target audience to promote the activity (rather than 'buff' fitness models), and making sure photography/event collateral is as flattering and confidence-inspiring as possible (and perhaps using focus groups to trail what this could mean/look like). It should also be noted that for some people, perusing increases in self-esteem is more costly than beneficial (Crocker & Park 2004; Crocker & Nuer 2004), and can undermine learning, elatedness, autonomy, and self-regulation.

Some researchers have suggested that global self-esteem is of little value compared to constructs such as overall self-worth evaluations (e.g. contingent self-worth), arguing that the objective benefits of high self-esteem are small and limited, i.e. high self-esteem in itself does not *automatically* equate to high performance (Crocker & Wolfe 2001; Marsh 1990). Self-esteem could well be an accurate perception of an individual's qualities, but equally, it could just be a reflection of someone's arrogance. Clearly, being explicit about the construct that is being examined, and the context that is being talked about, is essential in preventing confusion among readers and in research design. It is also important to recognise that self-regulation extends beyond just self-esteem, and that self-esteem is simply an element of self-worth, the sole pursuit of which does not necessarily increase self-worth. Indeed, Baumeister et al. (2003) found very limited evidence to suggest that high self-esteem makes individuals better students, more

successful at work, or healthier. Rather, self-control and self-discipline are better indicators of future success (Baumeister 2012). In fact, direct attempts to build self-esteem are often unsuccessful, particularly among individuals with very low self-esteem. Wood et al. (2009) found in a series of experiments that repeating positive self-statements may benefit certain people, but backfire for the very people who need them most (participants with low self-esteem). So, whilst improvements in self-esteem as a result of fundraising experiences have benefits, there are limitations, and other more specific measures could point towards more sustainable future success. However, research into fundraising and self-esteem is in its infancy, and this theory represents the most logical starting point. This is explored in further detail in section 2.4.3 below.

2.4.3 Levels and models of self-esteem

Self-esteem as a term is used in different ways by different researchers (Kernis 2006), and those exploring the area should be careful to define the lens through which self-esteem is examined. On a macro-level, self-esteem can be seen to be a component of higher-order, more general constructs. An example of this is core-self-evaluation, that is composed of broad evaluative traits (e.g. self-esteem and generalized self-efficacy) (Chen 2011). Conversely, self-esteem itself can be split into different sub-components, e.g. self-esteem related to competency in a particular area, or what is more generally known as 'domain specific' self-esteem.

Brown and Marshall (2006) argue that there are 3 conceptually different (but highly correlated) dimensions related to self-esteem, and that these should be distinguished between when discussing the concept (and not used interchangeably). Essentially, their

recommendation to distinguish between these concepts is based upon the empirically supported evidence that 'thinking you are good at things' is not the same as having high self-esteem (it is more complicated than that). These are summarized in the table 2-7.

Table 2-7 Different types of self esteem

| 'Type' of Self-esteem: | 1. Global Self-esteem/Trait Self-esteem | 2. State Self-Esteem/Feelings of Self-Worth | 3. Domain Specific Self-esteem /Self-Evaluations/Situational |
|------------------------|---|--|---|
| Definition: | A personality variable that represents the way that people generally feel about themselves that is relatively enduring across time and situations. James (1890) observed that 'there is an average tone of self-feeling which is independent of the objective reasons we may have for satisfaction and discontent', and this can be thought of as 'global' self-esteem. | The feelings related to self-worth that are a result of self-evaluative emotional reactions to events or experiences that have a positive or negative valence. This can be thought of as more specific than global self-esteem, applying to specific events or experiences (rather than a general attitude/feeling towards themselves that is enduring). | The evaluation of various specific attributes and abilities that can vary between different specific domains. Individuals can have different notions of self-esteem depending on which domain is concerned. This may result in someone having a high level of self-esteem in one area, but a low level of self-esteem in another. |
| Example: | An example of global self-esteem might be that someone that considers him or herself to be, deep down 'a good person', and that they feel good about themselves in general. | An individual might say that their self-esteem was 'sky-high' after a promotion, or that it was 'rock-bottom' after a challenging divorce. Unlike global self-esteem (which persists), state self-esteem is temporary in nature. | A person who doubts their ability at school may be said to have low academic self-esteem, whereas someone who thinks that they are good at sport may be said to have a high athletic self-esteem. The evaluation is of self-esteem in this instance is domain specific and can vary between different areas. |

(Adapted from Brown & Marshall 2006)

Explicitly differentiating between which form of self-esteem one is examining is essential. As outlined above, an individual's global sense of self-esteem may not be the same as their situational self-esteem. And in turn, that situation may or may not be significant to their life in general. Researchers must therefore choose measures carefully (after extensive consideration of the different available options), and design and pilot any data collection instrument adequately before using it, especially if the specific focus of the study is that of self-esteem.

As Cast & Burke (2002) point out research related to self-esteem has generally assumed that self-esteem can be investigated as one of three different conceptualizations, which are distinct, but highly correlated (Kernis 2006). These are: self-esteem as an outcome of things happening to us (or the cognitive, 'bottom-up' approach), self-esteem as a self-motive (or the affective, 'top-down' approach – it develops early in life and then is 'set', helping people to fail without feeling bad about oneself), and self-esteem as a 'buffer' for the self (preserving previous self-evaluations when one's identity needs to be verified). From a developmental point of view, Cast and Burke explain that self-esteem can be thought of as a direct outcome of self-verification, which explains the crucial role of interactions with others in self-verification and identity development (of which self-esteem is a part). Therefore, the context, frequency, and nature of interactions in an individual's life can be seen as inextricably linked to identity development. Self-esteem itself forms a part of our identity, which has been defined in psychology as 'people's concepts of who they are, what sort of people they are, and how they relate to others' (Hogg & Abrams 1988). Therefore, experiences which build and modify our identity, such as fundraising events, can impact constructs such as self-esteem.

2.4.4 Turning points in self-esteem and how self-esteem might be influenced post adolescence

Self-esteem is a subjective mental construct that changes over time. As children move through early childhood to adulthood their sense of self becomes increasingly complex, and reflects changes in their cognitive and social development (Hunter 2003). Self-esteem typically increases from adolescence to middle adulthood, peaking between ages 50-60, and then decreases at an accelerating pace into old age (Orth & Robins 2014). Orth and Robins review of longitudinal studies (2014) points towards evidence suggesting that whilst self-esteem is a relatively stable trait, it is certainly not immutable. Indeed, individuals with relatively high or low self-esteem are likely to have relatively high (or low) self-esteem decades later. However, whilst Orth et al. (2012) found that self-esteem is best modelled as a cause, rather than a consequence of life outcomes (having a significant prospective impact on real-world life experiences), it is not immutable, and does have a tendency to shift at particular developmental turning points (Specht et al. 2014). It can also change spontaneously, particularly during periods of transition (Epstein 1979; Harter 1993).

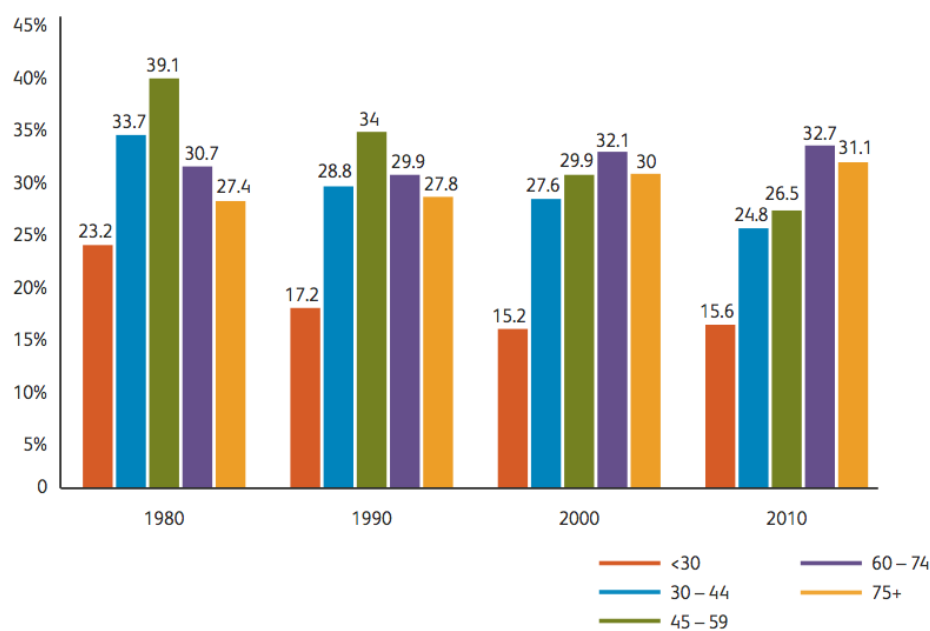
Whilst we know that childhood and adolescence comprise key stages in personality development among individuals (McAdams 2001), we also know that there is evidence to suggest that Erikson and Freud's famous theories have their limitations and are by no means completely explanatory (McCrae & Costa 1997). Indeed, there is evidence and theory to suggest that, as well as genetic factors (Bleidorn et al. 2014), life experiences do affect personality (Headley & Wearing, 1989; Ormel et al. 2012). Increasing numbers of empirical studies provide compelling evidence that personality traits change across the entire lifespan of an individual, and not solely in childhood and adolescence (see for

example, De Vries et al. 2021; Roberts 2008) . Some personality changes appear to take place in reaction to developmental tasks associated with particular times in the lifespan (Roberts & Wood 2006), reflecting individual's adaptation to systematic changes in environments and in life experiences across the life course. In young and middle adulthood, these appear to be more positively valued and controllable (e.g. starting a family and building a career), whereas in later life, these may be fewer and less positive/controllable (e.g. physical impairment etc) (Holmes & Rahe 1967; Kandler et al. 2011; Martin & Smyer 1990; Specht et al. 2011). Specht et al's (2014) review and comparison of theory and evidence related to adult personality development highlights how personality development in adulthood is still poorly understood, and in particular, how more information is needed regarding which environmental changes impact different aspects of personality development via which mechanisms (see also Luhmann et al. 2014). What is clear, is that personality development is a complex lifelong phenomenon, and that it is influenced by a multitude of factors that directly, indirectly, and in transaction with each other, shape who we are and who we become.

Oversimplifying the explanation of this development wrongly attributes personality development to either nature or nurture, when in reality it is a mixture of both. This might explain why these constructs are often explored by researchers through qualitative methods. In Specht et al.'s review (2014), they explain that the stability of personality development varies throughout an individual's life, with individuals having relatively stable times (e.g. middle adulthood), and also relatively unstable times (e.g. young and old age). It appears that genetic factors and social role changes seem to be particularly influential with regard to personality change in young adulthood, but less so in old age. This information relating to personality development related to life stage has interesting implications for non-profits, who are keen to forge deep and meaningful

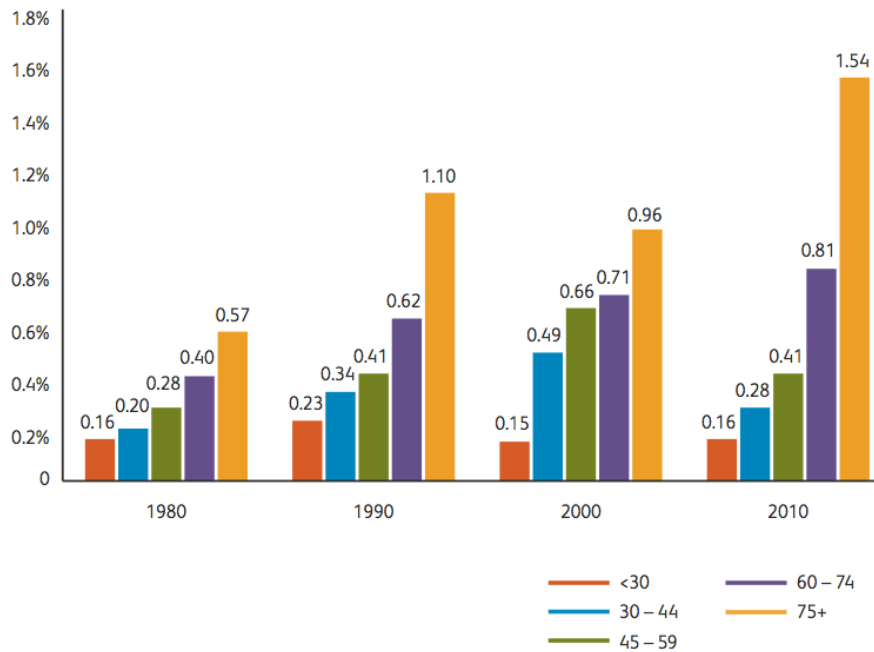
relationships with their key stakeholders (including volunteers and donors). It is especially interesting if non-profits are able to positively influence personality change in adulthood, by delivering experiences related to fundraising that have profound impact. We know that the profiles of donors vary hugely according to the organisation involved, and the size of donation given. However, there are certain donor characteristics that appear to hold fast. A report by the Charities Aid Foundation and Bristol University in 2012 found that more than half (52%) of all donations to charities in the UK now come from the over-60s, compared to just over one third (35%) thirty years ago (see figure 2-5). These older donors are also more generous, and becoming more generous than those under 30, being now six times more generous than them, compared to three times more generous than them thirty years ago (see figure 2-6). This does not mean that younger people are not involved in charitable giving, but rather that they are involved in different ways at their current life stage. They appear less willing to sacrifice their own wealth and financial security for the sake of others.

Figure 2-5 Percentage of households giving - by age group



Source: CAF 2012

Figure 2-6 Levels of generosity (giving as a % of total spending) by age group



Source: CAF 2012

It is still not fully understood whether these distinctive generational trends in donor giving and generosity are the result of differentially targeted charity fundraising and marketing strategies, differing demographic or socio-economic characteristics (e.g. wealth patterns of child rearing), or a combination of both/other reasons. We do know that a small, but significant portion of (post-18) students (20%) regard their income as problematic (Reason Digital 2015), and that they tend to 'hang out' in different places to older generations (e.g. online).

From a physical activity event perspective, this poses a challenge for practitioners and non-profits. Those who participate in the events, and for whom the events are most popular, are not older adults. They tend to be individuals in young to middle adulthood

(the average age for a marathon runner is 39.3 years old (Anderson 2021). They therefore have less accumulated wealth, are generally younger, and are less likely to give to charity. We know that certain attitudes and experiences at younger ages (especially during school age) are key drivers of attitudes towards physical activity and philanthropy in later life (Sport England 2012). We also know that there is a strong link between growing up around philanthropy (and having parents that give), and then going-on to be philanthropic oneself (Wilhelm et al. 2008; WPI 2015). This evidence bolsters that argument that, whilst the immediate monetary value of younger donors may not be as significant as older cohorts, there is certainly still value in cultivating them as supporters, and investing time into an organisation's relationship with them. The now popular 'lifetime value' way of approaching donors would also support investment in relationships with donors that are not necessarily yet at the point where they are worth the most to the organisation (in later life, or even considering a bequest in their wills.).

Fundraising events can represent significant successes in people's lives. William James, over 100 years ago, suggested that successes and failures are crucial factors in determining self-esteem. Since then, we have learned a significant amount about additional influences upon self-esteem as a construct (Bednar et al. 2009; Pope et al. 1988; Sappington 1989; Mruk 2016). Bednar et al showed how recognising and eliminating avoidant behaviours and learning to confront fears can lead to higher self-esteem, and Mruk (2016) identified four major basic groups of self-enhancement techniques at our disposal:

1. Acceptance by others and positive feedback from others.
2. Modelling and problem solving (resulting in an increase in competence)

3. Constructive cognitive restructuring – becoming more competent at thinking in worthwhile ways.

4. Assertiveness training – becoming more skilled at standing up for one’s rights as a human being.

In terms of CSE fundraising, the experience of participation can result in self-enhancement, if managed appropriately by key stakeholders. For example, positive feedback throughout the event (and afterwards) could be provided by the organisers, and tips picked up from the community surrounding an event might result in increased athletic and philanthropic competence.

On the one hand, it can be said that self-esteem develops in a certain direction to a certain point, and then stays relatively consistent thereafter (Trzesniewski et al. 2003).

Mruk (2016) emphasizes that if this is the case, then it is important to emphasise the developmental antecedents of self-esteem, such as work environment, circumstances, reinforcement etc and how they work together to result in an individual’s self-esteem.

On the other hand, however, we have also seen that it is possible to change self-esteem through things such as general development and acutely positive or negative self-esteem moments throughout adulthood (Epstein 1979; Harter 1999; Jackson 1984; Mruk 1983).

In this sense, self-esteem seems to be an ongoing developmental process.

It is important for fundraising event professionals to understand this aspect of self-esteem sufficiently, because if self-esteem is fixed rather than flexible, then there is little point in trying to change it. However, what appears most likely, is that for the ‘average’ person, self-esteem development is greatest in childhood and adolescence, remains

largely stable during adulthood, and then declines during old age, with some 'turning points' taking place in adulthood in relation to life events of significance to the individual. To a fundraiser, or an event manager, this clearly begs the question 'how do I make this event significant to the attendees/participants present'? Clearly 'significance' will vary from individual to individual, but an awareness of its significance and a strategy and concerted effort to increase this, is clearly of value.

Becoming involved in volunteer work has been found to enhance all six aspects of well-being (happiness, life-satisfaction, self-esteem, sense of control over life, physical health, and depression) (Thoits & Hewitt 2001). However, just as important as the volunteer work itself, is the context that the work occurs in (e.g. does it provide opportunities for reflection and autonomy?). Consumers are long used to the advertising promise of "buy this to be happier, get more friends, have more sex, be more successful" (Coleman 2016, para.1). Whilst this tactic typically does work, it often rarely matches-up to reality. However, if this exchange offer could be made real (i.e. time/money/attention in exchange for boosted self-esteem), then surely attachment to the organisation responsible for/behind the exchange could be increased hugely? One area that has been explored in consumer marketing realms, is that of emotional brand attachment and brand personality. Indeed, self-congruence between brand personality and the consumer's self has been found to have a significant impact on emotional brand attachment (Mälar et al. 2011). Consumers with a high self-esteem are attracted to a brand that is congruent with their actual self because of a self-verification process, which helps individuals feel good about themselves and builds stronger connections between them and the brands/organisations/causes. However, in specific conditions (when self-esteem, involvement or public self-consciousness is low), aspirational branding has been

found to be effective. This would imply that low self-esteem individuals are more susceptible to aspirational events, and challenges/causes that market themselves as such. This is because these events represent an opportunity to make them feel better about themselves by participation. Clearly ideal and actual self-congruence work in different situations, and when different individuals are involved.

2.4.5 An overview of key studies related to topics in section 4

Table 2-8 - Key studies related to self-development in fundraising

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|--|-------|---|--|---|---|--|
| The quest for significance motivates self-sacrifice. | 2016 | Belanger, Moyano, Schumpe, Kruglanski, Gelfand & Nociti | Quantitative – experiments (6). (1 n = 415, 2 n = 241, 3 n = 90, 4 n = 150, 5 n = 115, 6 n = 81) | Individuals are propelled to self-sacrifice for a cause to achieve a sense of self-worth, particularly after experiencing a loss of significance. Results from 6 studies yielded support for this hypothesis. | Quest for significance, self sacrifice, self worth, significance loss | Contextualising this in a CSE situation |
| Giving the self: Increasing commitment and generosity through giving something that represents one's essence | 2016 | Koo & Fishbach | Quantitative - experiments (5). (1 n = 50, 2 n = 100, 3 n = 80, 4 n = 100, 5 n = 120) | This research shows in five studies that self-giving embeds givers with a sense of commitment and generosity. Specifically, giving endowed objects (vs. briefly owned objects), one's signature (vs. anonymous support), and blood (vs. a comparable amount of money) all increased perceptions of commitment and generosity among givers. As a result, givers were more likely to continue supporting that cause in the long run | Self, commitment, generosity | Increasing specificity of the studies to represent CSEs. Examining the effect of anonymity on self-giving |
| Symbolic Self-Completion, Attempted Influence, and Self-Deprecation | 2010 | Wicklund & Gollwitzer | Article and 3 experimental studies. (1 n = 153, 2 n = 42, 3 n = 32). Students. | A concept of symbolic self-completion states that people define themselves as musicians, athletes, etc. by use of indicators of attainment in those activity realms, such as possessing a prestige job, having extensive education, or whatever is recognized by others as indicating progress toward completing the self-definition. The self-completion idea postulates that when important symbols—indicators of self-definition—are lacking, the person will strive after further, alternative symbols of the self-definition | symbolic self-completion, attempted influence, self-deprecation | Applying this theory to CSE fundraising. Examining salience in self-completion. The importance and longevity of different classes of symbols |

Table 2-8 - Key studies related to self-development in fundraising (cont'd)

| Title: | Date: | Authors: | Study Type: | Key Contents: | Relevant Theory: | Gaps: |
|--|--------------|-----------------|--------------------|---|--|---|
| The effects of subjective norms on behaviour in the theory of planned behaviour: a meta-analysis | 2009 | Manning | Meta-analysis | Convergent evidence indicated that the relation between DN (descriptive norms) and BEH (behaviour) was stronger than the relation between IN (perceived injustice) and BEH. Evidence also suggested a significant direct relation between DN (descriptive norms) and BEH in the context of TPB (theory of planned behaviour). A suppressor effect of IN on DN in its relation with BEH was also noted. Moderator analyses indicated that the DN–BEH relation was stronger when there was more time between measures of cognition and behaviour, when behaviours were not socially approved, more socially motive and more pleasant; results were mixed in the case of the IN–BEH relation. Results imply that IN and DN are conceptually different constructs | Perceived Injustice, theory of planned behaviour | Further planned behaviour studies that include descriptive norms offer the opportunity to empirically examine, the presence of a suppressing effect of perceived injustice in the relation between descriptive norms and behaviour in a primary study |
| The influence of physical activity on mental well-being | 1999 | Fox | Literature review | Sufficient evidence now exists for the effectiveness of exercise in the treatment of clinical depression. Additionally, exercise has a moderate reducing effect on state and trait anxiety and can improve physical self-perceptions and in some cases global self-esteem. Also there is now good evidence that aerobic and resistance exercise enhances mood states, and weaker evidence that exercise can improve cognitive function (primarily assessed by reaction time) in older adults. Conversely, there is little evidence to suggest that exercise addiction is identifiable in no more than a very small percentage of exercisers. | Self-esteem, anxiety, self-perception and mood | Combining this with CSE involvement |

Source: Author created.

Table 2-8 brings together key studies that have explored self-development, some of which are in a fundraising context (e.g. Koo & Fishbach 2016). The reader can see that applying this work to a CSE specific context using a UK sample is missing. Many of the papers listed in Table 2-8 explore psychological constructs in more general situations (Belanger et al. 2016; Manning 2009) that are not fundraising specific. In order to understand effortful fundraising experiences better and to what extent these historical findings are transferable and might be related, it would be useful to explore and contextualise these findings in a CSE situation.

Clearly there are benefits to physical activity that extend beyond losing weight or becoming fitter (Fox 1999), and these benefits may accompany both training for, and then completing, a CSE. Acquiring membership of an aspirational group that might be reflected through a physical or digital object (such as a medal or finisher t-shirt) might be one of them, and understanding whether or not these sorts of objects are sufficient symbols of self-completion would be interesting to explore. This would have implications for what charities or event organisers focus their attention and event costs on (e.g. are t-shirts for finishers and digital artefacts such as photographs major parts of what someone would like to acquire as a result of taking part).

2.4.6 Self Esteem and Self Efficacy

The author did examine self-esteem theory in the context of fundraising in more detail and explored how to explore and examine self-esteem theory. This additional work is listed in appendix A.6, because the ultimate method of enquiry did not focus upon self-esteem exclusively, but as one of a number of constructs of interest. The reader is encouraged to refer to appendix A.6 for more information related to how to explore self-esteem specifically.

Self-efficacy, a theory closely related to self-esteem (Judge & Bono 2001), has been touched upon in a number of studies that examine fundraising behaviour (Grant & Gino 2010; Sharma & Morwitz 2016). Whilst self-esteem is essentially the regard that someone has for themselves, self-efficacy is a person's belief in their ability to accomplish some specific goal or task (Maddux 1999).

Time constraints meant that the author could not complete an exhaustive review of all the possible relevant psychological theories that are related to effortful fundraising experiences. He therefore decided to pick those that appeared most relevant, and explore self-esteem in this literature review, and not go into any great detail regarding self-efficacy. The broader nature of self-esteem also appeared to fit more closely with the exploratory nature of the way in which this area is being examined. This thesis is concerned with examining the experience of effortful fundraising itself, and not specifically the pursuit of effortful fundraising related goals, even if these two things are related. Self-efficacy might be a theory that future researchers wish to examine in this context, and, like self-esteem, is a construct not without its critics (Eastman & Marzillier 1984).

Section conclusions:

Whilst it is argued that self-esteem development is greatest in childhood and adolescence, significant events in adulthood (and especially early adulthood) can still influence its ongoing development (both positively and negatively). Self-esteem in adulthood, and the influence that participation in charity sports events have on this, is largely uncharted territory (with the bulk of research tending to focus upon childhood, adolescence, or older age). This can be seen in one of two ways. On the one hand, this period of life could be viewed as less significant because major changes tend not to happen at this point. However, conversely, this period of life could be viewed as particularly interesting, because cognitive functioning is at its greatest, and because many people go through existential questioning phases (i.e. quarter or midlife crises) whilst a young adult. We also know that overall happiness measurably declines between the ages of 30 and 50 (Suddah 2017), and so factors or things that could reduce or reverse this decline would be interesting to study.

2.5 – Conclusion and identification of research gaps

Section introduction:

Having broadly examined fundraising related to physical activity events and experiences, it became clear to the author that there are a variety of ways in which knowledge could be both built upon and improved in this area. These include the research approach employed, the geographical focus of the research, the target demographic/sample explored, and the way in which theory is identified and built upon. This section summarises the key gaps in research related to this area that the author has found, and makes suggestions about how to remedy and investigate these. Observations about the next logical steps are made, as well as a variety of proposals for future research projects. The feasibility of these proposals is then assessed, and the direction of this research outlined. Both the limitations and transferability of the completed research are considered in the selection of the most feasible research gaps to address.

Research gaps overview:

Figure 2-7 Research gaps mind map

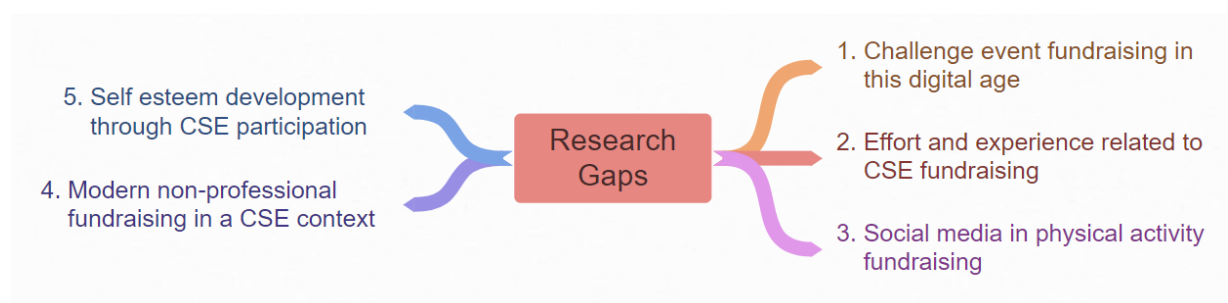


Figure 2-7 provides an overview of the research gaps identified from the literature review. These are discussed in section 2.5.1.

2.5.1 Qualitative research gaps

Challenge event fundraising in this digital age:

Gap 1: Underlying motivations for participation, relating to self (pain, resilience, and the development of self as a result of challenge completion). Assumptions regarding motivations for participation in CSEs have been made by extant studies that do not include or examine personal and psychologically selfish reasons for participation (e.g. building self, and gaining social capital). CSE studies have also failed to recognise that results from generalized CSE events are not necessarily transferable to different events and different samples. They have typically focused upon motivation to attend CSEs from the perspectives of sport participation, helping behaviour, and donor behaviour (Bennett et al. 2007; Filo et al. 2011; Snelgrove & Wood 2010; Taylor & Shanka 2008; Won & Park 2010). The samples used in these instances also use US college students, which are not an accurate reflection of the diverse spectrum of modern event participants.

So what? Building upon relevant psychological theory should happen at the qualitative end of the spectrum, and be based upon a sample with a demographic that more accurately reflects participants in popular UK fundraising CSEs. There is value in re-visiting motivation to participate with a modern UK demographic, and with a view to understanding why, without prior assumptions being made. Future studies could then refine and further test models for participation.

Most Relevant theory:

- **Self-esteem.** This is an individual's subjective evaluation of their own worth (Rosenberg 1965), and is related because participating in challenges can affect this evaluation.

- **Theory of planned behaviour.** This theory links beliefs to behaviour and maintains that three core components, namely, attitude, subjective norms, and perceived behavioural control, shape an individual's behavioural intentions (Armitage & Conner 2001). This is relevant to fundraising experiences because it is a framework for understanding and measuring a participant's intention to repeat a behaviour (Lee et al. 2014).
- **Expectancy theory.** The theory suggests that although individuals may have different sets of goals, they can be motivated if they believe that; there is a positive correlation between effort and performance, favourable performance will result in a desirable reward, the reward will satisfy an important need, and that the desire to satisfy the need is strong enough to make the effort worthwhile (Vroom 1978). This relates to what an individual perceives as a beneficial outcome to their fundraising efforts, and whether or not the work that they put in results in a meaningful reward for them. Clearly this is highly specific and personal.
- **Goal setting theory.** This theory suggests that intentions to work towards a goal are a major source of work motivation. To motivate, goals must have specificity, commitment, challenge and feedback (Locke & Latham 2020). An example of this might be to complete a marathon, or raise a certain amount of money for charity.
- **Self-worth.** Self-worth theory posits that an individual's main priority in life is to find self-acceptance, and that self-acceptance is often found through achievement (Covington & Beery 1976). In turn, achievement is often found through competition with others. Therefore, competing with others can help us feel like we have impressive achievements under our belts, which then makes us feel proud of ourselves, and enhances our acceptance of ourselves. This is relevant

because of the social context of events, both online and offline, and before, during and after.

- **Symbolic self-completion and self-fulfilment.** Symbolic self-completion theory argues that many of the activities that individuals enact, including acquiring possessions, are intended to substantiate their definition of themselves and clarify their identity (Wicklund & Gollwitzer 1982). People define themselves as musicians, athletes, etc. by use of indicators of attainment in those activity realms, by whatever is recognised by others as indicating progress toward completing the self-completion. Self-fulfilment, also called self-actualisation, is the state achieved when someone has realised their potential in life and relates to fully developing abilities, and appreciating life (Kaufman 2018).
- **Attribution theory** for supporters/donors. Attribution theory deals with how the social perceiver uses information to arrive at causal explanations for events, and examines what information is gathered and how it is combined to form a causal judgement (Fiske & Taylor 2021). This relates to how others view and interact with the individual soliciting funds from them.
- **Stakeholder management.** Stakeholder management theory recognises that multiple constituencies are impacted by the behaviour of an organisation, and seeks to understand and consider the overall position of a business from a variety of different viewpoints (Freeman 1984). This is relevant because of the multiple different stakeholders involved in a physical activity oriented fundraising event.
- **Psychological continuum model.** This model outlines general parameters that may mediate the relationship between an individual and sport, from initial awareness, to eventual allegiance (Funk & James 2001). This relates to the way an individual involvement in a fundraising event.

Sample questions could include/look like:

As part of an IPA study that uses semi-structured interviews

- Motivations: Why did you decide to undertake this challenge in the first place?
- Challenger/charity interface: How did the charity fit into your motivations for undertaking the challenge, and what was your connection with the charity?
- Physical dimension: What role did the physical dimension play in how you viewed and valued the experience?

Effort and experience related to CSE/challenge event fundraising:

Gap 2: Effort/pain as a source of value for participants, and how this element influences the vividness and memorability of their fundraising experience (as proxy fundraisers). Also examining how this effortful dimension influences the perceived relationship between the organisation and the participant. Current research has not focused upon effort and exertion as sources of value for the participant (leading to greater building of self-esteem), and how this is captured and valued by social networks and supporters of the participant. This dimension has not been explored before in CSE participants, even though we know from other areas that it is an important element of feeling a sense of achievement in completing a task (Jiga-Boy et al. 2014).

So what? The underlying physical experience of CSE participation and challenge event participation, related to exertion and achievement (from a selfish perspective, building upon theory of planned behaviour), has not been examined before in a fundraising context. How important is the 'testing/challenge' element of the experience for participants, and does the degree of difficulty influence how vivid the experience is? It is suggested that a particular growing segment of athletes is sampled from and examined – namely 'ultra-endurance' athletes, and individuals who undertake personal challenge attempts (rather than formal CSEs).

Relevant theory:

- **Self-esteem and goal setting theory (see p.131 and 132 for explanation)**
- **Theory of planned behaviour (see p. 132 for explanation)**
- **Self-worth (see p. 132 for explanation)**

- **Possibly symbolic self-completion** (related to event relics) (see p. 133 for explanation) and **Self-fulfilment** (see p.133 for explanation)

Sample questions could include/look like:

- Vividness: What was the most memorable part of your challenge attempt, and why? What did you take away from the experience?
- Effort and exertion: What part did the physical dimension of the challenge play in your experience? What did you want to get out of this challenge attempt?
- Self-development: Do you think you have changed as a person because of this experience? How and why?
- Relationship between participant and organisation: How has your relationship with the organisation involved changed after completing this event/challenge?

Social media in physical activity fundraising:

Gap 3: Symbolic interactionism on social media in young adults undertaking physical activity related fundraising challenges, in the context of CSE/ challenge event fundraising. Recognition of a growing facet related to fundraising (proxy fundraising through participants/challengers), and the value that this participation has for participants in terms of visible social media content in terms of social approval and perceived value (Miller 2009).

So what: Young adults increasingly live-out their lives through social media, leaving a trail of carefully curated information for their social networks to see, and it is recognized that the internet has a close relationship with self-development in heavy users (Gachenbach & Brown 2017). What role does physical activity event fundraising play in this development, and how important is evidence of their online evidence of their activity to its perceived value? Understanding this topic better will enable charities to assist with self-development of event participants and challenge participants, improving organisation-participant/donor relations and strengthening the fundraising operation.

Relevant theory:

- **Self-esteem.** (As explained in section 2.4, or see p.132 for explanation)
- **Social identity theory.** This theory refers to the ways that people's self-concepts are based on their membership of social groups (Hogg 2021).
- **Self-verification theory.** This proposes that people want others to see them as they see themselves, and will take active steps to ensure that others perceive them in ways that confirm their stable self-views (Swann 2011).

- **Social comparison theory.** This is the proposition that people evaluate their abilities and attitudes in relation to those of others, in a process that plays a significant role in self-image and subjective well-being (APA 2021).

Sample questions could include/look like:

- Social media: What role did social media play in your fundraising campaign?
- Currency of social media: How were your activities related to completing this event or challenge received by your peers on social media? How did this make you feel?
- Stakeholder theory: What role did the charity play in your online fundraising activities?
- Social comparison theory: How do you feel when you see peers fundraise on social media? What makes you want to support them?

Modern non-professional fundraising in a challenge/CSE event context:

Gap 4: The modern fundraiser – the changing interface between charity and donor related to personal challenge event fundraising (as opposed to formal CSE fundraising). Currently there is a limited focus on informal events or ‘challenge’ event fundraising, whereby individuals set their own physical challenges or goals, and then complete these to raise money for a chosen cause. Whilst there is consensus that this is a recognized source of funds for charities, often little is known about the fundraising undertaken by individuals until money is donated to the charity after the event (or if a social-media savvy charity is monitoring peer-to-peer donations closely).

So what? Currently fundraisers see events as tools for achieving organizational objectives that are under their control. The reality is that a large amount of fundraising takes place by individuals who set their own physical challenges (e.g. cycle rides, walks, runs, climbs etc) that fall outside of formal events. Understanding how fundraising takes place in these situations, and the relevant relational dynamics between key stakeholders is a key part of shining light on this area, and improving the effectiveness of organizations to empower those who wish to fundraise on behalf of them.

Relevant theory:

- **Stakeholder theory** (see p.133 for explanation).
- **Optimal distinctiveness theory.** This theory asserts that individuals desire to attain an optimal balance of inclusion and distinctiveness within and between social groups and situations (Brewer 1991).
- **Social identity theory** (see p.137 for explanation)
- **Symbolic self-completion** (see p.133 for explanation)

Sample questions could include/look like (directed at the participant):

- Stakeholder theory: What kind of relationship did you have with the charity that you were fundraising for, and did this change throughout your personal fundraising campaign?
- Symbolic self-completion: What were your key goals related to this fundraising attempt? Did you achieve them and looking back, how does that feel?
- Social identity theory: What do you have to show now for your fundraising efforts? Do you feel that your efforts were worth it? How does your participation make you feel in your friend groups? Does having had this experience make you feel special?

Self-esteem development through CSE participation

Gap 5: Self-esteem development in adults, enabled through participation in effortful fundraising experiences. Examining how self-esteem may be influenced by participation in effortful fundraising experiences and self-esteem development in young to middle adulthood. Exploring the how these interactions influence the participant's relationship with the charity involved, and how/whether or not organisations fully make the most of the opportunity to cement and galvanize the relationship between themselves and participants/challenge event fundraisers.

So what? Physical activity fundraising events as self-esteem boosting experiences have not been explicitly explored by researchers before. It would be useful for non-profits to understand how CSE and challenge events can act as self-esteem boosting experiences for participants, and how to enhance these experiences. It would also be interesting to understand the role that exertion plays in this process (as well as goal setting), in order to help participants maximize the value of the experience for both themselves and their supporters.

Relevant theory:

- Self-esteem (see section 2.4 or p.131 for definition)
- **Contingent self-esteem.** This is the self-esteem that is based upon the approval or others, or on social comparison (Crocker & Wolfe 2001).
- Goal setting theory (see p.132 for definition)
- **Attachment theory** (in relation to the organisation concerned). This theory has recently been developed to include and relate to the cognitive-affective process of

'attachment' to organisations. Specifically, the propensity of individuals to seek and develop bonds to organisations (Yip et al. 2017).

Sample questions could include/look like (directed at the participant):

- Self-esteem: How did you feel about yourself after completing the challenge/event?
- Support from the organisation: How important was the validation of others to your feelings post-event?
- Did your relationship with the organisation change throughout your fundraising experience?
- Goal-setting theory: Do you feel that this challenge was outside of your comfort zone? How did that influence your feelings post-experience?
- Attachment: Has this experience brought you closer to the organisation in question?

Section conclusions:

After reviewing the literature relevant to physical activity related fundraising, the author established that key qualitative studies in the field would benefit from being revisited, updated, and re-examined. This is in order to recognise the changing context of CSE fundraising in this day and age, and also in order to examine samples that accurately reflect the demographics with whom CSE fundraising is most popular (as opposed to college students). What is clear is that the research planned must be specific, and carefully planned, with a particular focus upon extant theory and identifying/adding-to/building upon this. In terms of the most significant research gaps to be filled, it would make sense for the research to be focused upon a singular type of physical activity event, with careful sample constraints in order to best represent the demographics of interest. If qualitative research is undertaken, then it is also important for the researcher to be explicit about how transferable the resultant findings are (and their limitations), and to carefully note any observer bias that might be present.

Chapter conclusion:

Chapter 2 provides the reader with a detailed account of the literature review undertaken during this research project. It concludes with identifying 5 research gaps that form the basis on which the content for the research instrument is based.

Chapter 3 – Methodology and methods

Chapter introduction:

Chapter 3 details the methodology and methods used for this research projects, and guides the reader through the steps involved in the design and collection of data. This includes defining and selecting a sample of participants, creating and testing a research instrument, and how interviews were conducted. The chapter fully explains Interpretative Phenomenological Analysis (IPA) as a research approach. It concludes with outlining what the researcher's approach was to analysing the data.

3.1 Methodology

This section covers the specific methodology used for this research project. This includes an identification of which methodology was used, an explanation of how this was selected, and details of how this manifested itself throughout the research process. Alternative methodologies and their relative merits and disadvantages are briefly explored, before justifying the ultimate methodology and research approach.

The research methodology for this project should:

- Bring relevant qualitative literature up to date (considering the significant shifts in technological context and cultural norms over the past 30 years).
- Explore samples that are representative of a relevant UK demographic (moving beyond simply 'easy to access' samples, such as students or paid adults).
- Identify and contribute towards formal theory (that is often missing from publications).

- Approach the area 'from the outside in', as opposed to looking at things from the point of view of a professional fundraiser (understanding different ways of looking at fundraising, as a researcher).
- Consider novel or alternative ways of investigating topical research issues in event fundraising (including exploring approaches from other areas, such as behavioural psychology).

3.2 Identification

Before identifying reasonable methodological lines of enquiry for the research gaps to be explored (highlighted at the end of the literature review), it was worth clarifying the epistemological and ontological position of both the researcher and the existing research in this realm. This was done in order to ensure the methodological cohesion of the resultant research. This was achieved by exploring the fit between the research gaps and questions and the intended methods of data collection, methods of data analysis, sample size and type, the assumptions of the approach, and the results expected from the approach (Charmaz 2014). Achieving proper cohesion should strengthen the ultimate validity and reliability of the resultant research findings.

Ontology and Epistemology:

Despite the significant psychological component of the author's research area (which, some psychologists might argue is both a natural science and a social science), the context of the research areas in question (philanthropy and fundraising practice) has subjective elements to it (including socio-cultural dimensions, as well as physical settings). This would support a social constructivist approach to the philosophy

underlying the approach, which says that all observations are fallible and have error, and that all theory is revisable (Cleland & Durning 2015). However, the constructivist research stance still pursues objectivity, by attempting to recognise the possible effect and influence of biases (Robson 2002). The pursuit of knowledge in this instance is the pursuit of 'a posteriori' knowledge, i.e, knowledge that is derived through experience or observation.

In the context of this research study (and for social sciences more generally) the relationship between theory and practice (praxis) traditionally provides the basis for knowledge generation and in-depth understanding (Howell 2013). The researcher planned to build upon relevant nomothetic approaches (outlined in the literature review), whilst recognising the viewpoint prevalent in social sciences - that reality is taken to be fundamentally a creation of individual consciousness that has idiographic elements (Burns 2000).

The methodology of this research project covers the rationale and the philosophical assumptions that underlie this study (informing the methods that the researcher used) (Wisker 2008), which can be summarised as a phenomenological constructivist approach, using qualitative research methods. Related to this, but not the same, are the methods that the researcher used, that follow naturally on from the methodology, but concern the actual techniques employed and data analysis used. In the instance of this project, the researcher was keen to explore the meanings behind, and the experience of, challenge event fundraising (intangibles), with a view to generating substantiated practical suggestions for event improvements. A significant aim was also to synthesise and build upon relevant theory related to this area, which has historically been limited It

is important for the researcher to be mindful that simply the comparing and contrasting of theories and judgments of others is arguably subjective, because it requires us to use our imagination (Kant 1952).

The primary purpose of this research project is to produce knowledge that contributes towards filling the theoretical and practical research gaps that were identified at the end of the literature review (section 2.5), and to create, build, corroborate and enhance theory that is relevant to this research area. Considering the research gaps that this project sought to address, and the state of extant knowledge, the researcher decided to make this study primarily exploratory and qualitative in nature. This is because it is concerned primarily with seeking to understand highly contextual phenomena, with less emphasis on the testing of hypotheses, and more on discovery and description (Brewer 2007). The researcher also made the judgment that the state of existing qualitative research would not be sufficient on which to build and conduct a quantitative study, hence the need to revisit this area from a qualitative perspective.

Unlike quantitative research (that aims to test hypotheses and make projections based upon their predictive value), this qualitative research is primarily concerned with understanding, and can therefore be viewed as primarily inductive (in contrast to the primarily deductive methods of experimental science). This appeared to be a much more suitable fit for this research project, when considering that important questions (with significant implications for other work) were going to be revisited in the project.

Building theory requires an iterative process of data collection, coding, analysis, and then planning (for future studies) (Vollstedt & Rezat 2019). It requires theoretical sensitivity,

and an awareness of relevant extant theory. However, some argue that entering a research project with an existing theoretical framework can blind the researcher to the richness of the incoming data (Glaser & Strauss 1967). This is why the researcher identified relevant theories (in this instance), and was sensitive to these during creation of the data collection instrument. However, it should be noted that the creation of the interview guide was led by gaps in practical research knowledge, as opposed to gaps in extant theory.

3.3 Selection

The research gaps identified in section 2.5 describe areas that require predominantly qualitative methods of enquiry to explore the questions that they raise, it was then important to decide what practical research methodologies might help build upon knowledge related to these areas (in the most useful and logical way possible). Selection of the research paradigm for this project was very much led by both the research gaps, and the research landscape that the researcher wished to contribute to.

Table 3-1 A comparison of possible research methodologies

(Chilisa 2011):

| | Positivist/Post Positivist | Constructivist/ Interpretative | Transformative/ Emancipatory | Comments Upon 'Fit' for this Project |
|---|--|---|---|---|
| Reason for conducting the research | To discover laws that are generalizable, and govern the universe. | To understand and describe human nature and behaviour. | To rethink/destroy myths and empower people to change society (often radically). | The core of what this project is concerned with, is related to human nature and behaviour. |
| Philosophical underpinnings | Informed mainly by realism, idealism and critical realism. | Informed by hermeneutics and phenomenology. | Informed chiefly by critical theory, postcolonial discourses, feminist theories, race-specific theories and neo-Marxist theories. | This project aims to build upon and enhance existing psychological theory, whilst primarily seeking to understand behavioural phenomena. |
| Ontological assumptions | There is one reality, knowable within probability. | There are multiple socially constructed realities. | There are multiple realities shaped by social, political, cultural, economic, race, ethnic, gender and disability values. | This project is based upon the assumption that there can be multiple subjective realities, and to explore these, before examining divergences and convergences across a sample. |
| Position of values in the research process | Science is free of values (except for when choosing a research topic). | Values are an integral part of social life; no group's value are wrong, only different. | All science begins with a value position. Some of these are right, and some are wrong. | Values are an inherent part of qualitative enquiry and should be recognised and acknowledged, but controlled for if possible. |

Table 3-1 - A comparison of possible research methodologies (cont'd)

| | Positivist/Post Positivist | Constructivist/ Interpretative | Transformative/ Emancipatory | Comments Upon 'Fit' for this Project |
|--|---|---|--|--|
| Nature of knowledge | Objective. | Subjective (idiographic). | Dialectic understanding. | The nature of personal human experience is considered inherently subjective in this context. However the researcher is aware of his subjectivity. |
| What counts as the truth | Based upon precise observation and measurement that is verifiable. | The truth is context dependent. | It is informed by theory that can uncover illusions. | There is a constant iteration of theory and rules that serve as a generalizable 'best fit' for describing fundamentally context dependent truths. |
| Methodology/Me thods | Quantitative; correlational; quasi- experimental; experimental; causal comparative; surveys. | Qualitative; phenomenology; ethnographic; symbolic interactionism; naturalistic. | A combination of quantitative and qualitative action research; participatory research. | Understanding human experience and phenomena would suggest that qualitative methods would best fit this study (in order to build upon extant work effectively). |
| Data collection techniques (possible methods) | Mainly questionnaires, observations, tests and experiments. | Mainly interviews, participant observation, pictures, photographs, diaries and documents. | A combination of techniques described in the first two columns. | This requires careful consideration, but semi- structured interviews or focus groups would seem to be reasonable options. |

(Source: Author created)

Table 3-1 summarises the broad categories of research paradigm, and evaluates the suitability of each for this research, in relation to the features identified in the first column. It also helps to reconcile the position of this research project, considering it straddles several different research areas that include (but are not limited to) social psychology, behavioural psychology, charitable fundraising, organisational management, and stakeholder management.

The researcher concluded that exploring the research gaps most effectively would require qualitative lines of enquiry. He then selected a methodology for the research process that would give the project structure, and be most suitable for exploring the research gaps identified, bearing in mind the state of knowledge at the time of the project

Table 3-2 considers a range of different approaches that could be adopted to explore this project's research gaps, and critically evaluates their features and possible appropriateness for this project.

N.B. This table contains a sample of possible approaches and is non-exhaustive.

Table 3-2 Research approaches

| | Grounded Theory | Phenomenology (including IPA) | Ethnography | Discourse Analysis | Suitability for this Study |
|------------------------|--|--|---|---|--|
| Purpose | To generate theory from empirical data. | To understand individual lived experience. | Immersion in natural setting to gain insider experience. | To capture nuances of text or public discourse. | This study is concerned with meaning and uncovering insights that can inform and transform practice. |
| Data Collection | Participant interviews, focus groups, possibly observations. | In-depth interviews (either with a single participant), focus groups. | Participant observation, fieldwork. May include conversations, documents, artefacts, etc. | Purposive/theoretical sampling of documents, speeches, newspapers and mass media etc. | Considering and accessing the right sample is a key part of exploring the specified research gaps. |
| Data Analysis | Data driven. Constant comparison. Iterative approach. | Identification of descriptive and interpretative themes that actively engages the researcher and participants. | Data driven. No fixed commitment to developing new theory. | Detailed thorough analysis of discourses – speeches, conversations, written text. | Exploring the data collected must be achievable by a single person with limited resources. |

Table 3-2 - Research approaches (cont'd)

| | Grounded Theory | Phenomenology (including IPA) | Ethnography | Discourse Analysis | Suitability for this Study |
|----------------|----------------------------------|--|---|--|---|
| Outcome | Theory generation and iteration. | A rich and exhaustive description of contextual meaning. May contribute to theory. | Rich description of culture and patterns of behaviour. May generate theory. | A description of the regularities in linguistics that are used by people to communicate meaning and intention. | It is hoped that the research can consolidate theory, identify useful findings, and contribute towards practical insights for industry. |

3.3.1 Arguments for pursuing a qualitative line of enquiry

Key studies that have examined participant motivation would benefit from updating, in order to reflect the different context for UK Charity Sport Event (CSE) and informal challenge event participation. Corporate studies (by Blackbaud, CAF, the IOF etc) that examine CSE events more generally would benefit from a more rigorous academic approach to the research that builds upon and recognizes relevant psychological theory. Formal academic research related to qualitative approaches to scoping out motivations for CSE participation have not taken place since Scott and Solomon’s hermeneutic study in 2003, and all have largely been focused upon college student samples that are based in the USA. This geographical and demographic focus means that the results are not generalizable to the UK. They have also failed to identify relevant theoretical constructs that might be relevant e.g. self-completion, self-enhancement, collective self-esteem, self-verification theory etc. The quantitative studies since then all appear to either build upon a selection of early studies like these, or qualitative studies that examine motivations for sport event participation (lacking the fundraising/philanthropic dimension). The key pieces of literature in this field (i.e. Bennett et al. 2007; Chiu et al. 2015) all build upon

these earlier qualitative studies that both out-dated and based upon culturally different samples. There is also evidence to suggest that the college population (on which the studies are based) is not representative of the target population in question, with the average age for marathon runners (for example) being approximately 39.3 (Anderson 2021). One might argue, these different demographics will have different motivations to the average US college student. Indeed, some papers (Won et al. 2010) do note that significant differences in the motivations for different profiles of people (age and gender) do exist. The findings of Bennet et al. (2007), Chiu et al. (2015), Filo et al. (2008) and Taylor & Shanka (2008) therefore have limited transferability. The specificity of previous studies, and segmentation of participants according to age and gender is also something that appears to have been lacking, and warrants further attention. Using a recognized psychological line of enquiry (e.g. IPA) to explore a sample of UK CSE participants that correctly builds upon relevant theory, would be a very strong launch pad for effective quality research into physical activity events that has strong underlying psychological underpinnings. A further argument for pursuing a qualitative line of enquiry in this instance is the nature of the essence of subject that is being studied – namely – lived personal experiences. Using quantitative methods to explore these experiences would not provide such a detailed narrative of human perception. Conversely, the smaller sample sizes studied through qualitative methods would limit results generalizability, and the quality of the interview would be highly dependent on the skills of the researcher in question. Whilst ethnography has been used to explore the appeal of pain in a physical activity context (Scott et al. 2017), the role of fundraising in such experiences has not yet been explored.

Grounded Theory or IPA, or a combination of both?

Having explored a range of different possible research methodologies and paradigms the researcher decided that either phenomenology (or an iteration of phenomenology) or grounded theory would be viable methodologies for this project. One major appeal of using IPA was primarily that it had not been used before in this context, and so would represent an opportunity to try and test it as an approach within the fundraising realm.

There is often some confusion relating to research methodologies and approaches (Abutabenjeh & Jaradat 2018), because of ambiguity in the literature about what certain things are and what they are not. For example, both IPA and grounded theory look at real-life situations, and take an interpretivist approach towards examining data.

However grounded theory (GT) produces a model, whereas traditional IPA does not. GT uses purposive sampling of a sometimes disparate sample to come up with something 'universal', whereas IPA will normally work with a very homogeneous sample to find similarity, but also difference. Finally, GT uses the results of each interview to guide the next, whereas IPA tries to treat each respondent the same, before subsequently examining convergences and divergences across the population. This does not mean that IPA and GT are mutually exclusive, but it does mean that the researcher must clearly choose an approach and remain faithful to that throughout the duration of the process.

The aim of this research piece is to use an IPA approach to explore the research gaps in question, whilst identifying relevant grounded theory in extant literature. If the results of the IPA process (including convergences and divergences across a population) lead to insights that might be generalizable across a population, then the implications for relevant theory can be considered and discussed.

A description of IPA

Phenomenology itself is an approach that concentrates on the study of consciousness and experience. Understanding the differences between Husserl's (Descriptive) and Heidegger's (Interpretative) phenomenological research is an important first step towards using IPA properly. Whereas descriptive phenomenology (more commonly used in social science circles) seeks to emphasize the pure description of subjects' experiences, interpretative phenomenology considers contextual features as they relate to influences that affect the subjects of the study (Matua & Van Der Wal 2015). IPA can be thought of a richer and deeper, in terms of depth and analysis. Indeed, the central objective of IPA is to understand what personal and social experiences mean to the people who experience them (Shaw 2010). A central part of conducting IPA is for the researcher to try to understand and explore what the meaning of the experience in question is, to the participant. One of the original creators of IPA, Prof. Jonathan Smith, explains that a central element of IPA is the premise that human beings are sense-making creatures and therefore the accounts that they provide will reflect their attempts to make sense of what is happening to them (Smith et al. 2009). IPA practitioners believe that access to experience will always depend upon what participants tell us about their experience, and that therefore researchers must interpret that account itself, in order to understand that experience. And whilst the end results for other methods like thematic analysis (TA) can be very similar to IPA, there are some key differences in how data is processed and analysed. IPA can be thought of as a methodology (a theoretically informed framework for research), whereas thematic analysis is more of simply a method (a technique for analysing data). Thematic analysis takes themes and data at face value, whereas IPA includes reflective elements of sense-making from both the subject and the investigator. Some further key characteristics of IPA and TA are outlined in the table 3-3:

Table 3-3 IPA vs TA

| | IPA | TA |
|---|--|--|
| Ontological Underpinnings | Critical realism. | Can be used widely across this spectrum (can be critical realist or constructionist). |
| Epistemological underpinnings | Contextualism. | |
| Theoretical framework informing research | Phenomenology. | Can be underpinned by phenomenology, as well as a number of other theories (e.g. GT). |
| What type of questions are asked | Questions typically focus upon people's experiences and perspectives. | Can be used to address a wide range of research questions (including questions about experience and perspective). |
| Sampling strategy | Homogenous, small <i>n</i> . | No specific sampling requirements, although a larger <i>n</i> than IPA is recommended (because TA does not share IPA's idiographic focus). Some degree of homogeneity is helpful in smaller studies. |
| Focus | Dual focus on the unique characteristics of participants, as well as the pattern of meaning across participants. | Focuses mainly on the pattern of meaning across participants. |
| Data collection | Qualitative interviews. | Can be used to analyse most types of qualitative data (interviews, focus groups, diaries, qualitative surveys, secondary sources, etc.). |

(Source: Author created)

3.4 Justification

Why choose IPA?

There are a number of different reasons the author chose to use IPA as an approach.

Novelty – Using IPA allows the researcher to explore and test this approach in a fundraising research context, which had not been done before when this project was started.

Best fit – IPA appeared to be the ‘best fit’ for exploring the research gaps that have been identified. Using IPA in this context helped the researcher to structure a research project that explored phenomena related to human experience. It recognises the human nature of experience and includes the flexibility required to delve into profound questions relating to experience and self.

Exploring real-life situations/behaviours – IPA allows the researcher to explore ‘real-life’ situations, as opposed to those controlled experimentally or designed to test specific things.

Freedom and flexibility to explore gaps – The flexible nature of enquiry allows the researcher to probe interesting areas, and explore and expand upon areas that might seem significant. The research instrument is used as a guide with prompts, rather than a prescriptive script.

Depth of questioning and investigation of complex phenomena – IPA probes not only cognition, but also encourages post-reflective features of experience (really thinking about experience).

Opportunities for dialogue/checking levels of understanding – The way the data is collected allows for dialogue and confirmation of understanding by participants. This

might not be possible is questionnaires were distributed remotely, or the data were collected by alternative methods.

An opportunity to verify and consolidate – The broad nature of IPA enquiry means that findings from previous studies can be explored, verified, and built upon in a particular context. The semi-structured nature of IPA enquiry also allows the researcher a free rein to ask diverse questions, and perhaps represents an opportunity to consolidate extant research relating to this particular area (if the findings support this).

Development of practical research skills as a research practitioner – IPA is a research technique that was not formerly known to the researcher, and so using it for this project represents an opportunity to learn and develop as an industry research practitioner.

Alternatives:

A number of alternative methodologies besides IPA are available to researchers that choose to pursue a phenomenological approach to their enquiry, including grounded theory, ethnography, hermeneutics, and action research. The author considered all of these carefully, because they each have both their merits and limitations. Ultimately, the author settled upon IPA as the best fit for this project. An alternative option (considered seriously) was grounded theory, which identifies and explains social processes, and is based on symbolic interactionism. With the author's focus being on lived participant experience, it was deemed that this was not an appropriate fit for this research project, although this would have been a valid methodology. Ethnography on the other hand is concerned with understanding culture and everyday life and practice through long-term engagement and observation. The researcher's interest in the detailed nature of

individual participant experience means that this would also have been a valid option to pursue. However, ethnography's emphasis on environment and long-term engagement (as well as the issues with field engagement) meant that the researcher deemed IPA to be a more complementary methodology to the research objectives. Hermeneutics has a significant interpretive element to it, and is typically concerned with examining and understanding text(s). Limited written records currently exist relating to the specific research area in question, and so this limited access would suggest that hermeneutics is not currently the best-fit methodology for this project. Finally, action research is responsive and emergent, with a significant element of critical reflection. It is popular in business or educational settings, where the researcher participates in a change-situation at the same time as conducting research. The area of interest, and its context is not problem-centric or embedded within one specific organisation, and so the researcher decided not to pursue this research methodology.

3.5 – Method Employed

This section covers the specific methods used for this qualitative study, and outlines how data were collected, analysed, and evaluated. This study uses an Interpretative Phenomenological Analysis (IPA) approach to qualitative enquiry (the details of which are explained below). This approach specifies particular criteria for how the data collection should be designed, how it should be collected, and importantly, how it should be processed. The particular nuances of how this approach was applied to this study are specified and discussed. Choosing the correct methods for this research project is essential in ensuring that the conclusions have some validity, and that any new knowledge created has sound basis (Walliman 2011). It also might be the case that the methods selected are simply the 'best fit' for the area under investigation, and certain compromises have to be made concerning what can be examined with the most appropriate methods available.

It is important to be explicit about what this research can and cannot achieve.

Traditionally, entirely new areas that are being examined would favour qualitative research methods over quantitative research methods. This is because little is known about these areas in advance and because qualitative exploration can help to the 'whys' and 'hows' of a particular area early in the learning curve. In order to explain something, it is first necessary to explore something (and have something to explain), which in part explains why the author has a preference for qualitative forms of research at the time of writing. In the context that author is concerned with, variables to measure and existing theories simply do not exist in sufficient substantive form (to test). There is also the consideration that there is often not always a clear distinction between the two research methods (qualitative and quantitative), although each 'discipline' of researcher is likely to have very different approaches to research design and analysis and evaluation. For

example, interviews may be structured and analysed in a quantitative manner (as when numeric data is collected or when non-numeric answers are categorised and coded in numeric form), and surveys may allow for open-ended (qualitative) responses.

3.6 Brief overview of methods

This project consists of a UK-based qualitative study that uses an Interpretative Phenomenological Analysis (IPA) approach to explore participant experience in community fundraising campaigns. Additionally, this study tentatively explores and considers possible relevant psychological theory that is related to this area. The study itself was comprised of 23 semi-structured interviews (including the pilot interview).

It is a common misconception that reaching data saturation should be the principle determinant of study size in all forms of qualitative research (that data collection should be continued until saturation point is reached). This is not the case with IPA studies (Hale et al. 2008). The nature of IPA is such that rich phenomenological insight into each participant should be the primary objective of the study (Miller & Minton 2016). Whilst it is highly likely there will be substantial overlap in terms of insights gleaned from participants, saturation in terms of data homogeneity would appear, by definition, to be at odds with the central assumption of phenomenology – that we all exist in our personal subjective reality (granted, with shared elements across a population). This might appear to be a contradiction that is hard to reconcile when it comes to extracting theory from an IPA study, however it is possible to move beyond merely explanatory and descriptive analysis of data. IPA merely recognises that theory generated through qualitative research is imperfect, and IPA researchers look for patterns across cases. This might (or might not) lead to similar themes and subsequent theory generation.

3.7 Study Type

An IPA study (qualitative), using semi-structured questionnaire scripts to remotely interview a sample of participants (23) from the UK, including one pilot interview. The interviews took between 30 and 90 minutes each.

3.8 Sample Description and Selection

The researcher used a purposive sampling strategy, in order to examine a closely defined group for whom the research questions will be significant (Smith 2012). The sample was made up of non-professional community fundraisers, from the UK, so that events were examined from a different perspective to that of the professional fundraiser. The sample was broadly representative of challenge event fundraisers, from a demographic point of view (age, sex, etc).

Justification:

Cresswell (2012) stated that the selection of participants should reflect and represent the homogeneity that exists among the participants' sample pool. The essence of conducting an IPA research study with homogenous participants is to get a better gauge and a better understanding' of the overall perceptions among the participants lived experiences. Additionally, Creswell (2013, p.155) stated that "It is essential that all participants have [similar lived] experience of the phenomenon being studied". This is why the author decided to design and enforce an inclusion and exclusion criteria (4.4) that clearly contains the characteristics of the sample.

Smith et al. (2012, p.56) suggested that in IPA research, "there is no right answer to the question of sample size". However, in embracing IPA's idiographic commitment, smaller concentrated samples are most commonly used. Clarke (2010) stipulated that three is

the default sample size for undergraduate or Masters-level IPA study, whereas 4-10 is advised for professional doctorates. It has even been argued that a single participant study could be justified, providing they can generate a particularly rich or compelling case (Smith 2004). The author was eager to draw upon a sample that was able to generate sufficient data as to allow in-depth investigation. In traditional phenomenological studies McKintosh-Scott et al. (2014) note that the average sample size is between one and 12. Upon the advice of supervisors, the author committed to have a sample size of at least 20 participants. This made the sample size substantial relative to extant IPA studies, and almost unique in its scale. This brought with it both positives and negatives related to the volume of data involved and the capacity of the researcher.

3.9 Inclusion/Exclusion criteria

N.B. These criteria were in part selected to ensure the study conforms to the University of Plymouth ethics guidelines.

All participants must:

- Be over 18 years old.
- Be happy to contribute towards this project, and available to answer questions related to this study.
- Have completed a physical activity event within the past 14 months, and fundraised for a non-profit as part of their attempt.
- Have completed an event or challenge that had a significant effortful component to it (≥ 26.2 miles of running – a marathon distance).

Participants must not:

- Be pregnant.
- Be elderly.
- Be in any way vulnerable or cognitively impaired.

(A study that uses participants that fall into the categories above would require special ethical approval)

Ethical protocol and approval – See appendix B.2 for details

3.10 Participant recruitment

Access to suitable and willing participants was a challenge that the researcher was able to solve using both social media and their own personal network of contacts. A message that advertised the study to possible participants was circulated through private emails and messages to a shortlist of both organisations and individuals, as well as on certain relevant social media groups. Ultimately, 11 people (or 48% of participants) came from social media groups, 8 people (or 35% of participants) came from personal approaches to charities, and 4 people (or 17% of participants) came from personal approaches to individuals. In-line with the approach recommended by Smith et al., participants were selected on the basis that they could grant the researcher access to a particular perspective on the phenomena under study (they 'represent' a perspective rather than a population). This approach towards sampling is designed to facilitate detailed case-by-case analysis of individual transcripts, with the aim being to write in detail about their perceptions and understandings. This sampling approach follows from a critique of nomothetic psychology as only allowing actuarial or group level claims, and not being able to say anything substantive and specific about particular individuals.

3.11 Incentivising participants

The researcher donated £5 to a charity of each participant's choice, as an incentive for them to take part in the study. This was done in recognition of the time that they sacrificed, and as a gesture of goodwill. Unless specified otherwise, this donation was made to the same charity that each participant fundraised for. It is also hoped that, whilst the participants themselves received no material benefit from taking part, the interview process would involve reflection about their fundraising experience, and might help them to make sense of those experiences better. It also might assist participants with understanding their motivations for participation in events, and give them insights into their relationships with the charities/causes that they have fundraised for. It hopefully prompted personal reflection and encouraged thinking among participants.

3.12 Data recording

Participants were reminded that by participating in this study, they understood and agreed that Plymouth University might (in exceptional circumstances) be required by law to disclose their consent forms, data and other personally identifiable information. Their data and consent forms were kept separate. An electronic version of their consent forms is stored on a password-protected computer and was not (and will not be) disclosed to third parties. By participating, they understood and agreed that the data and information gathered during the study would be used by the researcher (George Shelton) and the University of Plymouth and might be published and/or disclosed by the University of Plymouth to others outside of the institution. However, they were assured that their names, contact information, and other direct personal identifiers in consent forms would not be mentioned in any such publication or dissemination of the research data and/or results. Each participant was assigned a random number and no additional

personally identifiable information was stored with each response. They could also withdraw from the study at any time.

3.13 Conducting interviews

Interviews were conducted over the phone, and a digital dictaphone was used to record the conversations that took place. There was an additional duplicate dictaphone ready to be used as a back-up, in case there were any issues with the first (low battery or lack of storage space etc.). These interviews were subsequently transcribed verbatim into electronic word documents, and full transcripts of the interviews are available if requested. Data was kept in files that were password protected to ensure GDPR compliance.

3.14 Instrument creation and development

The author compiled a spreadsheet that organised the most relevant literature into one place, and then subsequently arranged this literature according to themes and sub themes. This is available upon request. The most directly relevant literature was then highlighted, and examined in particular detail, to identify characteristics including study type (qualitative or quantitative), the key contents of the publication, relevant theory, and research gaps.

Using the research gaps as a guide, a script of questions was created that broadly covered all of the identified gaps in the literature. First, each gap was translated into a general summary question covering a broad theme, and then this question was split up into different specific questions, in order to interrogate the theme from a number of different angles.

An example of how this was applied to the first research gap is listed in Table 3-4 below:

Table 3-4 Instrument creation

| Research Gap: | Draft questions to interrogate gap: | Key Features/Notes/Possible relevant theory: |
|---|--|---|
| 1. Underlying motivations for participation in CSE/challenge event fundraising. | <ul style="list-style-type: none"> - Why did you decide to do this challenge? - What were your objectives with this fundraising attempt? - Did you achieve them, and looking back, how did this make you feel? - What do you have to show now for your fundraising efforts? | <ul style="list-style-type: none"> • Symbolic self – completion theory. • Self-worth theory. • Goal setting theory. • Social identity theory. • Motivation related to perceived rewards. |
| Summary Question: | | |
| Why did you do what you did, really? | <ul style="list-style-type: none"> - Do you feel that your efforts were worth it? - How does your participation make you feel in your friend groups? | <ul style="list-style-type: none"> • How central is the role of the charity and fundraising to this attempt? |
| Area Description: | | |
| Motivations surrounding participation and involvement. | <ul style="list-style-type: none"> - Does having had this experience make you feel special? - What does participation mean to you? How extensive was your involvement with the charity throughout this process? - How would they define themselves? How would they describe themselves to others? What sort of person fundraises in this way? - What would you say were the key features of this event for you? What does 'completing the challenge' mean for you in this context? | |

(Source: Author created)

This process was completed for each research gap and resulted in the creation of a script that had 7 sections of questions, corresponding to the research gaps in the literature review.

Each question was carefully considered, with the researcher ensuring that a phenomenological and reflective focus was achieved where possible and appropriate. This means ensuring that research questions were grounded in an epistemological position, and that certain key questions are open and exploratory (rather than closed and explanatory).

For example:

Table 3-5 Question development

| Area: | Questions (examples): | Key Features/Notes: |
|---------------------------|--|---|
| 2. Participant experience | What were the main experiential features of this charity sport event or challenge for you? | Note the personal subjective judgment concerning what an experience is, and what a CSE/challenge is. |
| | What did completing the challenge mean to you? | Note the focus on personal meaning and sense making in a particular context with a particular experience. |

(Source: Author created)

With IPA, a key feature of data collection is the semi-structured interviews are guided by the schedule, rather than dictated by it (Smith 2015).

3.15 Pilot interview

A single semi-structured pilot interview was planned with an individual who has completed a significant physical challenge in aid of a charity within the previous 12 months.

Date and Time: 23rd of March 2018. Approximately 15:00 GMT.

Participants: George Shelton (Researcher), and Participant 0 (Head of Fundraising at the PSPA). This participant ran the 2017 London marathon in aid of the PSPA. At that time he was a volunteer and not employed by the charity.

Number of questions: 7 sections with 3-11 questions in each. There were 40 questions in total in the original questionnaire (derived from the research gaps identified in the literature review).

Introduction and justification:

A pilot study can be defined as a small-scale feasibility study that consists of 'small-scale versions of the planned study, trial runs of planned methods, or miniature versions of the anticipated research' (Prescott & Soeken 1989). In this instance, the researcher decided to conduct a pilot interview in order to guide and inform the development of the interview guide that was going to be used in the final study, as well as to trial all the different aspects of the overall interview process from start to finish. This helped constitute a trial run of the planned interview, in order that things like the set-up, interview script, follow-up, and overall experience were tested and critically evaluated (before the study itself was formally commenced). The researcher also extended the pilot element to include a pilot interview analysis and evaluation. This was done so that the process of identifying themes, clustering themes, and then exploring these in detail could be looked-at before the full study took place.

Objectives:

The objectives of the pilot interview were as follows:

- For the interviewer to personally assess and prepare his interview and observation techniques (Van Teijlingen & Hundley 2002). This was evaluated by seeking feedback from the pilot participant afterwards.
- For the interviewer to evaluate his self-readiness, capability, and commitment to the qualitative line of enquiry (Beebe 2007). In other words, is the topic 'right' and does the line of enquiry appropriately elucidate this area?
- To enhance the credibility of this qualitative study (Padgett 2009), by iterating the research instruments, planned data collection process, and interviewer's skills.
- To uncover any potential ethical and practical issues that might be present in the research, that might have been previously overlooked (Kelly 2007).
- To either expand or narrow the proposed research topic and galvanise the conceptualization and the focus of the research topic (Williams et al. 2008).

Pilot interview reflections:

The researcher contacted the PSPA to enquire about whether they might be interested in taking part in his study and was presented with the opportunity to interview the head of fundraising. This was accepted and used to trial the full interview process. This individual ran the London marathon as a volunteer for the PSPA approximately 11 months prior to being interviewed. He was then subsequently employed by the charity to become head of fundraising. This therefore provided the interviewer with a unique opportunity to talk to someone who had been both an outsider (and a typically conventional supporter) and an insider of the charity. In other words, someone who had previously been a community fundraiser for the PSPA, in the same way that many of their other supporters are, but also someone that now has an awareness of how the internal fundraising operations of the charity work. The interviewer recognises the limitations of interviewing an individual who has a vested interest in presenting the charity in the best possible light, and has done his best to take these into account.

Table 3-6 Pilot interview reflections

What seemed to go well:

| Feature: | Description: |
|----------------------|--|
| <i>Timing/Length</i> | The interview was estimated to last between 30 and 90 minutes. In actual fact, the pilot interview lasted for approximately 45 minutes. This seemed like a reasonable length of time for the participant to cover the ground outlined in the semi-structured interview guide. |
| <i>Rapport</i> | Whilst this is a difficult element to measure, the interviewer believed that a good rapport was established between the interviewer and the participant. The interviewer's previous relationship with the PSPA (as a donor and also as someone who has conducted research with them before) helped to provide 'common ground' with the participant, as well as the shared interest and experience completing challenging physical activity events in aid of a charity. |
| <i>Empathy</i> | The interviewer received feedback that suggested there was empathy with the participant that was appropriate. |

What might have gone better:

| Feature: | Description: |
|---|--|
| <i>Writing and listening</i> | The researcher attempted to type notes as the participant answered questions. This turned out to produce poor notes, and somewhat distracted the interviewer. A solution to this was to concentrate on the interview itself whilst it takes place, and then to transcribe answers later (rather than attempt to do both at the same time). |
| <i>Manner and interview technique</i> | Upon transcription of the interview, the researcher noticed that at times he 'cut-off' or interrupted the participant. This should not have happened. In the future, the interviewer did his best to give the participants space, and allow them to expand upon things the way they saw fit. |
| <i>Recording of the interview and transcription</i> | Transcription of the interview was hugely time consuming and resulted in approximately 20 pages and 7,000 words of text. If there could be a way of transcribing the interviews automatically, then that would have been hugely helpful. Ultimately however, manual transcription was the only realistic option for the researcher in the end. |
| <i>Interview analysis</i> | Following analysis of the interview, the researcher noticed that certain sections would benefit from some slight revision/reformatting. There was also some crossover in the questions asked (it seemed as if some questions repeated themselves). |
| <i>Multiple questions asked at the same time</i> | In the future, the interviewer reduced the number of questions asked at once. In some instances multiple questions were asked at the same time. This was corrected by splitting these questions up into separate distinct questions. |

(Source: Author created)

Formal Feedback:

The researcher decided to seek direct feedback from the participant in the pilot interview, by asking him a number of questions recommended in the literature (adapted from Smith et al. 2009). The questions that the pilot participant were asked (approximately 1 week after the interview took place) were as follows:

1. What was the most effective part of the interview technique? Why?
2. How could the performance of the interviewer have been improved?
3. What was the most difficult about being interviewed?
4. Is there any other feedback that you would like to give?

The participant kindly provided the following reply:

“Hi,

So sorry – I have simply forgot to get back to you on this. It’s been a busy few days!

I thought the interview was absolutely fine. I sometimes find Skype quite awkward, but I felt really at ease with you. I loved that you supported my answers and I felt that you truly appreciated my time and fundraising efforts. I have met with a few researchers and a skill they sometimes lack is empathy, but I felt it in abundance with you.

What was the most effective part of the interviewer's technique? Why?

The ability to redefine the question, should I not quite grasp it. Sometimes when answering questions you are left in the dark to find an answer, but the interviewer encouraged the best out of each question by at times repeating the question in different ways.

How could the performance of the interviewer have been improved?

I can’t put my finger on anything.

What was the most difficult thing about being interviewed?

Skype can be difficult at times, but the interviewer made this a painless experience. I was able to choose a time and date that suited me.

Is there any other feedback that you would like to give?

Great time spent with the interviewer – would do it again and have encouraged others to do it too!

I hope this helps! Honestly, please do not worry about donating as I am doing this in work time ☺

How have the other interviews gone?"

The researcher followed this email up with a £5 donation to the PSPA in recognition of the participant's kind gesture of providing feedback (the same gesture that was done after the pilot interview itself).

The participant's reply reinforced a number of self-assessment points that the interviewer himself identified after the pilot interview. Namely, the importance of building a rapport, maintaining flexibility and reflexivity in exploring particular areas, and the importance of remaining well organized in terms of running the full interview process itself.

3.16 Changes following pilot

Adjustments and revisions were made to the original interview script after this pilot interview:

- An increase in the number of questions asked – (from 40 to 45 – splitting up some questions that included more than one question), and avoiding asking multiple

questions at the same time (/giving the participants space and time to elaborate as they see fit).

- A change in the type of dictaphone used (the dictaphone used in the pilot interview worked well but would not allow for transfer of the recorded audio to a computer).
- Care by the researcher to include notes of notable non-verbal utterances (e.g. laughter, significant pauses, or hesitations).
- An adjustment to the inclusion and exclusion criteria – changing this from 12 months to 14 months. This is to allow the participant pool to include participants from 2 previous London marathons (the 2017 and 2018 editions of the race, one of the most popular CSEs completed by participants).
- An adjustment of the questions to increase the focus on personal sense-making, and how people understand their experiences.
- A check and revision of the various sections to avoid overlap.
- Identification and prioritization of core questions in the study.

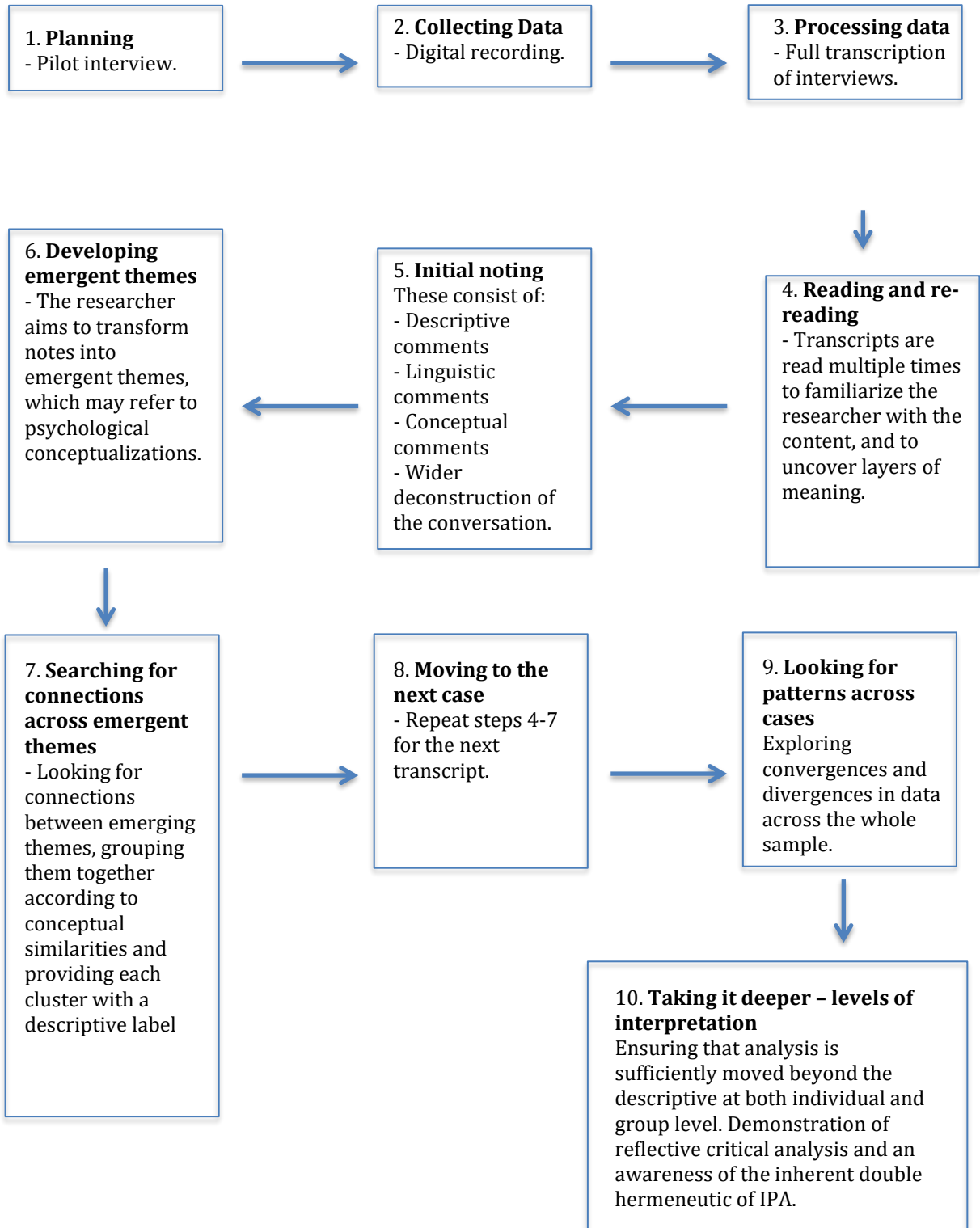
3.17 Final interview guide

Following this pilot interview, the interview script was edited and finalised. This script would remain unchanged throughout the remaining interviews. It was used as a guide for the interviewer to use when prompts were needed, as opposed to a prescriptive question script. Sometimes other questions were used when these appeared to be a better fit for exploring particular areas, and understanding the particular views of the participants better. The full interview script can be found in appendix B.2 and the reader is encouraged to refer to it.

Figure 3-1 IPA data processing

Prerequisites:

- ✓ Identification of research area
- ✓ Consideration of methodology
- ✓ Appropriate and up-to-date literature review
- ✓ Identification and selection of research gaps
- ✓ Consideration of methods



Source: Author created

Discussion of Figure 3-1:

Figure 3-1 illustrates the way data is processed in an IPA study. A number of pre-requisites are also written above Figure 3-1 that are necessary to satisfy before data collection can take place. These pre-requirements are primarily concerned with establishing and choosing suitable research gaps, and considering and contrasting different methods for exploring them. The planning stage (stage 1) involves testing the interview script during a pilot interview. This allows the researcher to test the suitability of the interview guide, practice interpersonal interview skills, and check that the technical set-up is adequate. It should be remembered that the primary concern of IPA researchers is to elicit rich, detailed first-person accounts of the experiences and phenomena under question (effortful fundraising experiences). After the pilot interview process has been completed (discussed in sections 3.15 and 3.16), the researcher can begin conducting interviews and collecting data (stage 2). This involves conducting the interviews and recording the results digitally using a dictaphone. Following each interview, the results were transcribed manually (stage 3). Stage 4 involved reading and re-reading through the interview scripts. At first with the audio accompanying it (to ensure the transcriptions were accurate), and subsequently out-loud. This important stage helps to uncover different layers of meaning in the data and is the start of the analysis phase. After this, the researcher begins to make notes about the interviews, one by one. These relate to the content, but also the context of the interview. This note making is often complex and time-consuming – an important element of IPA is the interpretation of the researcher, and so the data taken is not simply taken as explanatory and completely at face value. The notes include reflections about the interview experience, and observations about the interview itself, including comments of particular significance. The notes also include a focus upon the content, language use,

and interpretative comments. Stage 6 concerns transforming these notes into emergent themes, whereby the researcher works with their notes, rather than the interview transcript. The idea is to transform these notes into emergent themes – articulated as a concise phrase at a higher level of abstraction (which may refer to a psychological conceptualisation). After this has been completed, the researcher can look for connections between emerging themes, and grouping them together in a cluster with a descriptive label (Stage 7). Stages 4-7 (inclusive) are completed for each interview in turn before the dataset as a whole can be examined and patterns across the cases can be looked for (Stage 9). After this, convergences and divergences in the data can be examined, and this is explained in detail in sections 4.2-4.4 in this document.

The inherent tension related to dualism within IPA:

An important feature to note within this study for the reader is that IPA researchers are faced with a constant dualistic tension between an idiographic commitment towards individual participants, and the subsequent search for connections across cases. Indeed, the pursuit of finding commonality of experiences can lead individual differences to be obscured, and can appear to be at odds with the idiographic underpinnings of IPA.

Wagstaff & Williams (2014) have argued that whilst it is possible for respondents to be represented on opposite ends of a single theme, there is limited opportunity to generate unique themes (unless the study is of a single case). With a sample of 23, the researcher certainly did experience tension between committing to IPA's idiographic pledge and elucidating common themes. However, at no point was this considered overpowering. Whilst there is no question that the search for similarities across cases can reduce the idiographic focus of the study, it was possible to highlight each participant's unique idiosyncrasies within shared higher order concepts (see Chapter 5 Results – *summary of*

evidence to support relevant theories). It is perhaps unsurprising that with such a large sample, a key focus within the results had to be established. In this project, superordinate themes and more generalizable insights are talked about in greater detail in the results than idiographic insights. It should be noted however that this is not an accurate reflection of the time allotted to consideration of individual cases, rather, just the focus of summarised results within this thesis. This scale of this study can be considered relatively large, when compared to both recommended sample sizes (Smith et al. 2013; Alase 2017), and recent IPA publications (Macleod et al, 2016 – 8 participants; Mjøsund et al. 2016 – 5 participants; Treweek et al. 2018 - 12 participants).

3.18 Consideration of validity

Identifying criteria for evaluating qualitative research remains the subject of intense debate, with over one hundred sets of qualitative research criteria having been identified (Stige et al. 2009). However, there is consensus that qualitative research methods require a unique set of quality considerations that are different to those needed in quantitative approaches, which contrasts Sarah Tracy’s ‘Big Tent Criteria for Qualitative Quality’ with typical measures for quality in quantitative research (Tracy 2010).

Table 3-7 Values applied to quality of research

| Quantitative research: | Qualitative research: |
|-------------------------------|---|
| Reliability | Worthiness of topic |
| Consistency | Rich rigour in data collection and analysis |
| Generalisability | Sincerity of researcher |
| Objectivity | Credibility of resulting claims |
| | Significance of contribution to existing literature |
| | Resonance of findings |
| | Ethical execution |
| | Meaningful coherence |

Source: Author’s work

Table 3-7 illustrates the contrast in quality values between qualitative and quantitative research, and also points towards the difference in data collected and knowledge generated. Whereas quantitative research methods seek generalizable and reliable data, qualitative research methods tend to seek rich contextual data that is inductive, and not based upon the premise of a static reality.

Yardley (2017) argues that whilst criteria for valid knowledge production in quantitative research are not directly transferable to qualitative research, we must still demonstrate that a qualitative study has been carried out to a high standard, and that the knowledge generated is useful. In practice, this means demonstrating consistency and trustworthiness regarding events and activities associated with the study, and recognising the unique criteria for valid knowledge production that apply to qualitative psychological research. These criteria can broadly be grouped into four different dimensions (Cohen & Crabtree 2008):

Sensitivity to context: The ability of qualitative research to theorise contextual effects is a key advantage of qualitative research. Demonstrating sensitivity to this context was shown and discussed in each transcript's notes section. In these notes, each the participant's unique perspectives and settings are considered, and the researcher carefully considers meaning generated by each one (as opposed to imposing pre-conceived categories on the data).

Commitment and rigour: Understanding IPA properly, and engaging deeply with the topic can help to demonstrate commitment to this methodological approach. The researcher has been comprehensive in his data analysis, not cutting corners (e.g. through enlisting

help to transcribe or process data), and thoroughly spending the time required on each stage. This is documented through the notes made on each transcript, and the time taken with each stage.

Transparency and coherence: The reader should be able to see clearly how the interpretations were derived from the original data. Hopefully this thesis document helps to guide the reader through this research process, in a way that is clear and comprehensible. The processing of data (whilst being a long and arduous process) was logical and methodical, and any additional data that may be required by the reader will be gladly provided.

Impact and importance: Ultimately, research should illuminate new areas, challenge conventional wisdom, and help us to understand things better. It is hoped that insights from this work can be used to inform those who fundraise in the future, and help both organisations and people that are involved in community fundraising to have a better and more valuable experience. The ultimate proof of this will be if insights that include practical suggestions can be both published and actioned, which is the overall goal of this study. Where possible, the author has tried to explicitly justify decisions related to the research process. The reader is encouraged to consult the relevant section of the appendices if further clarification for research decisions is required.

3.19 Approach to analysis

Figure 3-1 maps out the process of conducting an IPA study, assuming that the researcher's starting point is a comprehensive literature review and clearly defined research gaps. After stage 9, comes a deeper and more reflexive level of analysis,

whereby, after in-depth idiographic analysis, the data set (including notes) can be examined as a whole. Considering the nature of this sample and its larger size, this element is an important part of this study's contribution to knowledge.

A detailed explanation of how the data were processed and analysed is available in parts 5.1.4, 5.2, 5.3 and 5.4. However, in brief, after examining convergences and divergences in the data, emergent themes and superordinate themes were then cross referenced with relevant psychological theory identified in the literature review. After this theory attachment process, each research gap was revisited and examined in turn. The results of this study are then related to these gaps and discussed in detail and related to extant theory.

Chapter conclusion:

Chapter 3 explained and justified to the reader the approach of the researcher and the design of the research itself. It explains how data were collected and handled, and considers the validity of the research methods themselves. Additional information related to the methodology and methods is available in appendix B.

Chapter 4 - Results

Chapter introduction:

This chapter reports the findings of this IPA study. In order not to overwhelm the reader with raw data, substantial summarizing has taken place, with full transcripts available on request, and notes listed in appendix D. Starting with an overview of the population of participants, the researcher explains the characteristics of the sample and an overview of the charities that were being fundraised for. This is followed by a summary of the data that was collected and generated through analysis. The author is guided through the process of how the data were analysed, using samples from the interview transcripts and interview notes. The chapter then proceeds to a summary of both the interview data and interview notes that have been generated, exploring the themes that have arisen and their frequency. Finally, this chapter explores possible relevant theory.

4.1 Overview

4.1.1 Sample overview – Basic demographic information the sample

This sample of 23 interviews (including the pilot interview) consists of people fundraising for 18 different UK charities (see Table 4-1). These range in size from small charitable organizations, consisting of a collection of volunteers (such as Pound for Piper), to ‘super-major’ national charities (such as the Shaw Trust) with incomes exceeding £100m p.a. The interviews themselves took place between the 23.03.2018 and the 17.08.2018 (a period of approximately 5 months in total, between the spring and autumn of 2018). The ages of participants in the sample are from 23 to 66, with a mean age of 40.65 years old and a range of 43 years. This average age is far closer to the average age of a runner of 39.3 years (Anderson 2021). Previous studies in this realm have been primarily reliant on college student samples (Chiu et al. 2015; Filo et al. 2008)). Between these participants, a total of £53,499 was raised as a result of their efforts, with an average of £2362.04 per fundraising attempt. The minimum amount raised by any one participant was £200 by participant 7, and the maximum amount raised by a single participant in this study was £9000 by participant 3. The majority of participants in this study were female (74%). Whilst major events such as the London marathon remain dominated by male participants (registrations for the 2020 London marathon were made up of 39% women (Middlebrook 2019)), women’s participation in challenge events is growing. This is perhaps the one limitation of this sample – that it is predominantly female, whereas the majority of challenge events are dominated by male participants. Key demographics related to the population are listed in the tables below:

Table 4-1 Key characteristics of sample

| Interview Number: | Charity: | Participant Age: | Total £ Raised: | Distance of challenge: | Sex of participant: |
|--------------------------|---------------------------------------|-------------------------|------------------------|----------------------------------|----------------------------|
| <i>Pilot</i> | PSPA | 27 | 5500 | 26.2 (marathon) | M |
| 1 | PSPA | 26 | 1000 | 26.2 (marathon) | F |
| 2 | PSPA | 51 | 1900 | 84 (ultramarathon) | F |
| 3 | Shaw trust | 36 | 9000 | 26.2 (marathon) | F |
| 4 | Shaw trust | 49 | 3250 | 26.2 (marathon) | M |
| 5 | Shaw trust | 47 | 3250 | 26.2 (marathon) | F |
| 6 | PSPA | 66 | 4600 | Ben Nevis Walk | F |
| 7 | DHT - Animal Free Research | 53 | 200 | 26.2 (marathon) | F |
| 8 | Action for Children | 29 | 2200 | 26.2 (marathon) | F |
| 9 | Beat | 22 | 2000 | 26.2 (marathon) | F |
| 10 | Kith & Kids | 27 | 2000 | 26.2 (marathon) | F |
| 11 | Royal Hospital for Neuro-disability | 25 | 1700 | 26.2 (marathon) | M |
| 12 | Vetlife and The RVC Animal Care Trust | 31 | 575 | 26.2 (marathon) | M |
| 13 | The Mix | 23 | 750 | 62 (ultramarathon) | F |
| 14 | Mind | 48 | 4600 | 62 (ultramarathon) | F |
| 15 | Torbay Holiday Helpers Network | 61 | 330 | 53 (ultramarathon) | M |
| 16 | Cure Alliance | 54 | 300 | 53 (ultramarathon) | F |
| 17 | Shooting Star Chase Hospice | 33 | 3115 | 62 (ultramarathon) | F |
| 18 | The Blossom Appeal | 51 | 739 | 62 (ultramarathon) | M |
| 19 | MS Trust | 38 | 2200 | 62 (ultramarathon) | F |
| 20 | Pound for Piper | 46 | 1900 | 53 (ultramarathon) | F |
| 21 | Bowel and Cancer Research UK | 61 | 2000 | 62 (ultramarathon) | F |
| 22 | Off The Record | 31 | 390 | 62 (ultramarathon) | F |
| | Average Age: | 40.65 | 53499 | Ultras: 11 | M: 6 (26%) |
| | | Average: | 2326.04 | Marathons or other: 13 | F: 17 (74%) |

(Source: Author created)

Table 4-2 Income and size of charities in the sample

| Interview No: | Charity: | Income (£): | Size (S, M, L): |
|----------------------|---------------------------------------|--------------------|------------------------|
| <i>Pilot</i> | PSPA | 1663357.00 | Large |
| 1 | PSPA | 1663357.00 | Large |
| 2 | PSPA | 1663357.00 | Large |
| 3 | Shaw trust | 248384000.00 | Super Major |
| 4 | Shaw trust | 248384000.00 | Super Major |
| 5 | Shaw trust | 248384000.00 | Super Major |
| 6 | PSPA | 1663357.00 | Large |
| 7 | DHT - Animal Free Research | 1443983.00 | Large |
| 8 | Action for Children | 151,341,000 | Super Major |
| 9 | Beat | 1,700,756 | Large |
| 10 | Kith & Kids | 472,031 | Medium |
| 11 | Royal Hospital for Neuro-disability | 43,583,000 | Major |
| 12 | Vetlife and The RVC Animal Care Trust | 799044 and 924345 | Medium |
| 13 | The Mix | 2,452,015 | Large |
| 14 | Mind | 48,164,000 | Major |
| 15 | Torbay Holiday Helpers Network | 132,725 | Medium |
| 16 | Cure Alliance | unable to find | - |
| 17 | Shooting Star Chase Hospice | 9,731,725 | Large |
| 18 | The Blossom Appeal | 1,351,000 | Large |
| 19 | MS Trust | 3,417,574 | Large |
| 20 | Pound for Piper | 17892.00 | Small |
| 21 | Bowel and Cancer Research UK | 1,070,368 | Large |
| 22 | Off The Record | 1,771,963 | Large |

(Source: Author created)

Table 4-3 Income band definitions

(As identified by the NVC0 in their 2019 almanac)

| Income band: | Name: | Number of organisations: | % of organisations: |
|--|-------------|--------------------------|---------------------|
| Less than £10,000 | Micro | 78,571 | 47 |
| £10,000 to £100,000 | Small | 58,219 | 35 |
| £100,000 to £1m | Medium | 24,144 | 14 |
| £1m to £10m | Large | 5,212 | 3 |
| £10m to £100m | Major | 657 | 0.4 |
| More than £100m | Super-major | 51 | 0.03 |
| All organisations | | 166,854 | 100 |
| <i>Source: NVC0/TSRC, Charity Commission</i> | | | |

4.1.2 Sample representativeness

The sample is arguably more representative than other studies that explore physical activity event fundraising (Chiu et al. 2015; Filo et al. 2008; Taylor & Shanka 2008)). Primarily this is because of the age, geographical location, and nature of the challenges completed, of those in the sample. In contrast with the most recent and most similar quantitative studies that have been published at the time of writing, this sample consists of participants from the UK (as opposed to the USA, China and elsewhere), and the average age of the participants, 40.65 years, is far closer to the average age of participants in running events - 39.3 years old (Anderson 2021). This study focuses strictly upon running events. This is because this is the most popular form of physical activity fundraising event globally, with it increasing its market share from 51% in 2017 to 60% in 2018 (Luther 2018).

Characteristics of the sample:

- Consists of individuals from the UK.

- Diverse in terms of age, running distance, charities fundraised for, and sex.
- There are a greater number of larger charities than smaller charities featured in the sample (see Table 4-2).
- This sample is predominantly female (74%).

4.1.3 Interview data information

The interviews that make up this dataset range in length from approximately 28 minutes to just over 75 minutes long. The mean interview length is 48 minutes. These took place over a period of approximately 5 months, between the spring and autumn of 2018.

Following each interview, the researcher donated £5 to a charity of the participant's choice. This was done as an incentive for them to take part, as well as a gesture to recognise that their time was valuable. It is a reinforcement of the researcher's desire to ensure that this research should assist charities as a result of it taking place, throughout as much of the project as possible. Receipts for each donation can be found in appendix B.5 (a total of £1115 was donated to the charities of participants in this study). After each interview, the participant was asked which charity they would like their £5 to be donated to, and every participant opted for this money to be donated to the charity that they fundraised for through their physical activity challenge. It may be argued that this is evidence of both the attachment and loyalty that experiences such as these generates, or that the participants simply chose charities that they are closely aligned to.

Table 4-4 Interview information summary

| Interview No: | Interview Length: | Interview length in mins (rounded up): | Interview Date: |
|----------------------|--------------------------|---|------------------------|
| <i>Pilot</i> | 41:56:00 | 42 | 23.03.18 |
| 1 | 1:07:15:00 | 67 | 09.04.18 |
| 2 | 1:15:41:00 | 76 | 16.04.18 |
| 3 | 44:15:00 | 44 | 15.05.18 |
| 4 | 1:00:04:00 | 60 | 22.05.18 |
| 5 | 42:28:00 | 42 | 17.05.18 |
| 6 | 58:12:00 | 58 | 09.04.18 |
| 7 | 53:33:00 | 53 | 18.05.18 |
| 8 | 33:55:00 | 34 | 22/06.18 |
| 9 | 37:53:00 | 38 | 21.06.18 |
| 10 | 27:47:00 | 28 | 25.06.18 |
| 11 | 33:05:00 | 33 | 29.06.18 |
| 12 | 32:11:00 | 32 | 06.07.18 |
| 13 | 48:24:00 | 48 | 25.07.18 |
| 14 | 38:11:00 | 38 | 24.07.18 |
| 15 | 35:58:00 | 36 | 24.07.18 |
| 16 | 32:03:00 | 32 | 25.07.18 |
| 17 | 1:15:48:00 | 76 | 26.07.18 |
| 18 | 50:57:00 | 51 | 31.07.18 |
| 19 | 50:41:00 | 51 | 02.08.18 |
| 20 | 50:45:00 | 51 | 30.07.18 |
| 21 | 48:31:00 | 49 | 07.08.18 |
| 22 | 53:59:00 | 54 | 17.08.18 |
| | Shortest Interview: | 28 minutes | |
| | Longest interview: | 76 minutes | |
| | Mean interview length: | 48 minutes | |

4.1.4 Data processing overview

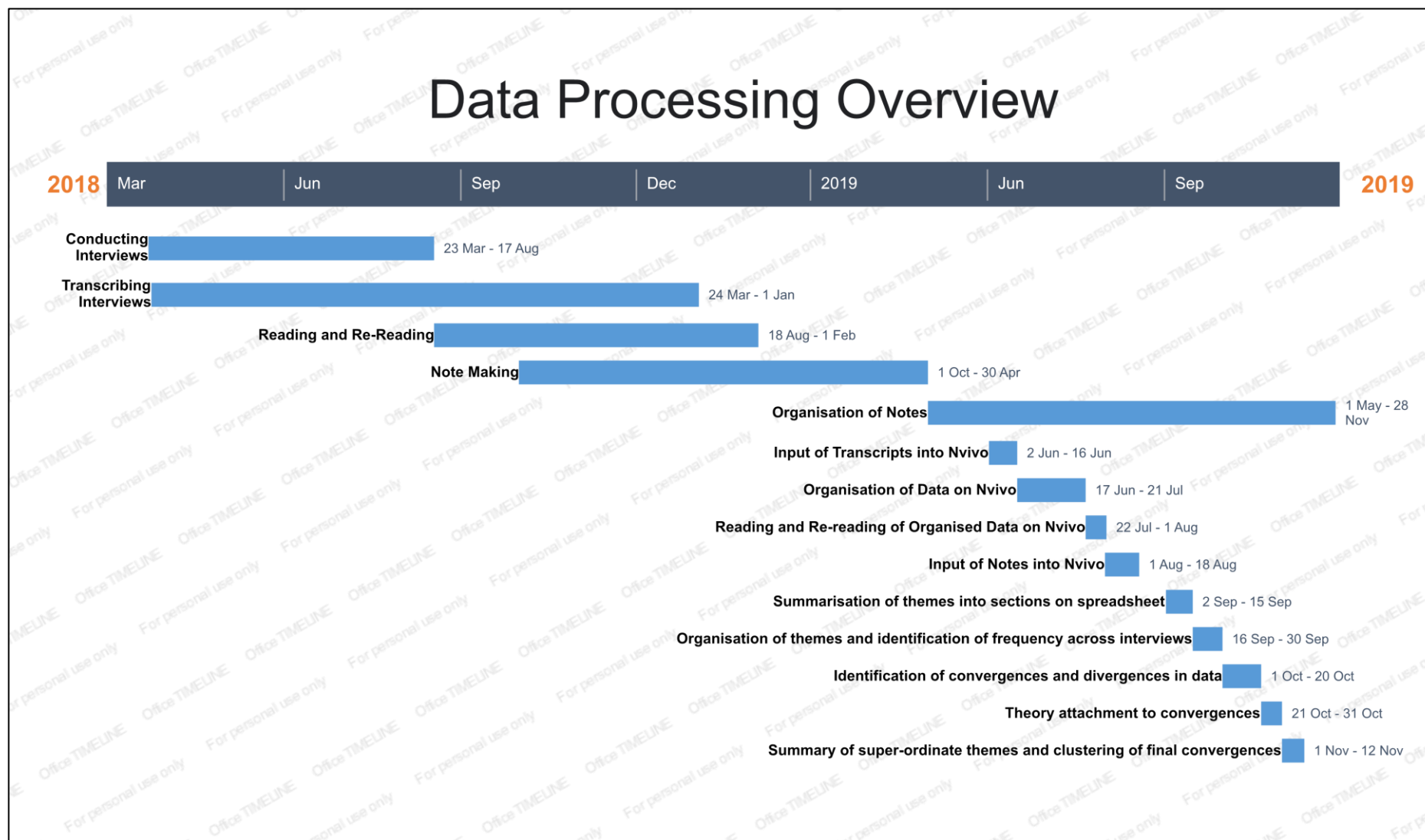
An overview of when and how the data has been collected and processed

Table 4-5 and figure 3-1 detail both how and when the data for this project was collected and processed. This took place after creating the original interview script, conducting the pilot interview, and adjusting the script after the pilot interview. The reader will notice that a number of these phases overlap. This was done in order to save time and to vary the nature of the work that the researcher was doing (to help keep him motivated and to avoid getting 'stagnant'). Every part of data collection and processing was completed by the researcher, without any outside or automated assistance (for transcribing or coding etc.). The transcription element of data processing took significantly longer than originally planned, but resulted in the researcher being very well familiarized with the participants and their stories.

Table 4-5 Data processing overview

| <i>(Source: Author created)</i> | | | | Data Processing Overview | |
|---------------------------------|----------|--|---------------|--------------------------|--|
| START DATE | END DATE | DESCRIPTION | Software Used | DURATION (weeks) | |
| 23/03/18 | 17/08/18 | Conducting interviews | Word | 22 | |
| 24/03/18 | 01/01/19 | Transcribing interviews | Word | 40 | |
| 18/08/18 | 01/02/19 | Reading and re-reading | Word | 19 | |
| 01/10/18 | 30/04/19 | Note making | Word | 31 | |
| 01/05/19 | 01/06/19 | Organisation of notes | Word | 5 | |
| 02/06/19 | 16/06/19 | Input of transcripts into NVivo | NVivo | 2 | |
| 17/06/19 | 21/07/19 | Organisation of data on NVivo | NVivo | 4 | |
| 22/07/19 | 01/08/19 | Reading and re-reading of organised data on NVivo | NVivo | 2 | |
| 01/08/19 | 18/08/19 | Input of notes into NVivo | NVivo | 2 | |
| 19/08/19 | 30/08/19 | Organisation of notes on NVivo | NVivo | 2 | |
| 02/09/19 | 15/09/19 | Summarisation of themes into sections on spreadsheet | Excel | 2 | |
| 16/09/19 | 30/09/19 | Organisation of themes and identification of frequency across interviews | Excel | 2 | |
| 01/10/19 | 20/10/19 | Identification of convergences and divergences in data | Excel | 3 | |
| 21/10/19 | 31/10/19 | Theory attachment to convergences | Excel | 2 | |
| 01/11/19 | 12/11/19 | Summary of super-ordinate themes and clustering of final convergences | Excel | 2 | |

Figure 4-1 Data processing overview



Source: Author created

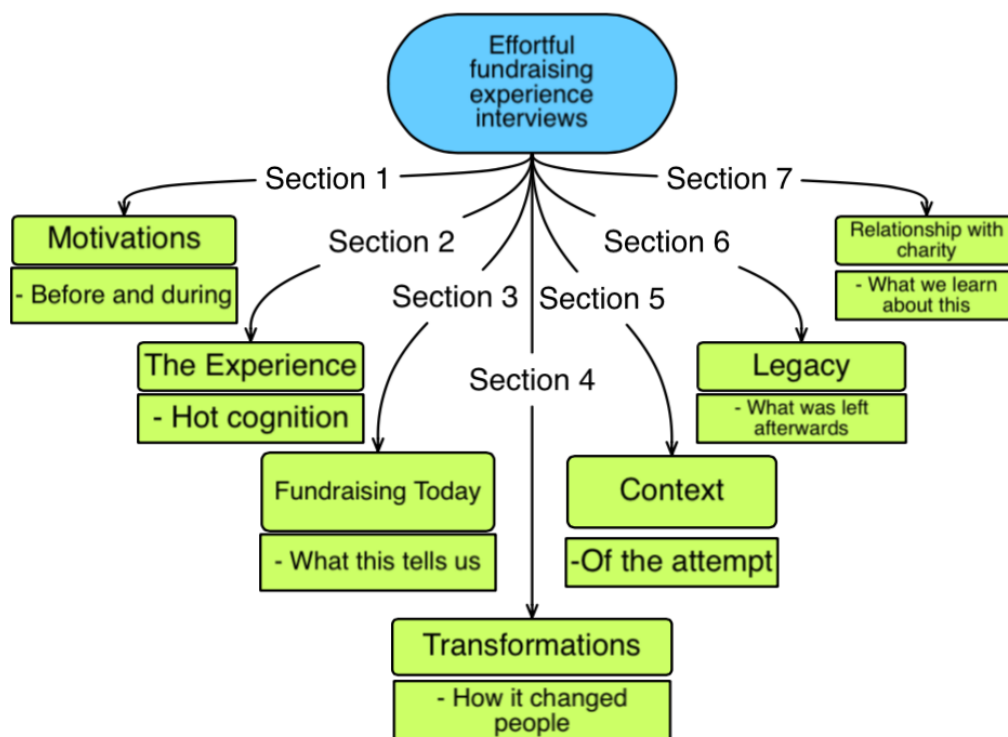
4.2 Explanation of data collection and processing

4.2.1 Interview data and notes summary

A summary of the data from the interviews

Table 4-6 is a summary of the total word count for both the transcribed interview documents, as well as the accompanying notes documents. It should be noted that these word counts include all of the relevant processable content contained within those documents. In some instances, some small talk and demographics questions have not been included in these counts. The notes documents have been organised into 7 sections, corresponding with the meta-themes within them. This overview gives readers an idea of how much of the content of the interviews relates to those different sections/superordinate themes.

Figure 4-2 Thematic tree



(Source: Author created)

Both the questions and results of the interview can be separated into 7 distinct sections (see above). These sections broadly cover the research gaps identified in the literature review (see Chapter 2 – 2.5), and mirror the overall structure of the interview guide.

Table 4-6 Word count related to notes documents

| Interview number: | S1: | S1 as a % of total: | S2: | S2 as a % of total: | S3: | S3 as a % of total: | S4: | S4 as a % of total: | S5: | S5 as a % of total: | S6: | S6 as a % of total: | S7: | S7 as a % of total: | Total word count for notes: |
|-------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----------------------------|
| <i>Pilot</i> | 152 | 10.61% | 197 | 13.75% | 68 | 4.75% | 177 | 12.35% | 265 | 18.49% | 321 | 22.40% | 224 | 15.63% | 1433 |
| 1 | 116 | 4.99% | 375 | 16.14% | 420 | 18.07% | 240 | 10.33% | 530 | 22.81% | 199 | 8.56% | 444 | 19.10% | 2324 |
| 2 | 445 | 15.55% | 199 | 6.95% | 503 | 17.58% | 420 | 14.68% | 523 | 18.27% | 501 | 17.51% | 269 | 9.40% | 2862 |
| 3 | 139 | 7.00% | 364 | 18.32% | 243 | 12.23% | 338 | 17.01% | 421 | 21.19% | 259 | 13.03% | 223 | 11.22% | 1987 |
| 4 | 398 | 20.21% | 251 | 12.75% | 438 | 22.24% | 332 | 16.86% | 354 | 17.98% | 449 | 22.80% | 96 | 4.88% | 1969 |
| 5 | 256 | 11.05% | 100 | 4.32% | 516 | 22.28% | 467 | 20.16% | 323 | 13.95% | 409 | 17.66% | 257 | 11.10% | 2316 |
| 6 | 313 | 12.06% | 413 | 15.92% | 646 | 24.89% | 425 | 16.38% | 433 | 16.69% | 239 | 9.21% | 131 | 5.05% | 2595 |
| 7 | 138 | 4.86% | 184 | 6.49% | 645 | 22.74% | 557 | 19.63% | 801 | 28.23% | 299 | 10.54% | 212 | 7.47% | 2837 |
| 8 | 93 | 4.76% | 356 | 18.24% | 390 | 19.98% | 482 | 24.69% | 389 | 19.93% | 226 | 11.58% | 118 | 6.05% | 1952 |
| 9 | 248 | 13.49% | 233 | 12.68% | 342 | 18.61% | 176 | 9.58% | 374 | 20.35% | 335 | 18.23% | 224 | 12.19% | 1838 |
| 10 | 79 | 4.57% | 265 | 15.34% | 512 | 29.65% | 192 | 11.12% | 347 | 20.09% | 249 | 14.42% | 361 | 20.90% | 1727 |
| 11 | 220 | 13.19% | 205 | 12.29% | 342 | 20.50% | 201 | 12.05% | 242 | 14.51% | 238 | 14.27% | 227 | 13.61% | 1668 |
| 12 | 177 | 8.67% | 338 | 16.56% | 342 | 16.76% | 269 | 13.18% | 312 | 15.29% | 419 | 20.53% | 184 | 9.02% | 2041 |
| 13 | 291 | 11.21% | 370 | 14.25% | 483 | 18.61% | 461 | 17.76% | 276 | 10.63% | 423 | 16.29% | 292 | 11.25% | 2596 |
| 14 | 28 | 1.23% | 243 | 10.64% | 595 | 26.06% | 458 | 20.06% | 497 | 21.77% | 192 | 8.41% | 275 | 12.05% | 2283 |
| 15 | 310 | 16.26% | 268 | 14.06% | 409 | 21.46% | 177 | 9.29% | 226 | 11.86% | 289 | 15.16% | 227 | 11.91% | 1906 |
| 16 | 404 | 20.84% | 209 | 10.78% | 237 | 12.22% | 329 | 16.97% | 283 | 14.60% | 341 | 17.59% | 136 | 7.01% | 1939 |

Table 4-7 Word count related to notes documents (cont'd)

| Interview number: | S1: | S1 as a % of total: | S2: | S2 as a % of total: | S3: | S3 as a % of total: | S4: | S4 as a % of total: | S5: | S5 as a % of total: | S6: | S6 as a % of total: | S7: | S7 as a % of total: | Total word count for notes: |
|--------------------------|------------|----------------------------|------------|----------------------------|------------|----------------------------|------------|----------------------------|------------|----------------------------|------------|----------------------------|------------|----------------------------|------------------------------------|
| 17 | 212 | 6.36% | 434 | 13.03% | 1278 | 38.36% | 315 | 9.45% | 635 | 19.06% | 343 | 10.29% | 323 | 9.69% | 3332 |
| 18 | 259 | 14.59% | 174 | 9.80% | 555 | 31.27% | 329 | 18.54% | 150 | 8.45% | 331 | 18.65% | 96 | 5.41% | 1775 |
| 19 | 143 | 5.74% | 497 | 19.94% | 502 | 20.14% | 379 | 15.21% | 198 | 7.95% | 422 | 16.93% | 351 | 14.09% | 2492 |
| 20 | 327 | 17.44% | 249 | 13.28% | 341 | 18.19% | 253 | 13.49% | 379 | 20.21% | 173 | 9.23% | 160 | 8.53% | 1875 |
| 21 | 243 | 12.86% | 179 | 9.47% | 502 | 26.56% | 281 | 14.87% | 321 | 16.98% | 392 | 20.74% | 139 | 7.35% | 1890 |
| 22 | 85 | 4.01% | 447 | 21.07% | 687 | 32.39% | 249 | 11.74% | 244 | 11.50% | 373 | 17.59% | 239 | 11.27% | 2121 |
| Average: | 221 | 10.50% | 285 | 13.31% | 478 | 21.54% | 326 | 15.02% | 370 | 16.99% | 322 | 15.29% | 226 | 10.62% | 2163.391304 |
| | | | | | | | | | | | | | | Total: | 49758 |

4.2.2 A reminder of some of the key features required in IPA

With IPA, the sampling is deliberately purposive and homogenous. The study will also (including instrument design, data collection and analysis) have an idiographic focus (see the extensive notes documents in appendix D).

Interpretation forms a key part of the data analysis, creating a 'double hermeneutic'. This essentially requires both the participant and the interviewer to be involved in sense-making and interpretation (this is demonstrated by creation of interview notes). Researcher reflexivity and researcher-participant (inter-) subjectivity is recognised as both a strength as well as a potential weakness. Analysis is carried out using a comprehensive line-by-line approach (Larkin et al. 2006), and the identification of patterns takes place on a case-by-case basis first, before subsequently looking for convergences and divergences to compare and contrast across multiple cases. There is a 'bottom up' approach to analysing and interpreting the data and carrying out the coding - coding is generated organically from the data (as opposed to approaching the coding and analysis process with a pre-existing code).

Reading and Re-Reading:

The first stage of analysing each transcript was to read and re-read each interview, ensuring that the specific participant concerned was the focus of the analysis (as opposed to the entire population). This was done alongside an audio recording of each interview (in order to ensure the transcription was correct), and then subsequently without the accompanying audio. This forms a key part of IPA analysis, and repeated reading allows the individual analysing the interview

to observe how rapport and trust might be built across an interview, as well as where contradictions might have occurred.

4.2.3 Example interview

An annotated interview, talking the reader through the interview and IPA process

Using a random number generator, the author generated a random number in order to select an interview to help explain to the reader how the process took place. This involved setting parameters for the generator that limited the options to the numbers between 1 and 23 (inclusive). The result of this was the number 22. So, for the purposes of the individual reading this project, this section will briefly outline how this particular interview was transcribed, and exactly how the notes were generated for this interview.

It should be noted that the full, summarised results for all 23 interviews will be discussed after this section, and that this brief exploration of interview 22 is done in order to show the reader how each interview was transcribed and examined.

The transcribing process (using interview 22 for examples):

Each interview began by confirming the identity of the caller and explaining to them an overview of the project and exactly what to expect during their interview. They were asked to consent to the process (and the recording of the interview) formally, and taken through an explanatory script relating to the

project (see 'interview script' in appendix B.2). Before launching into the interview itself, the researcher checked that the participant was happy, and asked them if they have any particular questions relating to the interview experience itself. They were again thanked, and the questions began. The dictaphone was set to record at the start of each interview. Prior to each call, the participants had been sent both a consent form as well as a document that explained what the project consisted of.

The first questions asked were demographic and established who the individual was and what their sporting and fundraising background looked like. The following extract is an example of the sort of responses that the researcher received from participants to those early demographic questions ("How experienced were you with this event and activity type – i.e. running?"):

A: Err I am a keen runner now, but I didn't used to be.

G: It just escalated (jokingly)?

A: Yeah exactly that yeah. It's odd to talk about it as a kinda like journey, but it has been that. So basically I used to run to work a few times, maybe only a few times a month, with a colleague. And it's 5km and it's downhill.

G: Yeah.

A: And I used to struggle with that and we used to just take it really slowly.

G: Wow.

A: And, that was, you know, a couple of years ago, and we'd do it on and off. And occasionally I'd join in with what I'd call a 'long run'.

G: Yeah.

A: And it was maybe er, 10km, or 12km or something like that, along a trail, and I found it really tough...

G: Pretty tough!

A: Yeah and I got really into it, the trail running, there's loads to look at. We've got a hill near where we live and you can see all over Bristol.

The letter G represents the interviewer, and the letter A represents the participant (A happened to be the first letter of their name). This is an example of the sorts of responses that would be received to the more open-ended demographic questions in the script. It should be noted that the interview process, including style and technique, did evolve throughout the data collection phase. This corresponded to the interviewer becoming more comfortable with the interview script, and an improvement of their interview technique. The evolution of the interview process, as well as its possible impact upon the results is considered in the discussion section.

Once the initial demographics questions had been completed, the interviewer proceeded to the first of seven sections of questions (see Figure 4-2 for these sections). Whilst the interview script was largely followed, if the answers to later questions had already been answered (and there was no doubt as to the validity of the original answer), then the researcher sometimes omitted these later on.

There were also a number of instances in this interview where the interviewer adapted the interview questions being asked, to try to understand the participant's experience more effectively. An illustration of this is between lines 1089 and 1093 in the transcript. The initial questions from the script to be addressed by this section were as follows:

Section 7: Relationship with charity

1. How did this experience influence your connection to the charity or cause involved?
2. What could the charity have done to make this experience more significant to you?
3. How did the charity connection influence your change in self, if you believe that you changed because of it?

Summary question: How did this influence your connection with the charity or cause involved? Making sense of that connection and the trajectory. How did the charity connection influence this change in self?

The researcher saw an opportunity to explore a different angle related to how this participant experienced their connection with the charity throughout their challenge, which led to an illuminating answer:

G: Brilliant. Thank you. Um, and, I was just going to ask a little bit about the... Kind of, how did the charity connection influence your experience? Um, did you end up thinking about the charity much when you were running, or was it very much kind of 'game face on', getting the run done?

A: Umm. Yeah that's a good one. I did think about them. But it was only at the times when it was getting a bit tough.

G: Yep.

A: But I kinda needed an extra motivation, just, yeah firing up facebook like I said, and just thinking about how this would help, and that maybe it would encourage a few more people to donate if I could just get on and finish it! But yeah I did think about them, but kind of only, it sounds strange, but the concept of a charity.

G: Yeah.

A: Like, I'm doing this for, off the record, and that's pretty much as far as my thoughts went.

G: Yep.

A: But maybe if I knew the people that it helped, then I'd be thinking about them also.

The interviewer saw an opportunity to explore the thoughts of the participant during the challenge itself. This led to a number of interesting insights that

were noted down in the 'notes making' stage (insight number 47 in the notes-making section of interview number 22, visible in appendix D.22).

Each interview was written up as a complete transcript by listening back to the audio recording of each interview, and then writing this out in full (on Microsoft word). The completed transcript was double-checked, and line-numbers were added to each, in order to make referencing parts of the text (within the notes section) more straightforward.

4.2.4 The note-making process

How were notes generated?

After transcribing each interview, the researcher went through printouts of the transcripts line-by-line, making basic notes and highlighting relevant words.

After completing these notes documents on each transcript, these notes were sorted into sections that corresponded to each of the 7 sections of questions. The researcher also put all of the raw transcription data onto NVivo and sorted through this, in order to collect all of the relevant answers to each question from the script into one place. This meant that the researcher could easily scan through every answer to each individual question (from each section) from the interview population, rather than having to look up the answer to a shared question from the script 23 separate times. This involved generating folders relating to each of the 7 sections, and then nodes relating to each of the questions within each of the sections. Each interview was then examined and pieces of text relevant to each question were assigned to each relevant question 'node'.

An overview of (almost) all of the (interview transcript) files inputted into

NVivo:

| Name | Codes | References | Modified On | Modified By | Classification |
|-----------------|-------|------------|----------------------|-------------|----------------|
| Participant 1 - | | 56 | 66 05/08/2019 17:34 | GPDS | Interviews |
| Participant 2 - | | 56 | 65 05/08/2019 17:34 | GPDS | Interviews |
| Participant 3 - | | 60 | 110 05/08/2019 17:34 | GPDS | Interviews |
| Participant 4 - | | 44 | 81 05/08/2019 17:34 | GPDS | Interviews |
| Participant 5 - | | 57 | 71 05/08/2019 17:34 | GPDS | Interviews |
| Participant 6 - | | 53 | 60 05/08/2019 17:34 | GPDS | Interviews |
| Participant 7 - | | 48 | 56 05/08/2019 17:34 | GPDS | Interviews |
| Participant 8 - | | 55 | 61 05/08/2019 17:34 | GPDS | Interviews |
| Participant 9 - | | 58 | 66 05/08/2019 17:34 | GPDS | Interviews |
| Participant 10 | | 56 | 63 05/08/2019 17:34 | GPDS | Interviews |
| Participant 11 | | 48 | 57 05/08/2019 17:34 | GPDS | Interviews |
| Participant 12 | | 50 | 53 05/08/2019 17:34 | GPDS | Interviews |
| Participant 13 | | 56 | 63 05/08/2019 17:34 | GPDS | Interviews |
| Participant 14 | | 56 | 60 05/08/2019 17:34 | GPDS | Interviews |
| Participant 15 | | 51 | 52 05/08/2019 17:34 | GPDS | Interviews |
| Participant 16 | | 56 | 58 05/08/2019 17:34 | GPDS | Interviews |
| Participant 17 | | 47 | 48 05/08/2019 17:34 | GPDS | Interviews |
| Participant 18 | | 23 | 26 05/08/2019 17:34 | GPDS | Interviews |
| Participant 19 | | 44 | 47 05/08/2019 17:34 | GPDS | Interviews |
| Participant 20 | | 31 | 34 05/08/2019 17:34 | GPDS | Interviews |
| Participant 21 | | 43 | 46 05/08/2019 17:34 | GPDS | Interviews |
| Participant 22 | | 45 | 48 05/08/2019 17:34 | GPDS | Interviews |

Folders containing the nodes (relating to each of the 7 sections containing questions):

- Interview Script Data Nodes
 - Demographics
 - Section 1 (Motivations)
 - Section 2 (Experience)
 - Section 3 (Fundraising Today)
 - Section 4 (The Transformation)
 - Section 5 (Context)
 - Section 6 (Legacy)
 - Section 7 (Relationship With Charity)

An example of the nodes related to the folder 'Section 1 – Motivations':

| Name | Files | References | Created By | Created On | Modified By | Modified On |
|---|-------|------------|------------|------------------|-------------|------------------|
| Q1. Goals | 19 | 22 | GPDS | 22/03/2019 14:48 | GPDS | 28/03/2019 08:29 |
| Q2. Goals Achieved or not | | 9 | GPDS | 22/03/2019 14:49 | GPDS | 27/03/2019 19:49 |
| Q3. How does achieving those goals (or not) make you feel | | 23 | GPDS | 22/03/2019 14:50 | GPDS | 28/03/2019 12:59 |
| Q4. Do you feel that your efforts were worth it | | 22 | GPDS | 22/03/2019 14:51 | GPDS | 28/03/2019 12:58 |
| Q5. What does participation mean to them | | 23 | GPDS | 22/03/2019 14:54 | GPDS | 28/03/2019 12:58 |
| Q6. What sort of person are they | | 22 | GPDS | 22/03/2019 14:54 | GPDS | 28/03/2019 12:59 |
| Significance of challenge | 3 | 4 | GPDS | 25/03/2019 17:30 | GPDS | 28/03/2019 07:37 |
| What was your connection to this charity | | 6 | GPDS | 23/03/2019 18:33 | GPDS | 28/03/2019 07:33 |
| Why did you decide to do this | | 23 | GPDS | 23/03/2019 18:31 | GPDS | 28/03/2019 12:56 |

The screenshot above relates to folder 1 (corresponding to section 1). The relevant answers to each of these questions in all 23 scripts were then assigned to these nodes. This allows the person analysing the data to see trends across the entire population easily (a later part of IPA – see part 7 of Figure 3-1).

The formal set of written-up interview notes (an essential part of IPA) was completed manually (not on NVivo). This is because generating codes that are longer than one short sentence on NVivo is prohibitively difficult to complete on the platform, but an essential part of IPA (the double hermeneutic). The volume and length of notes written also makes using NVivo not suitable for this particular stage (extensive written prose that are longer than a short sentence).

There is the option of completing longer notes on the NVivo platform by creating 'memos', which are essentially documents that can be linked to the data transcripts. However, considering there were between 30 and 70 short paragraphs of notes per interview transcript, the researcher decided that creating these notes off the platform would be easier (as opposed to creating potentially hundreds of separate memo pages).

The researcher stripped out any non-relevant chat from the transcripts and then made notes on each key data insight present in each script (based upon relevant highlighted sections). The researcher then collected together the notes for similar questions into revised sections (1-7, corresponding to the different sections of questions that were asked), which can be seen re-organised, and grouped together towards the bottom of each of the notes documents.

An example of a selection of notes generated for interview 22 (note number 5 of 47) is as follows:

5. 223-221: "Yeah I thought, you know, calculating everything, and taking in the months of training, and factoring in weather, you know the heat I probably didn't take that seriously... It was quite warm yeah. There were lots of people struggling and there was lots of heat exhaustion and whatnot. But it was what I'd trained in during the summer."

Encountering challenges during an event that a person has already seen before during training can be gratifying for the individual concerned, and makes them feel as though they had prepared well for the event itself. There also appears to be a comparison made between other participants and the participant themselves. Witnessing others suffering more than themselves can be gratifying for the participant, and as though they had prepared themselves for the challenge better than other people.

Each of these notes was then sorted according to which section (of 7) it fitted best into. In this instance, this note was deemed to fit best into Section 2 (hot cognition), because it concerns the experience and cognition of the participant during the event itself – their experience. After examining the entire transcript and making notes about the contents, these were then all sorted into the corresponding section at the end of the document.

E.g.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (2.) The behaviour of friends and family can have a large influence upon a person's decision to run an ultramarathon. Some people decide to complete an ultramarathon because they are asked to do so by another person.
- (27.) Those that raise money by completing ultramarathons can perceive shorter distances such as marathons to be commonplace. There appears to be a trend whereby as marathons gain popularity, people feel the need to complete more and more extreme challenges in order to gain the respect of others.

For example, quote number (2.) corresponds to the following two pieces of text and note:

2. 150-172: "So this was a year ago, a couple of years ago, and I've been doing just sort of on and off with him, just running, and he did an ultra marathon. Or at least attempted one, in March of this year, and last year as well. But he hasn't managed to do it yet, but it kind of inspired me a bit, and I was thinking about it... But I was also, I remember saying to him that I'd never do anything more than a half again, and um, but yeah this whole Race to the Stones thing came about because my other half runs a blood biomarker tracking service... Yeah it's really, out there. And he and his business partner thought it would be a good idea, because they were sort of a fitness company, er, to enter something crazy, and get their names on the map as it were... So he asked me if that was something that I fancied. So he asked me outright one day, do you want to do a 100km run, and, just for, you know, this challenge, and I said yes."

The behaviour of friends and family can have a large influence upon a person's decision to run an ultramarathon. Some people decide to complete an ultramarathon because they are asked to do so by another person.

Please note that the numbers '150-172' correspond to the lines of text in the original interview transcript document.

23 interviews were transcribed in this way (the pilot interview has been included in the sample), and 23 separate notes documents were created. This presented the researcher with a challenge – how to effectively sort through and present the insights in a way that preserves the essence of IPA (recognising that each person exists in their own subjective reality and that each experience is likely to be unique), whilst also allowing for comparing and contrasting of the experiences of different individuals.

4.2.5 Generation of themes (sections) and explanation

A summary of the themes generated from the interviews, used to organize the notes sections

As identified earlier, insights from each of the transcripts were broadly sorted into one of 7 themes (excluding demographics), that are listed in figure 4-2.

These themes were broadly in line with the interview question sections, which were refined over the course of the pilot interview. It should be noted that in each interview, not every single question was answered (if it had been covered before). Rather, the interviewer sought to ensure that the summary question for each section had been adequately addressed. These summary questions were included at the end of each section of questions in the interview script.

4.2.6 Notes compilation and summary

After analysing each interview individually, the researcher sought to identify convergences and divergences between participants across the entire sample.

The secondary notes were inputted into NVivo, which allowed him to group together the section specific data across the interviews and then go through the sections as a whole (i.e. all of the data from questions for section 1 across the interviews, rather than section 1 of interview 1, section 1 of interview 2 etc.).

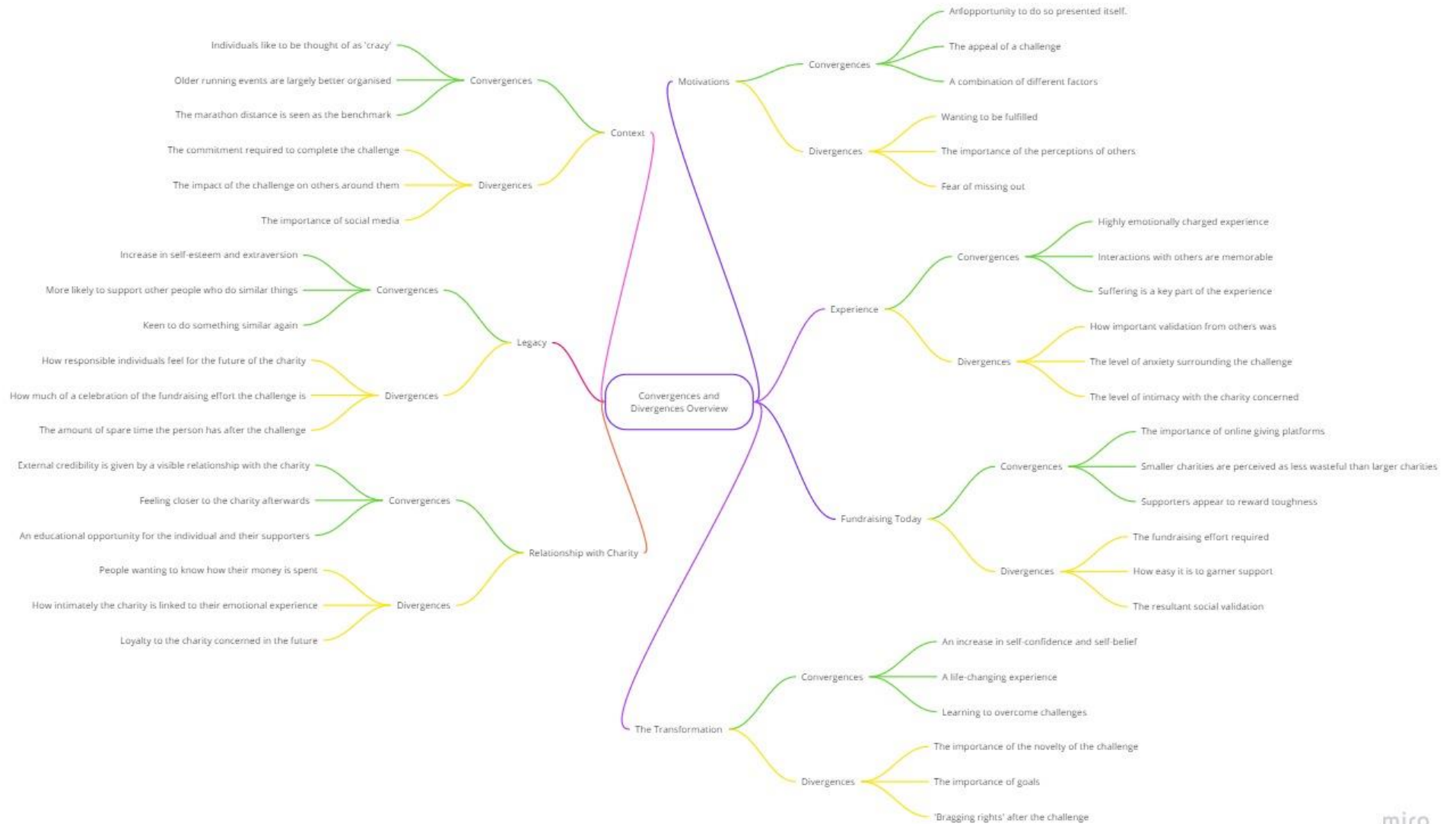
These notes were then used to generate themes that are listed in the section specific spreadsheets in tables 21-27 (inclusive). The numbers next to each theme correspond to which interviews that theme is present in. This allows the researcher (and any reader) to transparently create superordinate themes, and analyse how the data converges (crops up in more than one interview) and

diverges across the interview population. Themes that occur more than once across multiple interviews have been highlighted in green, whereas themes that are only present in a single interview have been highlighted in yellow. For the purpose of this section, it should be noted that the 'themes' listed below are in fact summaries of the original themes that have been generated from the notes. This summarising was completed in order to make viewing the data easier for the general reader. This undoubtedly has limitations, but is a compromise that had to be struck in order to make an overview of the data itself digestible for a reader that might not have limitless time or the inclination to interrogate the original data. Listed below is an extract of the summarised themes from section 1 of the interview question answers. The insights highlighted in green occur across more than one interview, whereas the insights highlighted in yellow are only present in single interviews. In this project, 'convergences' in data refers to an insight that occurs more than once. It is important to note that there is wide variation within the 'convergences' of how much an insight is shared across interviews. For example, the first insight (that people were motivated to take part in their challenge because of a perceived 'opportunity') is shared across 10 different interviews, whereas many other insights are only shared across two interviews. It is also worth remembering that whilst a frequency of 10 might seem high, that is still less than half of the overall total of 23 interviews (including the pilot interview). This process of examining data convergences and divergences must clearly be used as a helpful guide examining insight frequency, rather than any sort of examination into qualitative significance.

Whilst only section 1 of 7 is shown in section 4-3, the full summarised data (including divergences) for each of the remaining sections is available upon request.

Figure 4-3 Convergences and divergences overview

Figure 4-3 overleaf provides a diagrammatic summary overview of the convergences and divergences in the in the data. The 7 nodes correspond to the 7 different sections of questions. The top 3 most frequently occurring convergences are listed on this diagram, along with 3 areas in which the data diverges across the participant group. The tables in section 4.3 list more comprehensively a summary of the notes data that has greater detail.



4.3 A summary of themes and superordinate themes from the interviews

Table 4-8 Summary of themes from section 1 (motivations):

| From Interview Numbers: | Frequency: | Section 1 (of 7). Motivations: | Several word summary: |
|-------------------------------------|------------|---|---|
| 10, 13, 16, 17, 18, 19, 22, 3, 8, P | 10 | A 'push' from someone close to them or circumstances aligning to create a perceived opportunity | An opportunity |
| 11,13, 16, 18, 21, 7, 9 | 8 | A combination of factors (no single factor stood out above others) | A combination of factors |
| 11, 15, 17, 18, 20, 21, 5, P | 8 | The opportunity to overcome a difficult challenge - to do something hard | A challenge |
| 1, 13, 16, 18, 2, 20, 6 | 7 | Disaffection with life and to give themselves a positive focus | Disaffection with current situation |
| 17, 2, 20, 5, 7, 9, P | 7 | Fundraising is secondary to personal reasons for completing the challenge | Self-confessed 'selfish' reasons |
| 1,11, 15, 17, 2, 6 | 6 | The opportunity for personal growth | Personal Growth |
| 10, 12, 15, 19, 2 | 5 | The perceived pressure to complete the challenge so as not to let others down | Other people are a major motivation |
| 11, 15, 19, 2, 21 | 5 | To prove doubters wrong | To prove others wrong |
| 13, 16, 17, 21, 5 | 5 | To overcome a painful or difficult experience/help forget/move on | To help forget something/overcome something |
| 13, 14, 16, 19, 6 | 5 | To take control of issues or circumstances in their life that they don't like | Taking control of circumstances |
| 11, 12, 16, 6 | 4 | It is important that the individual feels like it is their choice and not the result of outside influence | Personal choice coming from within |
| 13, 15, 20, 22 | 4 | Because marathons are perceived as easier and more achievable these days | An achievable goal |
| 5, 6, 8, 9 | 4 | To complete a bucket list activity | A 'bucket list' activity |
| 1, 16, 18 | 3 | Something new, exciting and unknown | Something new and exciting |
| 1, 12, 15 | 3 | A personal acid test | To test themselves |
| 12, 18, 19 | 3 | To stay in shape and improve health and fitness | Health and fitness |
| 14, 16, 18 | 3 | A distraction from stressful or unpleasant circumstances over which they have limited control | A distraction |
| 15, 16, P | 3 | To impress and not 'let down' others | To impress others |
| 16, 17, 2 | 3 | Validation from others pushes them forward and further | Validation keeps them going |
| 19, 21, 6 | 3 | To overcome a disease or condition and feel like they are in control of it | To take control of something negative |
| 21, 6, 7 | 3 | Defying convention related to old age | Defying convention |

Table 4-8 Summary of themes from section 1 (motivations) (cont'd)

| From Interview Numbers: | Frequency: | Section 1 (of 7). Motivations: | Several word summary: |
|-------------------------|------------|---|--|
| 13, 18 | 2 | To 'pay back' a charity for the help that they (or a loved one) have received. | Paying back help received |
| 17, 19 | 2 | Those who feel slow over shorter distances can still 'beat' others by going further than them | To 'beat' others |
| 2, 4 | 2 | Targets represent false performance ceilings | To beat a target(s) |
| 2, 20 | 2 | People feel that if they are fundraising, they must complete something physically hard for their supporters | To do something hard |
| 2, 21 | 2 | An awareness of mortality spurs them to complete something they have been meaning to do for many years | Mortality awareness prompts them to take a plunge |
| 3, 9 | 2 | To raise money for charity. This charity element then fuels their motivation to do more. | To fundraise |
| 4, P | 2 | Fear of public failure is a major motivational driver. | Fear of failure is a motivation |
| 6, 8 | 2 | Support from key individuals has a disproportionate impact | Support from particular people has a disproportionate impact |
| 15 | 1 | To be the 'most crazy' or most 'far out' person in their friend groups | |
| 17 | 1 | Inspired by social media posts and media coverage of similar challenges | |
| 17 | 1 | Messages from others motivates them to push further and cheers them onwards | |
| 18 | 1 | Positive reinforcement from other challenges has propelled them to this point | |
| 18 | 1 | Gamification of fitness through apps and social media encourages them to compete with others - social currency of these challenges. | |
| 2 | 1 | To raise awareness of a disease, and perhaps indirectly elicit sympathy from others | |
| 2 | 1 | To help an individual transition between two different chapters in life | |
| 2 | 1 | The opportunity for time and space to reflect, and also general fulfilment | |

Table 4-8 Summary of themes from section 1 (motivations) (cont'd)

| From Interview Numbers: | Frequency: | Section 1 (of 7). Motivations: | |
|-------------------------|------------|---|----------------------------|
| 20 | 1 | To be a positive role model for children and others | |
| 20 | 1 | In order to both honour and keep the memory of someone alive | |
| 21 | 1 | The influence and motivation gained from other runners can be significant and profound | |
| 3 | 1 | Repeated asks from others | |
| 4 | 1 | Beating targets represents a huge psychological boost | |
| 4 | 1 | FOMO related to others within the individual's social circles | |
| 4 | 1 | Not letting others (supporters and the charity itself) down | |
| 4 | 1 | Comments made through social media are hugely motivational | |
| 4 | 1 | The social validation and approval received from others | |
| 4 | 1 | Support from people unknown appears to be more sincere | |
| 4 | 1 | The public nature of the event itself - performance in front of others | |
| 5 | 1 | Key elements are held up by individuals as carrots for finishing, including artefacts like medals and finisher pictures | |
| 5 | 1 | Some individuals are only keen to complete a challenge that is instantly recognisable as hard to others | |
| 6 | 1 | To feel closer to someone else through mutual suffering | |
| 6 | 1 | In order to take part in an activity that in some part is enjoyable to them | |
| 9 | 1 | In order to be a 'marathon runner' and live up to a positive stereotype. | |
| 9 | 1 | Some people want to only fundraise if they do something that is suitably 'worthy' in their eyes | Substantiated Convergences |
| P | 1 | Inter-sibling rivalry/competitiveness | Possible Divergences |

Subordinate themes from section 1 (from table 4-8 above):

- 1. Individuals who decide to complete events perceive them as opportunities** - There was a distinct convergence in that participants perceived that the CSE opportunity presented itself at the right time for them. For example, Participant 10 articulated this by expressing that “I’ve always wanted to do a marathon at some point and I wanted to do it for a charity. Um, I’ve never really known when to do it, and it came up on our work intranet page, and I thought, ‘why not!’” Participant 2 explained that they wanted to enhance the usefulness of completing an event by raising money at the same time “I turned 50 last year and I had a number of challenges given to me... I thought if I’m gonna do it, I may as well make it useful and get some money from it.” Participant 7 wanted to make the most of what she thought was a rare opportunity to take part in a marathon through a ballot place “I think because I got the ballot place and they really are like hens teeth, I thought, I need to do it because it’s so difficult getting a place through the ballot.” Those who were interviewed appear to feel like they were making the most of an opportunity to do something.
- 2. Reasons for taking part are diverse and highly personal** - A combination of different personal factors, some of which are selfish, and some of which are philanthropic, are often closely intertwined and difficult to separate. These motivations and triggers varied hugely between participants. For example, participant 14 explained “So, a few reasons. I’m a GP but used to work at CAHMS, so I see adolescents in my practice with mental health problems. So, I was aware of the lack of

mental health funding, and unfortunately my daughter has very severe depression.” Participant 6 wanted to complete a difficult challenge for her husband, who was suffering from a degenerative disease “I did this, firstly for my husband, and, in order to raise money for the PSPA, and so my husband is my number one.” On the other hand, participant 1 explained that family rivalry was a motivating factor “My brother always wanted to do the London marathon and I said I wanna do it before him! And that was one of the main reasons why I put myself into it.”

3. **Completing a challenge is part of the appeal** - The event appears to be a chance to test themselves, and grow personally, by completing or overcoming a challenge. Participant 15 was keen to defy age-related stereotypes “You know I’m sixty one. People tell me that I shouldn’t. Because they tell me I shouldn’t, I’m more likely to!” Participant 8 saw the chance to complete a tough challenge as a huge personal goal “It was always something that I felt was, um, was a bit of an Everest for me, but was an achievable Everest.” Clearly, completing these challenges can have great personal significance for those that take part.

4. **Events present people with a chance to take positive control** - Disaffection with a current situation and the opportunity to take control of life, and viewing a challenge as a chance to steer it in a particular direction appears to be a theme among participants. Participant 20 talked about their current circumstances and the positive force that their physical challenge was “I was going through a difficult time. I thought, if I can get through this race, then I can do absolutely anything!” Participant 13 explained that completing tough challenges was a way of fighting back

against a disorder “Especially in my circumstance, with my physical medical disorder. There is a very real risk that if I don’t do exercise on a regular basis that it will progress and I’ll need a wheelchair. I do things like this to remind me that, whilst I may not be physically able, in day to day things, that doesn’t stop me from doing things that a normal person couldn’t do.” Participant 21 also had personal reasons for completing a challenge and fighting back against a seemingly oppressive set of circumstances “I wanted a very definite positive challenge that was a positive thing to do that would take me out of my comfort zone. To prove that I can beat cancer.”

Over the following pages is listed a summary of the convergences in data for each of the remaining 7 sections. Please note that the insight described is a brief summary of the full insight, this gives readers an idea of which particular insights were shared across multiple interviews, and occurred more than once. Possible divergences have been excluded from this summary (for the sake of the reader’s time), but may be of interest to those who might be interested in how participants differ from one another. Direct quotes from the interviews can be found in both the discussion and appendix D, and full interview transcripts are available upon request.

Table 4-9 Summary of themes from section 2 (experience)

| Frequency: | Several word summary: |
|-------------------|--|
| 12 | The experience is highly emotionally charged |
| 12 | Interactions with others are remembered |
| 11 | Suffering is an important part of the experience |
| 9 | The weather is major feature of the experience |
| 8 | The crowd and atmosphere is an important feature of the experience |
| 7 | Suffering in solidarity with others is particularly memorable |
| 7 | The experience is a chance for the individual to reflect |
| 6 | A unique community is created among participants, bonded by shared experience |
| 5 | The experience prompts feelings of gratefulness in the participant |
| 4 | The experience makes people feel more empathetic towards others |
| 4 | Participants chunk the training and challenge in order to get through it |
| 3 | Individuals are motivated by seeing others suffer |
| 3 | The experience makes people stronger |
| 3 | Learning to delay gratification if a key part of the experience |
| 3 | Positive memories tend to stick, whilst negative ones fade |
| 3 | The process of fundraising can be stressful |
| 3 | The experience reminds people of the support they have around them |
| 3 | Visible suffering is important to the participant's followers |
| 2 | The community involved is open and supportive |
| 2 | The stress of fundraising is a key feature of the experience |
| 2 | A camaraderie exists among those that are involved with both the event and fundraising |
| 2 | The experience teaches people how to motivate themselves |
| 2 | Validation of training by the event being hard is gratifying |
| 2 | Helping others makes people feel better |
| 2 | Meaningful words from others have a major impact |
| 2 | Wearing a named garment allows personalised encouragement from others |
| 2 | War wounds from the event and training are worn with pride |

Subordinate themes from section 2 (from Table 4-9):

- 1. Emotional diversity and spending effort form a key part of the experience and make people feel alive** - The experience of physical activity fundraising can be highly emotionally charged, with suffering forming an important part of it. Participant 8 explained that the long nature of the event gave them time to think “Because it is such a distance, you do feel more than once about giving up. You have a lot of time to think about things. And I got very emotional towards the end.” Participant 1 wanted to do a challenge that would require effort and was difficult for them “In a way if it wasn’t difficult, everyone would do it.” There was also evidence to suggest that people felt they needed to do something effortful in order to feel accomplished afterwards “I think if I had smashed it, and felt fine afterwards, then maybe the feeling of accomplishment wouldn’t have been as high, because you know you aren’t pushing yourself as much.” Participant 13 explained that suffering was important to her, on reflection “You’ve broken through a boundary that you didn’t know you had. I think suffering is actually really important. For knowing that, for kind of respecting what you’ve done.”
- 2. Interactions with others with whom a bond is shared can make the experience memorable** - Interactions with other people are remembered, and suffering with others in particular is highly memorable. Participant 20 talked about a memorable conversation that he had with another participant “I was doing my own thing, and a young lad came and ran with me. And he said, do you mind if we have a bit of a chat... And there’s that element to it. To engage with somebody else.” Participant 5

also mentioned the connection that sharing a tough experience had given him and other participants “It’s given the three of us a bond.” For participant 13, “the most vivid memories are conversations with people”. This is something participant 22 alluded to as well “Loads of the pitstops I remember. I remember where I met people.”

3. Longer events provide space for reflection building connections with

likeminded people - The experience is a chance to have time and space to reflect upon life, and to think and talk to others who are part of a similar community. Participant 13 reflected “The fact you’re not alone makes you feel like you’re part of a community. And you can have a great heart to heart with one another. It’s nice to have support and there is the empathy aspect of it. Being able to share with the people around you.”

Participant 10 talked about the conversations they had during the event “you just chat to people the whole way round. A lot of the time if you start walking, people come up to you and say, you know, come on now, run with me, and you sort of rally together.” There also appears to be a dimension to longer events that means people open up to one another more, as illustrated by participant 20 “So I was off doing my thing. And a young lad came and paced me. For a while. And he said, do you mind if we have a bit of a chat, I’m finding it really hard. And he said, if I can just talk to you, it’ll just help keep me moving.”

4. Tough events are humbling and help people to understand suffering

better - Having a tough fundraising experience makes people more empathetic and understanding towards others. Participant 6 talked of an interaction that they had which humbled them “There was one woman

with very rare ovarian cancer. And she was terminally ill but fit enough to run. And sharing experiences with her, this very brave woman, who was hopefully going to do a whole lot more, it's going to sound sappy, but you feel your connection with humanity." Participant 19 alluded to witnessing challenging moments "seeing people, you know, grown adults, in severe distress. You know, crying. That's not something you normally see in most day to day environments"

Table 4-10 Summary of themes from section 3 (fundraising today)

| Frequency: | Several word summary: |
|-------------------|---|
| 10 | Online giving platforms are central elements of modern giving |
| 8 | Smaller charities are perceived as less wasteful than larger charities |
| 8 | Supporters appear to reward toughness |
| 7 | Targets contribute towards anxiety |
| 6 | Mobile online technology results in closeness between fundraiser and supporter |
| 5 | Expected reciprocity from those that have previously been supported |
| 5 | The public fundraising element makes it harder to 'quit' a challenge |
| 5 | Social media provides evidence of effort for followers/supporters |
| 5 | It helps for the fundraising story to have an emotional component to it |
| 4 | The confidence of the 'asker' is important |
| 4 | The challenge must be a real challenge for the person concerned in order to garner maximum support |
| 4 | People want others to see the effort that they have put into a challenge |
| 4 | Diversity of ask channels within a campaign is key |
| 3 | Tailoring communications and channels to generations concerned increases the efficacy of the campaign |
| 3 | Effort is exchanged for financial support |
| 3 | Smaller charities are forgiven more easily for lapses in support than larger charities |
| 3 | Social media is a key part of an individual's modern identity |
| 3 | Close friends and family are often supported regardless of the details of the fundraising attempt |
| 3 | Fundraising must be continually testing and 'harder than last time' in order for the same people to keep reaching into their pockets to support |
| 3 | Targets help people focus their fundraising efforts |
| 3 | Shock and awe from supporters is gratifying for those doing challenges |
| 3 | Validation from others online makes people feel good about themselves and sparks conversation |
| 3 | Fundraising efforts are conversation catalysts |
| 3 | Human stories help bring the charity alive for followers |
| 3 | Most people coordinate fundraising campaigns through a computer or smart device |
| 3 | Sharing the grim parts of training and the challenge helps garner support |
| 2 | Marathons have less impact (in terms of shock-value) now compared to 20 years ago |
| 2 | Social media post timing is important (in terms of cutting through 'noise' from other people doing similar things) |
| 2 | Novelty (to the audience) is a key element of fundraising campaigns |
| 2 | Missing targets is disheartening |

Table 4-10 Summary of themes from section 3 (fundraising today) (cont'd)

| Frequency: | Several word summary: |
|------------|--|
| 2 | Many people are bombarded by fundraising requests from all over their network |
| 2 | Going through a fundraising experience makes people more likely to support other fundraising efforts |
| 2 | More discomfort results in more personal growth (up to a point) |
| 2 | Slactivism on social media continues to be an issue |
| 2 | People recognise that physical challenges are all relative, and support accordingly |
| 2 | People like to feel in control of the choice to support a charity |
| 2 | Support from others validates an individual's decision to fundraise |
| 2 | Those who fundraise themselves are more empathetic to others who do the same |
| 2 | Sometimes fundraising 'gives people permission' to talk about difficult things |
| 2 | Importance of regular posting to keep the campaign in people's minds |
| 2 | A degree of validation from others is expected |
| 2 | The self-esteem of many people is largely based upon validation from others |
| 2 | Individuals can now remain online during a challenge attempt or training |
| 2 | Different demographics appear to respond to different support options |
| 2 | People conduct extensive research online before committing to a particular challenge |
| 2 | Photographs taken and artefacts collected appear to be a key part of the experience |
| 2 | People see pros and cons to fundraising during a challenge attempt |
| 2 | Spreading awareness as an objective means validation is essential to meeting the objectives |
| 2 | Fundraising gives people more reasons to keep going and not fail |
| 2 | Community fundraising provides people with opportunities to be creative and have fun |
| 2 | Not all support must be financial, and sometimes this is more freely given |
| 2 | Online giving platforms give access to decentralised networks of prospective supporters |
| 2 | Very few campaigns are simply ego trips |

Subordinate themes from section 3 (from the table 4-10):

1. **Technology is transforming fundraising events** - Social media puts fundraisers under the spotlight, and provides supporters with intimate insights into the journey and evidence of effort. Participant 17 discussed the role of live video in her fundraising activities during the event itself "The Facebook live video, people were asking me how my knee was.

Because I'd already mentioned it in a previous video." Participant 4 was aware of how effective social media can be at reaching larger audiences "We did a lot of social. And you can imagine, with all our friends, it's quite a large audience." For participant 10, social media appeared to underpin their fundraising efforts "(social media) played a really big role. I feel like that was mainly how I promoted my fundraising page and encouraged people to sponsor me."

2. **Individuals feel pressure from support** - People who fundraise and complete tough challenges feel like they are less able to stop, and that supporters are rewarding their toughness. Participant 14 felt that in order to justify asking supporters repeatedly for money, they would have to keep doing harder challenges "I think I would have to keep upping my game if I want to keep raising money." Participant 8 also talked of the perceived pressure that comes from fundraising publicly "People did support me, and that's what makes the whole thing a bit more bearable, but also a bit more nerve-wracking. Because that everyone knows you're running."
3. **Emotional content is provocative and engaging** - Fundraising stories with an emotional element to them are more successful to supporters. This was illustrated by participant 17 "A close friend of mine said they cried after they saw the first video... There were lots of kind people messaging me, keeping time of the time to see whether I had finished before it got dark or not." And for participant 5, their supporters were keen to hear how an injury was affecting their progress "the second facebook live people were asking me like, how was your knee?" This also

appears to work both ways, as participant 13 explained “It’s nice to have support. It’s that empathy aspect to it. Being able to share with people around you is lovely.”

4. **People expect others to return the favour** – Those who support fundraising attempts expect their community to do the same when the ask is reversed. Participant 18 explained “So whilst they’re doing a challenge, I give them the type of support I would want to receive myself. And whilst they’re completing it I make sure I say well done online as well, because I understand how important that is. I want people to look at me and what I did and do the same.” Participant 4 also talked about feeling obliged to support people who had supported them “If someone at work is doing a charity or raffle, because people were generous to me, I feel now I’ve gotta respect what they did and give them appropriate recompense like they did for me.” Participant 1 expressed a similar sentiment “It’s very much a to and fro, you know, I will support friends who support me, and likewise they’ll do the same.”

Table 4-11 Summary of themes from section 4 (the transformation)

| Frequency: | Several word summary: |
|-------------------|---|
| 14 | An increase in self belief and confidence |
| 9 | A 'life-changing' experience |
| 8 | Learning to overcome difficulty |
| 7 | Deep satisfaction |
| 7 | A boost in self-esteem |
| 7 | Taking control constructively |
| 7 | A greater test equals greater growth |
| 6 | Moving outside one's comfort zone is daunting but rewarding |
| 6 | The experience reminds them of their support networks |
| 5 | A renewed social interest and new friends made |
| 5 | Membership of an 'elite' group |
| 4 | Fundraising and challenges disrupt normal life |
| 4 | Learning to delay gratification |
| 4 | Learning to deal with adversity |
| 4 | An increase in social kudos and interest from others |
| 4 | Validation is received from aspirational groups |
| 4 | Helps to build mental toughness |
| 4 | A bond is created with others through shared experience |
| 4 | There are numerous welcome positive side effects |
| 3 | Completing a life goal |
| 3 | Suffering and pain is evidence that the challenge was hard |
| 3 | Learning to deal with adversity constructively |
| 3 | The experience provided time and space for reflection |
| 3 | Suffering validates the toughness of the challenge |
| 3 | Exposure to new groups and an increase in sociability |
| 3 | Gaining feelings of self worth |
| 3 | Searching for meaning and meaning-making in life |
| 3 | Increase in transferable skills and self-confidence |
| 3 | A therapeutic experience |
| 3 | Meaning is gained through completing demanding tasks |
| 3 | Taking control of something negative |
| 3 | Validation helps individuals decide if their behaviour is of perceived value to others or not |

Table 4-11 Summary of themes from section 4 (the transformation) (cont'd)

| Frequency: | Several word summary: |
|------------|--|
| 3 | Public commitment and accountability |
| 3 | Creating positive memories |
| 2 | Exposure to other people's pain |
| 2 | Social context determines feelings of self |
| 2 | A re-framing of reference points |
| 2 | Anxiety and discomfort is reduced through training and preparation |
| 2 | Lasting satisfaction generated through helping others |
| 2 | The start of a new positive chapter of life |
| 2 | Completion of tough challenges makes individuals feel special |
| 2 | Commitment to a not fully known goal |
| 2 | Increase in significance of relationship with charity |
| 2 | A life-changing experience |
| 2 | Feeling more connected to the charity concerned |
| 2 | Risk vs reward vs toughness |
| 2 | Proving others wrong and making a statement |
| 2 | Being able to relate to others better |
| 2 | New mental and physical frontiers |
| 2 | Permission to talk |
| 2 | Completion is highly memorable and emotional |
| 2 | Negative emotions are eclipsed by positive ones |
| 2 | Positive social reinforcement |

Subordinate themes from section 4 (from Table 4-11):

1. Events enable improvements in self-confidence and self-esteem –

Events can be life-changing positive experience that help improve self-confidence and self-belief. For participant 1, the experience was profound “I would say it was definitely life affirming and life-changing. It just makes you, like I’ve said before, if you put your mind to it, you can achieve anything.” Participant 12 also explained the impact that completing their

challenge had on them “It has given me a bit of confidence that, if I put my mind to something, I can go and do it.” For participant 1, their confidence was clearly affected “It does give you that feel-good factor. It gives you that confidence boost that you can achieve things.”

2. Learning to overcome challenges and create support networks -

Tough fundraising events help teach people to overcome obstacles and challenges with the support of wider communities. An example of this is Participant 14: “When I started, I was probably quite low, and I think I had struggled a bit. Because of the physical activity, and now the fact I go out and run with friends the whole time, it’s given me a focus away from work. It gives me something to focus on other than my daughter actually. Which is good. And really positive.” Participant 9 talked about opening-up to others about personal challenges, and being able to realise and build a support network “it helped with realising it’s ok to talk about things. Because I tried to explain what I was doing it for. And it helped that hugely. It was amazing to see other people come out and be like, I’m going through the same thing.” Participant 19 explained that it helped them to realise that they were more capable than they might have thought beforehand “I think it’s made me think that I’m capable of much more than I thought I was.”

3. Taking control and growing through moving outside one’s comfort zone

– Tough fundraising events allow people to move outside their comfort zone and take control of improving themselves through training. Participant 13 talked about personal growth as a result of their challenge “I now know I can set myself a challenge, and it’s still within my reach,

and I can do that. So, you do grow as a person.” Participant 21 explained “for me, that means I had a rocket that has been fuelling me away from cancer, and a rocket that’s been fuelling me towards my future. So one’s away and one’s... there’s a push and a pull.” For this participant it would appear that completing their challenge was a way of managing and taking control of a medical diagnosis and challenge (and identity to a certain extent). Participant 13 echoed this sentiment and said “You feel like, you want to help but there is nothing you can do. Your hands are tied. And that doesn’t sit well with me. But if I fundraise for the charity. I feel like I’m doing something. I’m putting those efforts into something.”

4. Fundraising events shine a spotlight on support networks, and get

people talking – A renewed social interest from friends and families improves dialogue and sparks conversations within communities.

Participant 1 explained that their activities helped them to promote their charity “One of the good things about it is that it allows you to spread awareness of the charity. It’s not always a thing in a wider group of friends that you would necessarily discuss. I think it helps because it is sewn into conversation.” Participant 17 talked of how their experience sparked conversations among friend networks “It does sort of open up conversations about, oh how was it? And they’re intrigued as to how it went.” Participant 16 talked of how doing the event had inspired her to get others to try similar things “It made me want to try to convince other people to do it. Because I had that, if I can do it, so can you.”

Table 4-12 Summary of themes from section 5 (context)

| Frequency: | Several word summary: |
|-------------------|---|
| 7 | Individuals like to be thought of as crazy in this context by other people (brave/bold) |
| 5 | Older running events appear to be better organised than newer events |
| 4 | The iconic marathon distance is regarded as 'the' benchmark in the running world |
| 4 | Normalisation of distance running gradually happens throughout the fundraising journey |
| 4 | Fundraising reminds people of their support networks |
| 4 | Effective training makes the event itself more enjoyable |
| 4 | The experience has a significant impact upon those around them (social disruption) |
| 3 | People are largely understanding that all challenges are relative |
| 3 | There is more generally an increase in the popularity of running events (normalisation) |
| 3 | Social validation is hugely powerful |
| 3 | Importance of the community |
| 3 | There is significant pressure to project a positive persona to others and followers |
| 3 | The influence of family and friends is substantial |
| 3 | The need to prove oneself |
| 3 | Feeling unique and valued within friend groups |
| 3 | The importance of self-motivation |
| 3 | Significant effort and disruption related to fundraising and training |
| 2 | Comfortable being an outlier |
| 2 | Social focus and talking point |
| 2 | Gauging social context is an important part of fundraising |
| 2 | The significance of validation from key people |
| 2 | Bucket list challenge/achievement |
| 2 | Encouragement of extraversion |
| 2 | Discipline, target setting, and a display of strength |
| 2 | Structure and support for first timers |
| 2 | Setting an example to others |
| 2 | Seeking personal growth |
| 2 | Training is a major part of the journey |
| 2 | Learning to be flexible and adapting to the challenge |
| 2 | The importance of the challenge being hard |
| 2 | The importance of perceived ownership of the challenge |
| 2 | Low barriers to access for running |

Table 4-12 Summary of themes from section 5 (context) (cont'd)

| Frequency: | Several word summary: |
|------------|---|
| 2 | A journey into the unknown |
| 2 | The marathon benchmark is key |
| 2 | Supportive community |
| 2 | Significant investment of time and effort |
| 2 | Connections forged and strengthened through interaction |
| 2 | The impact of messages of support |
| 2 | Reassurance from friends and family is significant |
| 2 | Training as an escape from everyday stresses |
| 2 | The benefits of training and fundraising with others |
| 2 | Fundraising at a 'crossroads' in someone's life |

Subordinate themes from section 5 (from Table 4-12):

1. **Making a statement** - Completing tough fundraising challenge attempts can be a bold statement. For participant 19, this was related to the workplace“ I was very proud. I work in IT and there’s quite a lot of, you know, male ego involved. And a lot of people who I regard as fit and adventurous say well done and good luck and were surprised that we got to the end.” For other participants, their attempts were about ‘beating’ a diagnosis or not letting an illness define them – Participant 13 said “I think having the diagnosis I’ve got means that, you kind of... People get an impression that you’re weak. And a bit sickly. And that’s kind of an impression that doesn’t leave people. But then you do something like this, and people go, oh huh! I can’t do that. She’d obviously not as weak as I thought she was. It gives you back that validation that you need in your friendship groups.”

2. **Close friends and family are impacted by the challenge** – The training and completion of a challenge has implications for others who are close to the person completing a CSE. Participant 1 explained the impact that it had upon those close to them “Close family probably got the brunt of it. It’s not just the physical pain, it’s tired. You know either the stress of fundraising, or, knowing that you need to be out there 7 days a week regardless of the weather, or, on a Sunday, knowing that you won’t be able to do what you want, because you’ve got a twenty mile run to do. And they’ll just have to acknowledge that.” For many of their participants, their friends and family also played a significant supporting role, such as for participant 17 “ my husband was gonna be at the start/finish, my sister was gonna be at halfway, and my mum was gonna kind of show up ad-lib.” It is clear that for many people, training for a tough event dominates their lives, as participant 4 explained “how can I put it, all the training, all this fundraising, in the zone – you can’t get away from it. You can’t talk about anything else.”
3. **The normalization of distance running** – As individuals get used to running further and further, the perceived challenge and novelty appears to decrease. Participant 5 talked about how they felt a pressure to run further and further if they were to keep raising money through challenges “The thing is, you don’t want to do too many things the same, because people get bored of supporting things that are the same.” Participant 14 mentioned something similar “I think I would have to keep upping my game if I want to keep raising money.” Participant 13 discussed how competitive they were in their networks “I like to, err, have the biggest

challenge. And I'm quite competitive about that. If I'm truthful, it does matter that my challenge was the biggest, in my eyes." Indeed participant 20 reflected about the community she found herself a part of "I guess if you spend enough time immersed in this, in that realm, then a lot of things become quite normalised. With the distances."

4. **The power of social validation** – Individuals like to be thought of as daring outliers, and 'crazy' by others. Participant 9 appeared to welcome the badge "Quite a few people just thought I was crazy. I just got a lot of support from them. So it made me feel quite surprised. It made me feel quite like happy to have all of that support." Participant 2 also received a very positive response from their networks "Everyone was really encouraging, and they shared it with other people. Generally people went wow, that's an amazing achievement, I don't know how you did it."

Table 4-13 Summary of themes from section 6 (legacy)

| Frequency: | Several word summary: |
|-------------------|--|
| 10 | Increased self-esteem and extraversion |
| 10 | More likely to support others |
| 7 | Desire to do something similar again |
| 6 | Euphoria and pride growing, and the pain fading |
| 6 | Satisfaction |
| 6 | The impact of validation is significant |
| 6 | Social interest and attention from others |
| 5 | Acute and vivid memories include interactions with others |
| 5 | Positive memories last longer than negative memories (largely) |
| 5 | Gaining membership to an 'elite' group |
| 4 | The greater the discomfort, the more significant the reward is perceived |
| 4 | A void is left afterwards |
| 4 | Life changing experience |
| 4 | Increase in self-respect and self-belief |
| 4 | Feeling 'special' afterwards |
| 4 | Evidence of suffering is important for supporters |
| 4 | Growth in self confidence |
| 4 | Validation from others is significant |
| 4 | The importance of photographs, artefacts, and evidence |
| 3 | Membership within an exclusive community |
| 3 | Relief |
| 3 | Importance of physical and digital reminders |
| 3 | The positive power of reminiscing |
| 3 | Some are 'one and done' (never want to repeat) |
| 3 | The duality of completion and the warm glow |
| 3 | Reported positive changes to self |
| 3 | Pressure that comes with a new persona (to be 'sporty' or outgoing) |
| 3 | Enduring positive memories |
| 2 | A renewed awareness of their support network |
| 2 | A void/low afterwards (post challenge 'blues') |
| 2 | Keeping the memory of a loved one alive |
| 2 | An increase in sympathy for other fundraisers |

Table 4-13 Summary of themes from section 6 (legacy) (cont'd)

| Frequency: | Several word summary: |
|------------|--|
| 2 | Personal growth |
| 2 | Setting a positive example to others and influencing others' behaviour |
| 2 | Overcoming doubt(s) |
| 2 | Learning to manage pain and discomfort |
| 2 | People remember those that help them |
| 2 | Feeling stronger |
| 2 | Transferable positive changes to other areas of life |
| 2 | Satisfying pain |
| 2 | A shift in mind-set |
| 2 | The start of a longer journey |
| 2 | Positive validation reinforces behaviour |
| 2 | An opportunity for growth |
| 2 | The significance of the medal (and/or finisher pictures) |
| 2 | Bragging rights and social kudos achieved |
| 2 | Pride coming from soreness |
| 2 | Becoming a member of an aspirational group |

Subordinate themes from section 6 (from Table 4-13):

1. **Individuals who complete CSEs appear to experience increases in self-esteem and extraversion** – Completing a tough challenge and raising money for charity is gratifying and satisfying and an achievement that people are proud of. Participant 4 explained that the resultant confidence they gained had positive repercussions in other areas of their life “Yeah it gave me confidence. Three to four months after the marathon I had a promotion. And I hadn’t had a promotion at work for what, six or eight years?” Participant 2 also talked about how it gave them confidence to deal with uncertain situations “It’s given me so much confidence that I can go back and do these things, and I wouldn’t have had that before. I go

out into places where I have no idea where I am, which I would never have done before.” Participant 9 explained that it had motivated them to explore other challenges “It’s definitely made me want to do more. To set myself more challenges.”

2. **Enduring positive memories often have a human element to them** – Euphoria and pride grow, and the pain and discomfort fades. Acute and vivid memories often include interactions with others. Participant 1 focused in on specific interactions with family members “I remember exactly where I met my mum and my partner. And exactly what they said. That’s a very vivid memory. When you interact with someone or something significant happens then that becomes memories.” Participant 10 remembered some humorous interactions with other participants “I ran with this guy who had all these speakers around him. And you could request a song and he would play a song to you. And I ran with this guy who was running in ski boots! Which made me feel terrible about myself – running at the same pace (laughter)! Participant 12 reflected about their most memorable times from their experience “The most vivid memories are, conversations with people.”
3. **Gaining membership to new elite groups** – Completing a tough challenge often results in individuals feeling like they are certified runners or ultrarunners. Participant 22 talked about gaining membership to a new community, with a shared background “Yeah it did make me feel special. You feel like you’re one of, you know a few, I say a few, there are like two thousand people in total, but only one thousand of those do the 100km straight through. But it still felt like a bit of a club, you know. It

does make you part of an elite club I guess.” Participant 16 reflected about their networks and concluded that not many others had completed similar feats “It did make me feel special. It’s quite a small club.”

Participant 8 reflected about the sense of earning a place in a select group that are able to do something tough “There is a sort of sense of achievement, and people talk about it. I sit next to a guy who has done loads of marathons and just, you’re part of a gang.”

4. **A greater connection with others who fundraise through physical**

activity – Individuals who fundraise through physical activity events are more likely to support people in the future that do the same thing, because they know the power and boost that comes from support.

Participant 12 talked about becoming more aware of others in their network who also fundraised in the same way “It has made me appreciate other people that are doing challenges as well.” Participant 1 talked about the desire to reciprocate with others who have helped them “It’s also kind of that those that support you get supported back as well. Do you know friends who have donated to me, I’ll give to them.” Participant 16 talked about their close friendship bonds encouraging support of one another “Because they’re friends, we kind of, support each other.” Participant 18 talked about empathising with others who do similar things “I compare what they’re doing to what I’ve done. Whilst they’re doing it, I give them the type of support that I would want myself. Because I understand how important that is.” A similar sentiment was echoed by participant 5 “We know exactly how much time and effort and emotion goes into it. When

you've experienced it yourself, you are more minded to help other people do it."

Table 4-14 Summary of themes from section 7 (relationship with charity)

| Frequency: | Several word summary: |
|------------|--|
| 6 | Charities that write about or share media related to a community fundraiser gives them credibility |
| 5 | Feeling closer to the charity concerned after finishing the challenge |
| 5 | An educational opportunity for the fundraiser and their followers |
| 5 | An opportunity to develop a special relationship with the organisation concerned |
| 5 | The possible creation of a potential lifetime supporter, advocate and champion |
| 4 | The importance of thank-yous |
| 4 | Sensitive support and enduring bond |
| 4 | The prospect of repeat fundraisers and the lifetime value of the prospective fundraiser |
| 4 | Personal contact increases closeness |
| 4 | Personalised support |
| 3 | Feeling in debt to the charity concerned |
| 3 | Breadth and number of connections and the importance of social media |
| 3 | Connections forged and strengthened through intense physical experience |
| 3 | The power of beneficiaries |
| 2 | Pressure associated with fundraising targets |
| 2 | Perceived importance within the charity |
| 2 | Memory of a loved one |
| 2 | Repeat fundraisers and cementing loyalty |
| 2 | The importance of support |
| 2 | Creating responsibility for the future of the charity |
| 2 | Transforming an act from selfish to selfless |
| 2 | The motivational power of the connection |
| 2 | Ideas and resources |
| 2 | The power of online communities and key touch points |
| 2 | Creating a unique role for them within the charity support network |

Subordinate themes from section 7 (from Table 4-14 above):

1. **Highly charged multisensory touchpoints with potential lifetime supporters** – Physical activity fundraising experiences are high energy and often emotional, and direct touchpoints with community fundraisers.

Participant 15 explained that they thought about the charity they were fundraising for, when things got tough “Obviously there are low points where you’re not feeling too good, or that little voice says, you don’t have to do this, you can stop. And you kind of focus on what the charity does, and what it provides for the families involved. And the suffering they go through.” Participant 12 also talked about the impact that a thank you had upon them “It does give you that boost at the end. When you think, I raised that money. And when the charity sends you your thank you and everything I think you do get a boost of d’you know what yes, it was hard personally to do it, but actually, I’ve managed to do something for someone else as well.” Participant 15 reflected “You kind of focus on what the charity does, and what it provides for the families involved. And the suffering they go through. Which is unending, and will ultimately bring about a loss. Then it kind of helps you to re-focus and think, well I’m not feeling too great at the moment, but it will pass.”

2. **Feelings of indebtedness to a charity often endure** – People often fundraising because they feel indebted to a charity for previous help or support. Participant 2 said “It made me feel that I’d sort of repaid some of the support that we had received from them. Because obviously when you’re receiving support. That’s a very one-way street. And by doing, sort of, fundraising. It meant that I was giving something back, and allowing them to support someone else.” Participant 19 explained “You’re doing it. Um, certainly, my involvement with the MS trust. Around kind of saying thank you. So if someone gives me a tenner, I can say, oh right, that covers x, y or z. When you know the numbers involved and how much things

cost, and without that, somebody might not kind of get the service or the experience I've had. And you feel like you're letting somebody else down other than yourself."

3. Personal contact with charity representatives increase closeness and content provided by charity increases external credibility –

Having personal contact with a charity helps people feel closer to the organisation, and being written about by a charity increases the external credibility of the fundraising attempt to others in someone's wider network. Participant 2 talked about the connection that they forged with the charity concerned "Because the contact I had with the people there, became more frequent, and therefore more, not indebted, but a greater sense of responsibility, and, to carry on with someone when you know them better. You've got more connection with them. And you want to do more for them." Conversely, not receiving support or a thank-you can decrease closeness and the likelihood of repeat fundraising, as participant 12 illustrated "the charity just sent me a generic thank you email. I must admit I probably, um, it makes me less likely to donate to them in the future." Participant 15 reflected on how charities can support those who fundraise for them "What the charity needs to do, is get behind people who are fundraising, and publicise their efforts. And that would add some weight to their efforts I think."

4. These experiences create a unique opportunity to cultivate an enduring bond – Many people express an interest to do something again in the future, and fundraising events provide charities with an opportunity to cultivate an enduring bond with an individual. Participant

10 expressed an interest in doing something similar again in the future “I’d quite like to do the marathon again. And if the opportunity came to do something that I thought sounded interesting, I’d probably go for it.” They went on to explain that knowing people personally in the charity helped to cultivate a sense of connection “You just know people on a personal level, and you feel like you have directly influenced, well not influenced, but directly contributed to the charity.” Participant 8 explained that they would love to see more of what the charity actually did, and have some more personal contact with beneficiaries “I think it would be a good idea to get people a bit more involved in what they actually do. Because you get emails and post and you don’t really get any contact.”

4.4 Theory

4.4.1 An overview of the theory attachment process

A summary of each theory and each relevant insight supporting this

The literature review process for this project identified a range of psychological theories that might be relevant to the areas explored with participants. After completing the IPA process, these theories were cross referenced with each discrete substantiated insight, in order to explore whether or not this project and the data collected might add-to (or be relevant to) that theory. A summary of the data supporting each theory is listed below. In some instances this researcher is not certain that the insight is directly relevant to the theory concerned – in these cases the status is listed as a ‘?’ and the data is highlighted in yellow. When the researcher believes the insight to be directly relevant to a psychological theory, the status is listed as ‘X’, and the relevant section has been highlighted in green. ‘N/A’ is written when there was no relevant code related to that theory in the section. Whilst IPA is specifically ‘bottom-up’ in terms of generating codes from data (as opposed to using pre-existing theory), this researcher believes that identifying possible relevant theories might not only enrich this study, but also assist any potential future researchers who might be interested in exploring these theories in the context of physical activity fundraising experiences. The scope and limitations of this research project restrict further exploration of each of these theories in greater detail.

4.4.2 Summary of evidence to support relevant theories

An objective of the author was move research in this field from the explanatory towards research that recognises and builds upon theory. After identifying potentially relevant psychological theories to this area in the literature review, the author reviewed the findings of the IPA and cross-referenced them with these theories.

Table 4-15 shows a summary of relevant academic theories (primarily psychological) that the researcher believes are supported by data from this research. The green column represents the number of substantiated pieces of code from the transcripts that support that theory, and the yellow column represents the number of pieces of code that might be relevant to that theory. Examining these theories more closely (and the data supporting them) represents a possible future direction for follow-up research.

Table 4-15 Summary of evidence to support relevant theories

| Theory: | Total x's: | Total ?': |
|---|-------------------|------------------|
| Self-Esteem | 8 | 16 |
| Self-Actualisation | 14 | 20 |
| Symbolic Self-Completion | 6 | 24 |
| Self-Verification | 1 | 15 |
| Self-Determination | 13 | 17 |
| Stakeholder Management | 11 | 15 |
| Social Identity Theory | 23 | 30 |
| Social Comparison Theory | 19 | 17 |
| Optimal Distinctiveness | 9 | 25 |
| Social Influence and The Scarcity Principle | 7 | 16 |
| Social Influence/Social Impact Theory | 22 | 38 |
| Goal-Setting Theory | 13 | 6 |
| Theory of Planned Behaviour | 5 | 11 |
| Expectancy Theory | 5 | 14 |
| Attribution Theory | 2 | 24 |
| Psychological Continuum Model | 0 | 3 |
| Martyrdom Effect | 14 | 15 |
| Vividness/Arousal/Flashbulb Memories | 11 | 15 |
| Learned Industriousness | 18 | 25 |

The broad range of different theories that this IPA study covers demonstrates both the complexity and the diverse nature of this topic (effortful fundraising experiences). This range also suggests that more detailed examination and testing of specific theories in this context might help lead to the adaptation of current theory and creation of new ones. IPA's person-specific idiographic focus is validated by this range – i.e. the philosophical assumption used in an IPA approach, that we all live in our own highly subjective personal reality (that is not absolutely generalizable).

4.4.3 Additional information related to theory

Throughout the theory-matching process, the researcher came across a number of insights that might relate to a particular psychological theory outside of what he is familiar with. He therefore decided to make a note of these, and they are listed below. These might be useful for other researchers who are interested in interrogating this data further.

Table 4-16 Additional information related to theory

| | Other Possible Theories Related to Insights: | | |
|-------------------|--|--|--|
| | Insight Summary: | Interviews Featured in: | Possible Theory: |
| Section 1: | Paying back help | 13, 18 | Feeling in debt? /Indebtedness |
| Section 2: | Interactions with others remembered | 11, 12, 13, 16, 17, 19, 2, 20, 22, 8, 9, P | Interactions with others favourably remembered |
| | Suffering is an important part | 6 | Pain leads to more memorable experience |
| | Weather is important | 11, 12, 14, 16, 17, 3, 6, 7, 8, | Weather influences mood and receptiveness |
| | Chance to reflect | 13, 17, 18, 2, 22, 4, 6 | Repetitive behaviour promotes reflection |
| | Community | 1, 10, 11, 13, 20, 8 | Induction into a community through painful ritual generates attachment |
| | Makes people more empathetic | 13, 15, 18, 3 | Sympathy drives donations? |
| | Positive memories stick, others fade | 16, 21, 6 | Brain's preference for positive memories |
| | Stress of fundraising | 17, 19, 5 | Pressure to perform under the spotlight of social media - anxiety |
| Section 3: | Online giving platforms central to modern giving | 10, 12, 13, 16, 17, 20, 21, 22, 3, 5 | Online identity major part of identity |
| | Expected reciprocity | 1, 10, 17, 21, P | Reciprocity expected |
| | Fundraising makes it harder to quit a challenge | 10, 17, 19, 20, 22 | Perceived pressure being under the spotlight due to online visibility |
| | The challenge must be a challenge | 11, 12, 13, 8 | Needs to be hard |

Table 4 -16 - Additional information related to theory (cont'd)

| | Insight Summary: | Interviews Featured in: | Possible Theory: |
|-------------------|---|--------------------------------|---|
| Section 3: | Fundraising makes people more likely to support other fundraising efforts | 12, 22 | Reciprocity |
| | Individuals can be online during a challenge attempt or training | 17, 9 | Proliferation of technology changing how people behave. Hawthorne effect? |
| | Photographs and artefacts are a key part of the experience | 17, 8 | Meaning attached to objects |
| | People see pros and cons to fundraising during an attempt | 2, 21 | Benefit analysis performed in relation to fundraising attempt? |
| | Fundraising gives people more reasons to keep going and not fail | 4, 5 | Hawthorne Effect |
| | | | |
| Section 4: | Membership of an elite gang | 12, 13, 15, 17, 9 | Becoming part of a community |
| | Fundraising and challenges are disruptive to normal life | 1, 3, 4, 5 | Major life change/pivot |
| | Bond through shared experience | 17, 18, 6, 9 | Bonding through painful ritual |
| | Welcome positive side effects | 18, 6, 7, 8 | Encouraging serendipity |
| | Time and space for reflection | 13, 18, 8 | Repetitive actions/boredom can result in opportunities to reflect |
| | Suffering validates the toughness of the challenge | 13, 2, 3 | Effort comes to predict value - cognitive dissonance and effort justification |
| | Exposure to new groups and an increase in sociability | 14, 4, 6 | Accepted into a community |
| | Meaning is gained through completing demanding tasks | 18, 8, 9 | Self-perception theory |
| | Lasting satisfaction generated through helping others | 14, 3 | Warm glow' |
| | Commitment to a not fully known goal | 15, 5 | Leap of faith' |
| | Increase in significance of relationship with charity | 16, P | Bond through pain/suffering? |
| | Being able to relate to others better | 19, 7 | Empathy |

Table 4-16 - Additional information related to theory (cont'd)

| Section 4: | Insight Summary: | Interviews Featured in: | Possible Theory: |
|-------------------|---|-------------------------------------|--|
| | Permission to talk | 21, 9 | Permission to open up |
| | Negative emotions eclipsed by positive ones | 3, 6 | Positive memories eclipse negative ones |
| | | | |
| Section 5: | The iconic marathon distance is regarded as the benchmark | 11, 12, 3, 9 | Social benchmarking? |
| | The importance of the challenge being hard | 2, 8 | Learning to be comfortable with ambiguity? |
| | Low barriers to access for running | 20, 7 | Accessibility of running |
| | Significant time and effort investment | 4, 8 | Sunk cost |
| | Reassurance from friends and family is significant | 5, 6 | Validation of others |
| | Training as an escape from everyday stresses | 6, 8 | Escapism/chance for reflection |
| | The benefits of training and fundraising with others | 7, 8 | Community |
| | | | |
| Section 6: | Increased self-esteem and extraversion | 11, 13, 14, 15, 19, 20, 21, 3, 4, 8 | Extraversion? |
| | Desire to do something similar again | 14, 16, 17, 19, 21, 22, 9 | Extraversion? |
| | Gaining membership to an 'elite' group | 15, 22, 7, 8, P | Community/group related theory |
| | A void left afterwards | 10, 13, 15, 17 | Post event blues |
| | The importance of photographs, artefacts, and evidence | 4, 5, 6, P | Meaning of objects |
| | Relief | 1, 16, 9 | Social pressure |
| | The positive power of reminiscing | 12, 13, 17, 18, 21, 5 | Power of reminiscing |
| | Some are 'one and done' | 16, 3, 4 | Importance of novelty |
| | The duality of completion and the warm glow | 18, 2, 9 | Warm glow |
| | Awareness of support network | 10, 13 | Community |
| | A void/low afterwards | 11, 12 | Post goal achievement blues? |
| | Keeping the memory of a loved one alive | 13, 6 | Symbolic immortality |
| | An increase in sympathy for other fundraisers | 13, 6 | Empathy for others through experience |
| | Satisfying pain | 2, 9 | Satisfying pain |

Table 4-16 - Additional information related to theory (cont'd)

| | Insight Summary: | Interviews Featured in: | Possible Theory: |
|-------------------|--|--------------------------------|---|
| Section 6: | Positive validation reinforces behaviour | 21, 9 | Social reinforcement |
| | Pride from soreness | 7, 8 | Soreness as evidence of work/effort/strength |
| | Becoming a member of an aspirational group | 8, P | Group membership and induction |
| | | | |
| Section 7: | The credibility that charity written or shared media lends an attempt is significant | 13, 15, 2, 20, 4, P | Credibility of external endorsement |
| | Feeling closer to the charity concerned | 10, 12, 14, 6, 9 | Organisation-supporter dynamic |
| | An educational opportunity | 11, 12, 14, 20, 5 | Educational opportunity |
| | Opportunity to develop a special relationship | 12, 13, 21, 8, 9 | Closeness through interaction |
| | The importance of thank-yous | 1, 2, 6, P | Thank you' importance |
| | Sensitive support and enduring bond | 1, 19, 20, 9 | Personalised stakeholder interaction |
| | Feeling in debt to the charity | 1, 17, 2 | Feeling in debt to charity |
| | Breadth and number of connections and the importance of social media | 1, 12, 17 | Social media as a component of identity |
| | The power of beneficiaries | 14, 17, 21 | Power of beneficiaries |
| | Memory of a loved one | 1, 2 | Symbolic immortality |
| | Repeat fundraisers and cementing loyalty | 1, 21 | Cementing loyalty |
| | Transforming an act from selfish to selfless | 10, 18 | Selfish to selfless - psychological justification |
| | Ideas and resources | 17, 2 | Stakeholders as a resource to be maximised |

Table 4-17 on the following page lists a selection of the key decisions involved in the researcher's use of interpretative phenomenological analysis (IPA). Being a very broad approach, key decisions in the researcher's use of this method of enquiry should be fully explained. This allows others to understand the evolution of the project and the reasoning behind major decisions that have an implication on the way the data is handled and processed. For example, a key element of IPA is demonstration of a double hermeneutic, that is shown by the authors extensive note-taking and processing of these notes.

Table 4-17 Justification of researcher's use of IPA

| Decision: | Justification: |
|--|---|
| Note Section Classification | A slightly more refined and clean fit than the original sections of questions from the script. The sections devised neatly categorise the data and insights and comprehensively encompass all that was present in the interviews. The pilot interview helped to refine the interview script that was used, and had the most significant impact upon the layout and order of the questions asked. |
| Sorting Notes (rather than themes) | Explicit demonstration of the double hermeneutic that is necessary for IPA. IPA requires reflection, and these notes demonstrate not only that the scripts have been read, but also that there has been an element of reflection and analysis relating to processing the data. |
| Grouping of Insights (and frequency of insights) | In order to compare contrast the shared and opposing insights across the interviews, a tabular system whereby the insights in their entirety were listed, and if duplication of the insight occurred, this would be marked against it, and this insight would could as a shared insight. This transparent process leaves readers in no doubt as to where this piece of data and interpretation has occurred, and whether or not it is a feature of more than one interview. |
| Theory attachment and speculation/verification | This is based upon the relevant theories identified in the narrative literature review. Any insight that might present a possible development of a particular theory was matched with that theory. Each of these represents an opportunity for a future research study. This was of course limited by the researcher's knowledge of potentially relevant psychological theory. |

Table 4-18 on the following page summarises key developments in the interview process, and explores how these developments might have impacted the results. The reader will see that the pros and cons of these developments are discussed. An example of this is the author's growing familiarity with the interview script, that both increases confidence and flexibility in questioning, but runs the risk of increasing the likelihood of the interviewer making assumptions based upon other answers.

Table 4-18 Evolution of the interview process

| Development: | Possible Impact Upon Results (Risks): |
|---|---|
| The interviewer becomes more familiar with the interview script. | +ve: A greater ability to focus time upon areas of significance and probe these more effectively. -ve: It is possible that the interviewer will make more assumptions relating to expected responses. |
| The interviewer is more comfortable exploring alternative lines of enquiry, and going 'off script'. | +ve: This might represent a more reflexive and flexible approach to extracting the data that is being sought. -ve: This could result in the interviewer wasting time exploring questions that are not within the remit of the project. |
| The interviewer has a greater awareness of the most 'important' areas, and different ways of exploring the lines of enquiry that are of greatest interest to the study. | +ve: The interviewer is able to focus upon the lines of enquiry that most matter to the project, and adapt his style to the participant in question. -ve: The interviewer might treat and question participants differently, which could result in data that is hard to compare across the population. |
| The interviewer has expectations and preconceptions with regards to answers to questions (based upon previous interviews that have been conducted). | +ve: The interviewer might be able to interpret answers more effectively by the later stages of interviewing. -ve: The interviewer brings in unconscious bias and baggage in relation to the answers that he expects, and the assumptions that he makes. |

Chapter conclusion:

In this chapter, the author presented the reader with the findings of the IPA study. The reader is guided through the process of collecting and processing data, and taken through the synthesised results. The reader is encouraged to refer to appendix D for full notes documents, and full transcripts of the interviews are available upon request.

Chapter 5 - Discussion

Chapter Introduction:

In line with what might be expected with an IPA study, the findings of the interviews and analysis were both personal and highly diverse. There were areas of almost universal consensus (that the effortful component made the memory of the experience more valuable), areas in which certain participants directly contradicted one another (whether or not the experience left them wanting 'more' or not!), and areas in which personal experience appeared to be highly unique and not possible to generalize (reasons for selecting their respective particular charities). This study was a useful exercise in evidence gathering, and most importantly, brought qualitative challenge-based fundraising research up to date, by shining a new kind of investigative light (IPA) into an exciting and growing area of fundraising (community fundraising). This IPA study paves the way for a wide variety of possible follow-up work, and takes the state of knowledge to a point where both follow-up qualitative and quantitative studies could be reasonably justified. It is recommended that readers refer back to the results section and the appendices if they are keen to explore the data in more detail.

5.1 Broad issues in extant literature

Table 5-1 reminds the reader of (some of) the key limitations that have been identified in the literature review. Please note that these limitations are not exhaustive and are designed to give the reader an idea of how and why this area would benefit from further exploration.

Table 5-1 Limitations present in extant literature

| Limitation(s): | Papers of interest with these issues: |
|---|---|
| 1. Samples that were not properly representative | <ul style="list-style-type: none"> • Inoue et al. 2017 • Chiu et al. 2015 • Olivola & Shafir 2013 |
| 2. Lack of formal theory or contextualized theory | <ul style="list-style-type: none"> • Scott et al. 2017 • Quinton & Fennamore 2013 • Taylor & Shanka 2008 |
| 3. Fundraising as a professional' lens | <ul style="list-style-type: none"> • Day & Sargeant 2017 • Won & Turner 2010 • Scott & Solomon 2003 |
| 4. Outdated technological context | <ul style="list-style-type: none"> • Higgins & Lauzon 2003 • Coleman & Ramchandani 1999 • Branscombe & Wann 1991 |
| 5. Outdated qualitative data used to underpin the research/work | <ul style="list-style-type: none"> • Chiu et al. 2016 • Gladden et al. 2005 • Verner et al. 1998 |

A key limitation of previous studies that explore effortful fundraising experiences is that the samples they use do not accurately represent their intended target sample (UK-based mixed-sex participants with an average age close to approximately 40 years old). Such papers of interest with these issues include, Herrernan & Filo (2017), Chiu et al. (2015), and Olivola & Shafir (2013). A further limitation that the author found in the literature search was a lack of explicit formal theory or contextualized theory. Many relevant publications failed to identify relevant psychological or academic theory, with their focus

being broadly descriptive. This makes it harder for future researchers to build upon their work. It should be noted that in many other respects, the papers identified in table 5-1, point 2 were often are highly informative nonetheless.

The third broad limitation related to the lens through which extant papers were largely written. The gap is recognising that participants are not necessarily donors, but 'proxy' community fundraisers. The lens through which many papers are written is that of the professional fundraiser (who is employed by a non-profit and who solicit funds from donors). In the case of event fundraising, this is typically not the case, with community fundraisers acting as 'proxy' fundraisers for the organisation concerned (thereby fundamentally changing the dynamic of the relationship between organisation and donor). Papers of interest with these issues (which fail to identify donors and community fundraisers/consumers as separate entities) include Day & Sargeant (2017), Won et al. (2010), and Scott & Solomon (2003).

Limitation 4 listed in Table 5-1 highlights the fact that there are a number of excellent papers that have become outdated, and do not recognise the unique contemporary technological landscape. Namely, the proliferation of high-speed mobile Internet, the importance of social media, and the almost ubiquitous 'always on' connectivity that the vast majority of (western) people enjoy.

The final limitation listed in table 5-1 is that outdated qualitative data has often been used to underpin more advanced research, and that this foundational qualitative data has its limitations. A major portion of quantitative studies that

examine modern CSE fundraising are based upon data (or instruments) that are derived from qualitative studies that have significant limitations (in terms of the nature of the sample, the geographic focus, their approach etc). These underpinning qualitative studies would benefit from re-visiting and re-testing to ensure that they are representative of current knowledge and practice in this field. Papers of interest with these issues include Chiu et al. (2016), Gladden et al. (2005) and Verner et al. (1998).

5.2 Revisiting research gaps and supporting data

1. Event CSE and challenge event fundraising in this digital age.

Understanding motivations for participating in activities that combine physical activity with fundraising within a UK population sample.

Supporting data:

This research gap was addressed by section 1 (motivations) of the interview script, with sections 3 (fundraising today), and 5 (context) contributing towards the more general contextual picture of fundraising in the modern age.

Summary:

Data from section 1 (motivations):

An examination of the data from the participants relating to this section reveals that individuals that engage in personally challenging fundraising activities typically have intense and highly personal reasons for doing so. However, these reasons are diverse, and vary substantially across the sample population. It would be spurious to generalize motivations for completing a physical challenge like this across a population too widely, despite pressures to simplify and summarise an answer to the popular question - 'Why?' What is clear is that a significant number of people take part in a challenge because they perceive it (and frame it to themselves) as an opportunity 10/23 (this theme was present in interviews with 10 out of a total of 23 participants). This is illustrated by the following participant quotes:

P1: "It seemed like a good opportunity to raise money and awareness for the charity".

P10: "I've always wanted to do the marathon at some point, and I wanted to do it for a charity".

Those that take part in this type of fundraising are clearly motivated by the idea of a 'challenge' (7/23), often motivated by disaffection with their current circumstances (7/23), and the desire to make a change. For example:

P11: "I thought, you know, I like to challenge myself, and have a kinda everything or nothing mindset."

Across a number of interviews (5/23), the idea of 'taking control' appears to be a key theme. In certain instances, this was in response to disaffection with current circumstances, or a way of 'fighting back' or 'turning the tables' upon something negative (divorce, personal stress, family pressure, etc.). For example:

P13: "I do things like this to remind me that, whilst I may not be as physically able in day-to-day things, it doesn't stop me from doing things like a hundred km, which a normal person couldn't do."

There is no doubt that for some people (3/23), impressing others is an important motivator, and evidence of both participating in, and completing the challenge itself can produce digital artefacts (such as pictures) that are highly prized by participants. These artefacts are a source of pride and social kudos. Participant 4 talked mentioned their medal multiple times during their interview.

P4: "Everybody wanted to see the medal, and er, absolutely treated me like royalty, and everybody wanted to speak to me and see me. Everybody wanted to know the problems I had and everything."

Validation from other people acts as a significant driver during the activity itself (3/23), with individuals keen to impress certain particular people in their lives.

Data from section 3 (fundraising today):

These interviews revealed that online giving platforms are now central components of online giving and modern fundraising campaigns (10/23). For example:

P1: "It's key to me. Justgiving is so easy to set up on social media."

P5: "I don't know what we would have done otherwise. It would have been sponsor forms at work, and that wouldn't have raised much at all."

Whilst commercial, anecdotal and industry literature (Blackbaud 2015; Sawyers 2017) has long since touted the importance of online giving platforms, UK based academic literature focusing upon community fundraising has been lacking in recognising has been lacking in explicitly identifying how important these are. This applies especially to the non-professional fundraiser. New mobile technology has meant that both the fundraiser and supporter feel close to one another (6/23), and social media content provides evidence for followers that effort has been spent (5/23). The following examples illustrate this:

P17: "People would write messages, and do more donations off the back of social media."

P19: "Having the photos directly upload onto facebook definitely generated additional sponsorship from people that I hadn't seen in a long time."

This is something that supporters look for (evidence of effort), and reward accordingly (an output that supporters have 'bought' through their sponsorship).

Participant 12 talked about this element of fundraising through physical activity:

12: "I think, if it's something that people think is hard and that they couldn't do themselves, then I think people are more likely to donate."

Additionally, social media itself has become more than simply a communication tool. In fact, a small portion of participants said that social media was a key part of their modern identity (3/23). Clearly our (often carefully curated) 'online selves', and the content that we manage as part of our profiles and footprint, form a large part of how we write the stories of our lives, and present this to others. What appears to be the case is that supporters reward toughness (8/23), and that the 'fundraising story' must have an emotional component to it (5/23). Essentially, effort is exchanged for financial support (3/23). An example of this can be seen in the following quotes:

P18: "I suppose if there is a story, generally, I want to support friends."

P2: "Generally people went 'wow, that's an amazing achievement, I don't know how you did it'."

The reaction from others, and validation from other people, is also a significant motivational factor. Shock and awe from supporters is gratifying for those that are completing the challenges (3/23), and validation from other people makes people feel good, as well as acting as a catalyst to spark conversation. Indeed, for some (2/23), this validation is anticipated and expected. The following 3 participants talk about the power of validation from their networks:

P13: "I thought, I hope people appreciate how much effort I'm putting in here."

P2: "If nobody was interested, and if nobody was donating, it would have been hard for me to stay motivated."

P5: "You want to hear you're doing the right thing all the time, don't you?"

This essential validation is not surprising, in instances where spreading awareness was an original key objective for the participant. Closely related to this was the idea that the feedback people received should always be positive as participant 16 explained:

P16: "I think if I'd got any negative feedback from anybody, it would have spoilt the whole event really."

Marathons appear to have less impact upon people in individual's social networks than they did 20 years ago (2/23), due to their increase in popularity and visibility.

Data from section 5:

Social validation was explicitly cited as very powerful by a number of participants (3/23), and participant 8 explained that it was a motivating factor for them:

P8: "It's important in that it spurs you on."

What also became clear was the pressure that people felt to project a positive persona to others (3/23). This comes with curating and managing a presence on social media. In distance running (and to a lesser extent, in physical activity event fundraising), the marathon distance appears to have become the benchmark, in terms of a physical challenge. What also became clear throughout the interviews was that a number of people embarked upon their fundraising experiences at significant 'crossroads' in their lives. These ranged from bereavement, to divorce, to family and care related stresses, all the way through to career/life dissatisfaction and simply wanting to prove a point to themselves and others. These areas of tension seemingly spurred-on a number of individuals to step outside of their comfort zone, and to pursue a goal (through delayed gratification) that they all perceived as valuable. The result of this behaviour (changing things up, and fundraising) reminded individuals of their support network, and helped them to 'escape' from many of the stresses of everyday life.

Research built upon:

These interviews demonstrate that many people complete activities that include a fundraising element for reasons in addition to (or that are secondary to) fundraising and helping others. This properly substantiates (with data) an anecdotal observation that Webber (2004 p.130) makes that 'the fact that the participants are supporting the charity may come secondary to the private benefit they gain from attending (or participating in) the event' – i.e., that the primary motivation for participation is not purely altruistic. Having said this, the majority of individuals that were spoken to appeared not to complete their challenges for primarily egotistical reasons (or at least to present themselves as such!).

A further insight that this section clearly highlights is the importance of the social context of a fundraising effort. The true motivations of individuals who act altruistically (either through supporting a fundraising effort, or by fundraising themselves – two related but very different things) have been a subject of debate for decades (Berman et al. 2015). What appears to be clear, is that pro-social behaviour is highly personal, and difficult to generalize (Winterich et al. 2009; Kim & Johnson 2012). This research would corroborate with that – the motivations of the sample in question were highly diverse and personalized. There are some individuals within the sample (3/23) who hope that their behaviour will impress others, and slightly fewer (2/3) who hope to 'beat' others (in a competitive sense of the word). However, in an age where our online and offline identities are increasingly intertwined (Hongladarom 2011; Belk 2016), it

is impossible to ignore the digital context of community fundraising activities in this study. For a significant global minority of us – 45% or 3.5bn (Moshin 2020), carefully curated personas that are attached to us constitute our online identities (Chamorro-Premuzic 2015), and reflect the parts of our lives that we wish to share with others.

Chiu and Won's research (2016) appears to confirm their self-constructed 'five dimensional model of CSE motivation'. These motivations include a philanthropic motive, a sport-related motive, support for a cause, social interaction and a reference group construct. However, these dimensions were taken from an earlier study of Won's (Won & Park, 2010), which comes with its own limitations. Principally that it is based upon a sample of college students from the USA that are not representative of the target group of interest. It is also worth noting that the original qualitative studies on which the instruments that they used are based, could benefit from being revisited once again (Billing et al. 1985; Gladden et al. 2005; Mahony et al. 2003; Staurowsky et al. 1996; Verner et al. 1998). This is because all of these studies are taken from the USA, and focus upon giving to educational or athletic causes, supporting sports programmes or specific athletes. This differs from examining donors (or fundraisers for that matter) in the UK who give to support more explicit charitable causes, as opposed to supporting sporting or academic endeavour. These cultural differences must be recognised and taken into account when exploring early qualitative studies, and it is the author's opinion that a number of these early studies should be re-ran in different contexts by other researchers.

2. Effort and experience related to CSE/challenge event fundraising.

What role does pain and effort play in the experience of individuals who fundraise by completing challenges that involve physical activity?

Supporting data:

This research gap was addressed by section 2 (experience), section 4 (the transformation), and (to a lesser extent) section 6 (legacy) of the interview script.

Summary:

Data from section 2 (experience):

Those who complete physical events (or challenges) for charity consider them to be highly emotionally charged (12/23). Participants 18 and 22 talked about their experience at the end of completing their respective challenges:

P18: "The euphoria at the end of an ultramarathon! I've never experienced anything like it."

P22: "It was just massive. I had a little tear. It was an overwhelming sense of relief."

During their experiences, interactions with other people appears to achieve a privileged place in their memory (12/23), and suffering at the same time as others serves to make their experience particularly memorable. This is illustrated by quotes from the interviews with participants 15 and 3:

P15: "There was this feeling that, you kinda, you meet somebody, you chat to them for a moment or two, and then you run on. And then you meet them again, at various intervals along the way. So for the day, they become friends, you're kinda looking out for each other."

P3: "The real vivid memories are all along when I had people, when I saw people that I knew."

In addition, participants appear to share a special bond with one another through their shared effortful experience. Participant 16 explained how longer events can give people time and space to open up to strangers about things that are on their mind:

P16: "You know, there were people who wanted to talk about broken relationships, and bereavements, and happy times, sad times. And people just share. Most of them you're probably never going to see again, you're a lot more open with them."

Indeed, many participants would describe suffering as an important part of their experience (11/23). Participants 11 and 13 clearly felt like the tough thing that they achieved as an important part of their experience:

P11: "I think if I'd felt fine afterwards, then maybe the feeling of accomplishment wouldn't have been as high, because, you know, you're not pushing yourself as much."

P13: "It's like being in a community. Because you've all gone through it together, you've got this level of respect for one another, because you've all completed it."

Clearly it is important to these people to do something that both they and others perceive as 'hard'. In fact, several people reported that they felt that their tough training was validated by the event itself being hard, which was gratifying

(2/23). For many, the experience of completing something physically challenging gave them a chance to reflect (7/23), and makes them more empathetic towards others (4/23). Camaraderie also appears to exist among those that are involved with both the event and fundraising (2/23), and for some people, witnessing other people suffer and struggle acts as motivation for them. Helping others during the race also helps people to feel better (2/23), perhaps because helping other people feels like a 'good thing to do', or alternatively because it demonstrates that they are tougher than the person that they are helping. Positive memories also appear to 'stick' for participants, with negative memories fading over time (3/23). War wounds and injuries from the event are worn with pride (2/23), and visible suffering appears to be important to followers (3/23). The training part of the CSE experience can be stressful (2/23), however this overall experience teaches some people how to motivate themselves (2/23) and reminds people of the support that they have around them (3/23). Participant 4 highlighted how challenging they found the fundraising element of their challenge:

P4: "The hardest thing is the training, all the fundraising. You can't get away from it. Can't talk about anything else!"

Participant 9 explained how promoting their challenge reminded them of a positive support network that they had, which perhaps was not always easily visible:

P9: "You kind of realize how many people are routing for you. Which does make you feel kind of special in that way. You hear from people you might not have heard from in years. And there is definitely something quite special about that."

A number of individuals (4/23) talked of 'chunking' both their training and the challenge itself, as a way of dealing with a seemingly giant task. One feature which appeared to crop-up multiple times, was the impact that personal words of encouragement had upon participants, from strangers (2/23). Those who wore clothing with their names printed on them were hugely motivated by unknown people shouting personalized encouragement at them.

Data from section 4 (the transformation):

Over half of those interviewed (14/23) reported increases in feelings of self-belief and self-confidence after they had completed their challenge, as illustrated by the following quotes from interviews:

P5: "I felt very proud of myself. I never thought I would be able to do it."

P1: "It just makes you... If you put your mind to it, you can achieve anything."

P10: "It probably means that in certain situations I would have more confidence than I previously had."

Clearly accomplishing a seemingly difficult goal results in a boost of self-confidence. A significant proportion of those interviewed did in fact describe their challenge as a 'life-changing' experience (9/23) that was deeply satisfying (7/23). Participant 18 described the impact that their experience had on them:

P18: "The challenge gave me a new lease of life, and reason, and whatever else."

This would suggest that linking a charitable organisation with a profound and intimate experience results in the creation of a deep bond, and the underpinnings of a potentially mutually beneficial relationship between both parties. For a number of those interviewed, the challenge represented an opportunity for them to 'take control constructively' of their lives (7/23), and the experience taught them that moving out of their comfort zones was ultimately daunting but rewarding (6/23):

P13: "It reframes how I deal with the condition on a day to day basis (doing challenges)."

P14: "My daughter had very severe depressions... She was getting better through her running with me. And she said she was going to do this, and so lots of people donated through that. And it really helped her, because suddenly everyone knew what was going on in her life."

In terms of the effort expended, multiple individuals said that the greater the physical test (for themselves), the greater the resultant growth that they experienced (7/23). Suffering and pain (or perceived suffering and pain) is an important feature of the experience, and validates the experience for participants – acting as evidence that the challenge itself is hard (3/23), and giving people the impression that they have completed something worth sponsoring. Participant 12 explained:

P12: "It's quite important that it isn't something easy that you could just go out and do tomorrow."

For some, the experience was particularly profound, and they talked about their experiences being a search for meaning and an exercise in meaning-making in their lives (3/23). Those interviewed talked of the experience being 'therapeutic', and providing them with time and space for reflection (3/23). The physical challenge itself was, for some (2/23), a chance to re-frame their reference points, and the beginning of the start of a new positive chapter of their lives (2/23).

Data from section 6 (legacy):

The legacy of completing a challenge for charity appears to be both long lasting and substantial. For a large number of participants (10/23), they reported a significant increase in self-esteem and extraversion (this is covered in more detail in the discussion of gap 5). The following quotes are examples of this from the interviews:

P11: "It has given me confidence that if I put my mind to something, I can see something out, to the end of it, if that makes sense?"

P4: "It did give me confidence. I don't know if it's a coincidence, but, I had a promotion at work."

P9: "It helped my self-esteem in that it's ok to talk about things. Because I tried to explain what I was doing it for. And it helped for that hugely."

Interestingly, multiple participants said that by fundraising themselves, they were more likely to support others doing similar things in the future, because they felt closer to others like them (10/23). Their experience gave them greater empathy for others that were attempting to do similar things:

P13: "I know how difficult it can be, so, when I see people fundraising, I do my best to share their page, um, and try to sponsor them when I can."

P5: "I know what they're going through. And how hard it is to raise money. So I try to give them as much encouragement and help as I can."

Being able to relate to others who are also fundraising appears to be a strong factor influencing people to financially support someone else. Clearly this represents an opportunity for both charitable organisations and community fundraisers who are looking for people who might support them and be sympathetic to their cause. A large number of those that were spoken to (7/23) expressed a desire to do something similar again:

P19: "I think we all thought, 'never again!', after finishing. But certainly my husband was talking about the next challenge a few hours afterwards, and I was thinking about it probably a day or so afterwards. Like, what's next?!"

Again, this might represent opportunities for the growth and development of mutually beneficial relationships between community fundraisers and charities in the future. In this vein, a selection of those interviewed said that the

experience made them feel 'special' (4/23), and that completing the challenge helped them gain membership into an exclusive community and an 'elite' group. Participant 12 talked about being inspired to encourage others to do something similar:

P12: "I think as you finish it you do feel special. I think it's an amazing feeling. Like, I tell other people that it's worth doing it for that feeling at the end when you get your medal and there are all those people."

There appeared to be a certain pride that was associated with being sore afterwards (2/23), and both 'bragging rights' and social kudos had been gained.

However, being part of this group is not without its possible downsides. Several participants (3/23) mentioned that with their new persona, there came with it a type of perceived pressure to be sporty or outgoing. Additionally, one reported downside of challenge-based fundraising appears to be the occurrence of post-event 'blues', and feeling a 'void' in their life afterwards (4/23):

P11: "The week after, I felt incredibly low. Kind of empty. I don't know, kind of an anticlimax."

P12: "I suppose the feeling that, I think I was a little disappointed that it was over. It felt amazing to have achieved it. I think that so much of your time goes towards getting ready for it, that I felt a bit like, like it was a bit of a shame that it had all finished. Apart from feeling amazing, it does feel a bit like well everything I've done"

kind of fitted around this thing for the past six months and now, it's kind of done. Yeah."

This space clearly represents an opportunity for charities to explore, in terms of an energized fundraiser that then appears to have surplus time on their hands, and perhaps a lack of a clear 'next goal' (in some circumstances). Finally, the importance of both physical and digital artefacts related to the event itself was clear (e.g. a finisher's medal, digital finisher photos, etc.). These clearly had significant meaning attached to them for those that took part, and in a number of cases (3/23), were evidence that their goals had been achieved. These are clearly worth thinking about carefully for event managers.

Research built upon:

Effortful experience related to fundraising has recently become a subject of interest in the non-profit realm, driven by the increase in popularity of physical activity events (Olivola & Shafir 2018; Scott et al. 2017; Olivola & Shafir 2010). Olivola and Shafir's 'martyrdom effect' explored how donors that anticipated having to suffer actually gave more than those who did not. However, this research was both based in the USA, and made the assumption that those who donated to the cause were those having to complete a painful or effortful activity (clearly this is not necessarily the case). Their more recent paper (2018) extended to explore the meaning that those who took part in painful or effortful activities ascribed to these experiences. Using participants recruited from MTurk, the researchers asked individuals theoretical questions related to supporting others that undertook painful or effortful experiences. They

concluded that people are willing to donate more money to sponsor another person's fundraising for a charitable cause when that person's fundraising experience is painful and effortful. Whilst their studies suggested that they believed donors (who were also fundraisers) derived greater meaning from (and ascribe greater value to) things that they had to sacrifice personal pleasure and resources to, they still fail to recognise the donor/community fundraiser distinction. This is particularly prominent in the UK, whereby the bulk of money raised by completing a physical challenge tends to be solicited from friends and family by the participant, who completes the event or challenge in question. Their fundamental assumption that the fundraiser and the donor are the same person is simply not the case in the UK. The findings of this study largely corroborate with Olivola and Shafir's findings, suggesting that the greater the discomfort the individual experiences, the more value is ascribed to the resultant outcome. This IPA study also builds upon their research by suggesting that those who have previously completed a painful or effortful challenge for charity are far more likely to support others that do similar things in the future, suggesting that a good source of donors for charitable organisations might be former participants. This is because they can relate to what participants are going through, and because they realize the motivational impact of support from others when completing a fundraising effort.

The findings from these interviews highlight the immensely positive legacy that these experiences leave behind for participants. The lens through which these events are seen is also unique. Rather than events being a tool in the professional fundraiser's arsenal, physical fundraising experiences have become something

that happen often completely independently of the charity concerned. Additionally, the unique donor dynamic that is created (whereby the 'proxy' community fundraiser solicits donations from their own network) shifts power away from the organizations and towards community fundraisers themselves. This suggests the rise of a new power dynamic within charitable organizations in the UK – away from professional fundraisers, and towards community fundraisers and volunteers. Whilst this will undoubtedly remain less significant than the control held by employees of the organisation, it is growing nonetheless.

Work by Rundio et al. (2014) uses an arguably more representative sample (in terms of age) of 182 American sports event participants (70 of which were participating in cause-related event) with an average age of 42.2 years. The study used the Motivations of Marathoner's Scales (MOMS), and found that the addition of a cause to a challenge added meaning for the participants, allowing them to fulfil a wider range of motivations. This researcher's findings would support the findings of that study. This IPA project found evidence that those who fundraise in the UK by completing physical activities feel more connected to the charity concerned because of the physical element of their experience.

Whilst 'post-race blues' have yet to be clinically defined, it would appear to be a common phenomenon (Roche, 2018; Florio & Shapiro, 2016). Wide speculation surrounds the causes (situational depression, 'the arrival fallacy', the 'post race let down' or PRLD, biological cues such as the release of cortisol that accompanies hard events, etc.) it clearly manifests itself in a wide variety of different forms after individuals complete a long-awaited challenge. This is an apparent response to a perceived lack of purpose and direction – they have

achieved what they wanted so badly, and so what should they do next? This area could be an interesting subject for future research projects, especially looked at in the context of fundraising events (e.g. How might organisations help individuals to manage the onset of this phenomenon, and could it represent a potential opportunity for them?).

3. Social media in physical activity fundraising.

The role of social media in modern CSE/challenge based fundraising.

Supporting data:

This research gap was addressed by section 3 (fundraising today) and section 5 (context) of the interview script.

Summary:

Data from section 3 (fundraising today):

Discussions with participants confirmed that online giving platforms are central components of modern community fundraising campaigns (10/23), particularly those associated with physical activity events and challenges. As discussed above, this heralds a new dimension in charity-donor interaction, with the community fundraiser (the person completing the challenge and fundraising) acting as an intermediary. Developments in technology, specifically advances in smartphone technology, and the increased proliferation of high-speed mobile internet mean that fundraisers feel closer than ever to their supporters (6/23):

“It’s so accessible to so many people nowadays (social media). It’s a great way of getting word spread that you’re doing these events, and keeping people informed.”

This can even extend to live updates, whereby supporters are updated in real time. The public nature of fundraising through social media platforms also holds individuals accountable, and makes it more difficult for them to quit, or throw-in the metaphorical towel (5/23). This is because individuals feel ‘under the spotlight’ of their online social networks, and a pressure to ‘see-through’ their public commitment to a charity to fundraise (and complete a tough challenge):

P4: "You're raising money for charity, and the added pressure on top of fundraising is you've still got to run this flip... run this 26 miles, and you don't want to go back to work and everybody on that justgiving, and back to work and say 'I've failed'."

Social media coverage of an attempt also provides evidence for followers that effort is being (or has been) spent (5/23). The reaction of others to behaviour online (which can be, in turn, a reflection or journal of offline behaviour) has a major influence upon whether those that I spoke to felt that they were doing a 'good thing' or not. Participant 1 explained what the validation from others meant to them:

P1: "Um, yeah, the validation is good. It's, for me it helps to motivate you, knowing that it's kind of being acknowledged I guess., people asking how it's going, and just kind of showing a general interest is quite important."

P8: "It does help spur you on."

As well as being a major part of a person's modern online identity (3/23), several participants mentioned that validation from others makes them feel good, as well as sparking conversation amongst their network, and putting the social spotlight on them (3/23). A significant element of social media is undoubtedly social comparison. Shock and awe from followers appears to be gratifying for those that complete challenges (3/23), and the social context (how 'special' the individual perceives their achievement to have been) has a major influence upon the perceived significance of the challenge.

P2: "Generally people went, 'wow, that's an amazing achievement, I don't know how you did it.'"

P16: "Um, they were just um, amazed that I had actually done it! Everybody was really supportive."

Multiple individuals (4/23) mentioned that marathons are perceived as more common, and 'easier' these days, which would suggest pressure to complete longer and more extreme events in order to impress others and achieve superiority within a social network. An example of this is participant 13, who explained that they judged others against their own feats:

P13: "I do sometimes find that, because I've done something as big as I've done, that I'm quite judgy, about people, what, people have chosen to do to fundraise."

Data from section 5 (context):

As individuals progress through their fundraising journey, distance running can become somewhat normalized (4/23). This might be because of their exposure to new networks, for which running long distances is the norm. A fascinating theme that also emerged during the interviews is that a number of people like to be thought of as 'crazy' (meaning brave/bold) by others within their networks (7/23). Participant 10 also explained that how hard people think you're trying would appear to influence the extent to which some people sponsor or support them:

P10: "I think perceived difficulty is the biggest thing with fundraising. If people go, 'oh my god, you're mad', then they're more likely to sponsor you."

There is little doubt that social networks (and the awareness of one's profile on a social network) can exert very real pressures upon people's behaviour. Several participants (3/23) said that they felt pressure to project a positive persona to others through their online social media profiles, highlighting the limited but potentially 'dark' side of social media. This could result in individuals suppressing true 'darker' feelings from their online persona, without addressing them properly. It also became clear throughout the interviews that social validation from others was a hugely powerful behavioural driver (3/23). Participant 2 explained that their fundraising success had an impact upon their motivation to keep fundraising and training:

P2: "If nobody was interested, and if nobody was donating, it would be hard to stay motivated."

Having said this, there were some individuals interviewed who said they were comfortable being seen as an outlier. Perhaps this relates to being seen as outside the norm in a 'good way' as opposed to a negative outlier ('better than the rest', rather than 'worse than the rest'). The experience as a whole also reminds people of their support networks, both online and offline (4/23).

Research built upon:

Ever since the iconic Hawthorne experiments of the 1920s and 30s, we have known that people tend to behave differently when observed by others (Sedgewick & Greenwood 2015). For many of us, nowadays, a huge portion of our lives is lived-out on social media platforms (Ghorbatov et al. 2018), and often regardless of choice, we all leave a deeply revealing online digital footprint (Hinds & Joinson 2018). Social media is intimately linked to community fundraising - as a platform for communication, promotion, support, and a number of other uses besides (Bhati & McDonnell 2019). Filo et al. (2013) explored the properties of community among charity sport event participants, by interviewing a selection of participants in the USA in 2009. They used Tomie's (1964) conception of *Gemeinschaft*, conceived during a time before online communities. Their work identified what appear to be unique bonds between fellow participants - with individuals describing their fellow participants as a 'collective' and 'family'. The data in this research appears to corroborate with Filo et al.'s (2013) work, with multiple participants talking about the pride they associated with gaining membership into an elite 'group', and talking of social connections specifically as 'running friends' or 'training partners'. It stands to reason that those who take part in the same event are likely to be likeminded (to a certain extent), and to be able to relate to each other to some degree. Davis, Taylor & Cohen (2015) conducted two experiments to explore the relationship between social bonding and exercise. They found evidence to support the hypothesis that moderate intensity group exercise leads to cooperative social bonds among participants, and that this enhanced group bondedness leads to a psychosocial environment where exercise ability is enhanced. This research

would appear to align with the testimony of participants in this study, who frequently talked about 'special bonds' between fellow participants, and being able to 'get on a level' with other participants in a way that was unique to fundraising that involved tough physical activity. In terms of how to make online content related to a fundraising campaign more appealing to followers, a number of insights gleaned from this study's interviews also built upon existing literature and extant research. Firstly, emotional content is more likely to prompt a reaction from others on social media, whether this is positive or negative in nature (e.g. celebratory posts, or posts discussing difficulty or pain/suffering). Back in 2009, Berger & Milkman identified that content that evokes high-arousal positive (awe) or negative (anger or anxiety) emotions tends to be more likely to go 'viral'. The study also found evidence to suggest that content that evokes low-arousal, or deactivating, emotions (e.g., sadness) is less likely to go viral. The insights from this IPA study suggest that certain fundraisers revel in being thought of as 'crazy' by others. This implies that the content they create is more likely to be high-arousal in nature (to other people). Whilst viral altruism has been extensively examined by academics (Kwon 2019; Burgess et al. 2017; Kilgo et al. 2017), the role of social media platforms in challenge-based community fundraising (especially in the UK) remains under-researched and relatively poorly understood. Whilst we know that being observed can influence our behaviour (Griskevicius et al. 2006). There is little evidence to suggest that fundamental questions have been asked, such as 'does the pursuit of social validation online drive certain behaviours?' It would be interesting to also examine whether questions like this vary depending upon age and circumstances. The growth of the marathon distance (as an event length) in

particular also poses a conundrum for modern professional fundraisers. On the one hand, the rising popularity of the event increases the exposure that they get, and means that it is a more recognizable goal and achievement for those that are interested in it. On the other hand, this increased popularity makes the achievement itself less exclusive and therefore less appealing to some (Michael 2013), potentially driving some individuals to seek out harder and longer challenges (such as ultramarathons). This so-called 'hipster paradox' might explain the appeal of ultramarathons to certain people. Malcolm (2016) examined how social media affects the annual fund revenues of non-profit organisations, recognising that the area was under-researched and hoping to plug this gap (to a degree). Her findings indicated that social media was seen as a valuable tool, but that data from social media was rarely tracked and connected to deliverable results. Whilst this is impossible to corroborate with the findings of these interviews (because organisations were not involved in the study), data from the interviews suggests that participants received highly mixed experiences (in terms of their interaction with the organisations concerned). This would suggest that control of social media channels is not taken as seriously as other communication channels (such as email or telephone calls), but that their importance should not be underestimated.

4. Modern non-professional fundraising in a challenge/CSE event context.

Shedding light upon this area, how it is managed, and exploring how it contributes to the success of charities.

Supporting data:

This research gap was addressed by section 3 (fundraising today), section 5 (context) and section 7 (relationship with charity) of the interview script.

Summary:

This section examines the evidence that contributes towards a better understanding of community (non-professional) fundraising. This perspective differs from exploring fundraising from a professional's point of view, and explores the unique paradigm and donor dynamic that exists with modern community fundraisers.

Data from section 3 (fundraising today):

Multiple participants talked of online giving platforms being key parts of their fundraising efforts (10/23). Additionally, social media increasingly appears to be a central part of how information is disseminated to friends, family, and the wider world around us. Participant 9 explained that their fundraising activity was based around sharing an online giving platform on their social media pages:

P9: "I basically fundraised by setting up a justgiving page, and sharing it on social media."

Interestingly, it is academic literature itself that really highlights the gulf in disparity between academic publications concerned with fundraising, and 'fundraising' as understood by the masses. The reasons for this are several fold, but primarily relate to what those who control research funds are keen to prioritise, in terms of research (as covered in the literature review). Namely – research that promises the greatest short or medium rate of return, and those sources of funds that are likely to be most significant to the organisation in that context. Clearly this needs both re-thinking, and re-examining, especially considering the fact that the very act of linking predicting income proportions and research funding might (seemingly justifiably) influence the behaviour of professional fundraisers to pursue certain tactics (this is understandable).

Several participants mentioned that setting themselves targets helped them to focus their fundraising campaigns (3/23), and also that human stories helped to bring the charity alive for followers (3/23). These are two factors that charities should bear in mind when attempting to support community fundraisers in their endeavours. In terms of how participants raised money, 3/23 discussed how important the timing of their posts on social media was, and an equal number discussed how numerous people in their network were apparently bombarded with requests from lots of different people around 'marathon season' (3/23). Clearly there is often a lot of 'noise' from other members of a social network around times of year when physical activity fundraising is popular. A further insight from participants is how important it is that their challenge is seen as difficult by others (in order to persuade them to financially support them) (4/23). Being sensitive to the social context, and packaging the challenge

appropriately (tailoring the message to the audience in question) can have a major impact upon the success of the fundraising effort. The question of how effective targets are in practice is a sensitive one, and varies hugely depending upon context. Whilst certain individuals mentioned how disheartening it was to miss a target (2/23), and that they can contribute towards anxiety (7/23), others talked about the satisfaction that they felt when they managed to hit their targets. A further theme which emerged throughout the interviews was how important it was for fundraisers to maintain diversity within their ask channels (4/23). This enabled them to access parts of their network that might otherwise have been excluded from their fundraising conversation (e.g. sending around emails to friends and family members who might not be present on social networks, and contacting local press). Something that organisations should bear in mind is the meaning that some individuals attach to their fundraising and athletic efforts, which is often highly personal. For some, their fundraising efforts give them 'permission' to talk about difficult things, at a time when they might have come to terms with a positive way to deal with something. There were multiple participants who had recently experienced traumatic experiences, and fundraising (and running) appeared to be a way for them to deal with (and move on from) what had happened to them. Examples of these experiences from participants included the death of a loved one, a recent divorce, cancer treatment, children suffering with mental health problems, and a number of other tough hurdles to overcome. Their fundraising and physical endeavours also provided them with an excuse to talk about something difficult with friends and family, at a time when they were ready to open up to others about something that might have pain or challenging emotions/thoughts attached.

Conversely, for other participants there was limited meaning attached to the charity that they were involved with, which represents an opportunity for the charity to engage with them and build up a relationship with them on their own terms. Perhaps the fundamental point that organizations should take away from these conversations is that each individual is likely to have a highly specific story, and that support should be tailored specifically to each person in turn (rather than adopting a 'one size fits all' approach).

Data from section 5 (context):

Conversations with participants in this study reveal that some individuals enjoy being thought of as 'crazy' by other people in the context of challenge events (7/23). This insight reinforces the argument that organizations should treat community fundraisers as special, and fully respect the fact that many people will be moving significantly outside of their comfort zone for the sake of their charity. The impact of training for and completing a tough physical challenge is also not limited to the participant themselves. It is common for their training to have a significant impact upon those around them (4/23). Recognising and mitigating/managing the impact upon all of those affected by a participant's behaviour can ensure that close friends and family do not resent the episode as a whole. This might be something that charitable organisations can consider as a facet of managing community fundraisers in the future. It is interesting to note that several participants mentioned that whilst validation from others was important, what really mattered the most was validation from specific people (2/23).

For first-time fundraisers, providing them with structure and support can help to mitigate feelings of uncertainty (2/23). For the organisations concerned, it is also worth bearing in mind that running has relatively low barriers to access (2/23), making it a relatively inexpensive way of engaging in physical activity that can be combined with a fundraising effort. During the fundraising journey itself, messages of support had a major impact (2/23), for example Participant 1 said:

P1: "I had a lot of friends and family come and watch. It was a big thing, I think. Having them along the route, to tell me I'd done a good job. It was great."

It is also important that individuals feel as though the challenge is 'theirs' and that they have chosen to fundraising for a particular charity and step-up to a challenge. For many, completing a marathon distance (or longer) is a bucket-list and or significant life event (9/23), and so both recognising and respecting this is important. For participant 5, running a marathon was a bucket-list activity:

P5: "I wanted to tick the box. We all have our bucket lists..."

Data from section 7 (relationship with charity):

Multiple participants (6/23) talked about the credibility that their fundraising effort was given when charities published materiel about them and their efforts (which could subsequently be shared). Creating sharable personalized content that relates to community fundraisers (especially those that are present on social media platforms) is therefore a great way to encourage people to feel more comfortable publicizing their efforts. Clearly the fundraising experience is an

educational opportunity for both the organisation and the fundraiser to get to know one another better. 'Thank-you's' from the charity were clearly significant to community fundraisers. Being thanked personally by senior members of staff (or beneficiaries) had a significant impact upon them, and when thank-you's were not forthcoming, community fundraisers mentioned feeling upset and underappreciated. Often, the choice to fundraise for a particular charity was linked to the memory of a loved-one (2/23). The pilot participant talked about family connections to the charity that they fundraised for:

P0: "It was my granddad that had PSP. And my mum and I set up a local Manchester support group. I've been a volunteer ever since. And the opportunity came up to take on the London marathon, and so I did that."

Several participants mentioned that the charities concerned had worked to create roles for them within their organisation, helping them to feel as though they were personally responsible for the future of the charity (2/23). An example of this is participant 2, who said:

P2: "Because the contact I had with people there became more frequent, and therefore I felt more, not indebted, but a greater sense of responsibility, and to carry on with someone when you know them better. You've got more of a connection with them. And you want to do more with them."

This inclusive and empowering attitude towards fundraisers struck the researcher as a great way of building-in loyalty and helping to create a cohort of

community supporters that could safeguard the charity in the future. Those individuals who had met with, or had exposure to, beneficiaries, were also more likely to use the power of their connection to the charity to motivate themselves (2/23). Organisations must realize that a community fundraising effort is an opportunity to develop a special relationship (5/23) with a potential lifetime supporter, advocate and champion (5/23). These community fundraisers can also be a source of ideas, energy, and resources (2/23). Fundamentally, linking a physical challenge with a charity, and fundraising as part of that challenge, appears to observers to transform an intrinsically selfish activity, into a selfless act (2/23).

Research built upon:

Community fundraising has long been an area of fundraising research that is under-resourced and under-funded, in part, due to the false assumption that other methods of fundraising are more worthy of investment. This pressure to demonstrate fundraising behaviour that delivers financially (in the short and medium term) has meant that areas such as legacy and corporate fundraising tend to enjoy greater interest from researchers (NCVO 2019). Clearly this does vary hugely between charity and sector. However, this focus on particular fundraising schemes can create a feedback loop in which these areas of research grow and influence fundraiser behaviour, and their resultant incomes improve because of this attention (whereas others can fall by the wayside, such as community fundraising). What these interviews have made clear is that effective community fundraising is collaborative (between organisation and community fundraiser), and sensitive to personal circumstances. Community fundraising

creates empowered advocates, and can have an enduring and far-reaching influence that is often difficult to define but clearly valuable. It is a way of strengthening key stakeholder support, and safeguarding the future of the organisation itself. This research has also made it clear that there is still confusion relating to terms for professional fundraisers and community fundraisers, when it comes to extant academic literature. Whilst some assume that community fundraising includes money raised through sponsored physical activity events, others consider these as separate income streams. Clearly consensus is required to achieve greater clarity and less confusion in the research realm if quality research into community fundraising is to be produced. In this piece of research, community fundraising is a terms used to describe any fundraising activity that is undertaken by non-professional fundraisers on behalf of the charity concerned.

There is a striking lack of formal research exploring how charitable organizations both manage and interact with community fundraisers (this is in contrast to major donor related fundraising, for example). However, there is evidence to suggest that there is at least some awareness of both the importance of online communities (Deschamps & McNutt 2014; Lucas, 2017; Quinton & Fennemore 2012), as well as the importance of community fundraisers more generally (Miller 2009). Whilst major donors and corporates have often had access to key information related to how an organisation is run and how funds are spent, this has not traditionally been the case when related to individual community fundraisers (Connolly & Hyndman 2013). A number of participants mentioned that they would have liked to see more clearly how their funds were

being spent, and how their funds would directly influence beneficiaries. In the context of a national charity sector that is under increasing scrutiny from the public (The Charity Commission 2019), non-profits must be more proactive with regards to informing donors specifically about how their money is spent.

Community fundraisers would appear to be key stakeholders that are often overlooked. Charitable organizations that wish to be more effective in terms of publicizing their effectiveness should certainly bear this in mind (Hyndman & McConville 2018). In a similar vein, whilst donor management has long been a topic popular in the academic research realm (Middleton & Lee 2020; Sargeant et al. 2006; Sargeant & Lee 2004), management of non-professional fundraisers (who are not volunteers) who themselves solicit donors, has received far less interest. Perhaps this is because organisations have very limited control over both donors that give through community fundraisers, as well as the community fundraisers themselves. A broader view of donor management that extends to include donors that give through community fundraisers would help organisations to understand their income streams better. Greater research into managing and facilitating community fundraisers would also serve to assist charities in both the short, medium, and longer term. If these community fundraisers are treated as significant stakeholders, and empowered, then it is clear that not only will they feel a duty to the future and success of the charity, but that they have the ability to achieve things for the organisation that simply would not be possible without them.

5. Self-esteem development through CSE participation.

The development of self, and self-esteem through physical-activity based event fundraising.

Supporting data:

This research gap was addressed by section 2 (experience), section 4 (the transformation) and section 6 (legacy) of the interview script.

Summary:

Data from section 2 (experience):

Completing a tough physical challenge for charity was described by a number of participants in this study as highly charged from an emotional point of view (12/23). Interactions with others also appear to be remembered in particular, enjoying a privileged position in the memory of participants (12/23).

Interestingly, suffering, and the ability to both suffer and overcome a challenge, was described an important part of the experience (11/23). Participant 13 explained:

P13: "I like to feel like something is a challenge, otherwise it feels like you haven't really done much. I think it's that little reminder that you've done something crazy and you've finished, and you're capable of doing something crazy you thought you couldn't. And you've broken through a boundary."

With regards to self-esteem specifically, participants talked of the experience making them feel stronger (3/23), teaching them how to motivate themselves (2/23), and teaching them learn to delay gratification and push-through difficult

times (3/23). Participants 15 and 17 talked about how the experience changed them:

P15: "It does change you a little. It makes you more resilient, and more likely to stick at something, as a result of it."

P17: "I have more self-belief. You say you're going to do something, and you actually go out and do it."

Data from section 4 (the transformation):

More than half of those interviewed reported increases in self-belief and self-confidence after completing their fundraising challenges (14/23). A large portion of participants specifically mentioned that there was a subsequent boost in their self-esteem (7/23), as well as a feeling of deep satisfaction, having achieved their goals (7/23). There would appear to be a link between how hard the test is for a person (relatively), and the resultant growth that they experience (7/23).

Greater tests, and more 'stretching' would appear to result in greater personal growth. Pain and suffering would appear to represent evidence to the individual (and others) that the challenge was hard. A part of the increase in confidence that individuals to experience seems to be related to gaining membership to an elite and aspirational group (of marathon or ultramarathon finishers) (5/23), as illustrated by participant 8:

P8: "It sort of puts you in a gang. And it doesn't seem to matter if you did a marathon in twelve hours or three, or six. Everyone... You... There is a sort of sense

of achievement and people talk about it. You know, I sit next to a guy who has done loads of marathons, and just, you're part of a gang."

This group is comprised of others who have been able to complete impressive feats. A further element would appear to be the validation received from others, in the form of an increase in social kudos, and general interest from those that are interacted with (4/23). Participant 16 discussed what it was like receiving attention from their friend groups because of their fundraising activities:

P16: "It gave me a really big boost. To have so many people interested in me."

A part of the self-esteem increase experienced appears to be related to both an increase in social validation generally, as well as (perhaps more importantly) an increase in validation from specific aspirational groups (4/23). This validation appears to help people to decide if their behaviour is valued by others (and in a wider social context) or not, and multiple individuals talked of positive social reinforcement taking place (2/23). Completion of a tough challenge appears to make individuals feel 'special' (2/23), and there is an undoubted social comparison that takes place within their networks. Participant 12 said:

P12: "As you do finish it you do feel special."

Positive memories appear to eclipse negative memories, and as time goes on, the painful memories would appear to fade, and the more glorious ones remain

(2/23). Helping others appears to be a significant retrospective reason for an increase in self-worth.

Data from section 6 (legacy):

After completing their fundraising challenges, substantial numbers of participants reported increased levels of self-esteem and extraversion (10/23). These positive experiences in turn appear to make people more likely to do something similar again (7/23). This would suggest that fundraising activities could have a 'domino effect' upon the lives of individuals, and influence people to take part in a suite of behaviours that also increase their self-esteem. As well as talking about satisfaction (6/23), participants also talked about a sense of euphoria (6/23) and a growing sense of pride:

P13: "I so elated with finishing. Just really proud of myself."

P3: "It's something I'm really proud of. Like I said, I'm completely satisfied with the whole, um, experience."

Completing their activity 'for charity' rather than just for themselves, contributed to some feeling a 'warm glow', and a feeling that they had really helped others through their exertions (3/23). This appeared to transform their challenge experiences from selfish acts to selfless acts for them:

P10: "I suppose you can say like you've done it for a worthwhile cause, and it's not a selfish thing, you're doing it for someone or something else."

P13: "The fact that you're running for charity makes a huge difference. Because it gives you a reason to do it. Other than just self-growth."

Additionally, a large number reported an increase in self-respect and self-belief (6/23), using their ability to complete the challenge as evidence to themselves that they can overcome tough things. Reminiscing and remembering the challenge is also something that individuals talked about doing frequently in the wake of a challenge. Participants reported that this gave them both confidence and a sense of pride (3/23). Numerous people talked about 'enduring positive memories' (3/23), and the fact that photographs and artefacts (such as a finisher medal or t-shirt) were an important part of the event's legacy. Organizations involved with the fundraising events should clearly be mindful of this, and maximize the chance for those participating to create and take home enduring reminders of their experience and achievements. As touched-upon above, there was also evidence to suggest that self-esteem might in part be associated with membership of 'elite' or 'aspirational' group. A number of those interviewed (2/23) mentioned that completing a tough physical challenge gave them 'bragging rights' and some form of social kudos. The reaction from others appears to have a major impact upon whether or not a fundraising experience is perceived as 'worthwhile' or not. This validation, for some, appears to be inextricably linked to their resultant rise in self-esteem. They see themselves as both valued in their community, as well as superior in terms of athletic ability. Clearly, feeling valued by the organisation that they are fundraising for, and feeling as though their fundraising efforts will make a tangible difference, is also important for individuals to help them feel as though their effort was well spent.

Research built upon:

Shang & Sargeant (2016) explored self-esteem related to the social norms of giving in a fundraising context. They found evidence to support the hypothesis that there is a trade-off between how high a perceived social norm is and how good donors feel about themselves. In particular, perceiving others as giving at a relatively higher level was associated negatively with a donors' identity membership esteem. However, this study does not explore this phenomenon among community fundraisers, who solicit funds from donors, whilst being the primary contact with charity (and conduit through which these funds flow). Sargeant & Shang's work would suggest that if the esteem of donors to a community fundraising campaign is to be increased, then that campaign must be carefully managed. It would be interesting to see whether their findings are transferable to community fundraisers themselves (and this could be a topic for future researchers to explore). i.e. Perceiving oneself to be at the upper end of a social norm (able to complete a tougher challenge than what they regard as the norm within their social context) would suggest a greater positive change in self-esteem, both during and afterwards. It would also explain why, as a person's social norms change (they interact with more and more people who run long distances), their 'goalposts' move, and they subsequently feel a need to complete tougher and tougher fundraising challenges. This would have serious implications for the management of community fundraisers, and the importance of how their challenges are framed in communications. It would suggest that sensitive communication (that recognises the relative personal challenge required for community fundraisers to move outside of their comfort zone) is

essential, and that managing groups of similar community fundraisers must be done carefully.

We already know that participating in sports and physical activities can help older adults to build self-esteem (Sani et al. 2016), and that the two (physical activity and self-esteem) are both directly linked, and indirectly linked (through body image and perceived physical fitness). What these interviews would appear to suggest is that including a charity fundraising dimension to a physical activity challenge offers a further boost to feelings of self-esteem on top of what might be expected from both the challenge completion and factors associated with training (such as a decrease in BMI, improvements in body image, and an increase in perceived physical fitness).

Other research has found that participation in non-competitive sports (such as distance running) can result in greater increases of self-esteem than for competitive sports (Bowker et al. 2003). This might go some way towards explaining the popularity and the approachability of longer distance running to participants, which is widely regarded as 'feeling less competitive' as the distance required to complete the event increases (Huber 2019). This could be because participants are more concerned with simply finishing, and achieving a personal goal, as opposed to completing the event faster than other competitors. This attitude (which was present in the ultrarunners interviewed) perhaps suggests that they regard themselves (and ultrarunners) to be different to conventional runners (and better than them), because they are able to complete longer distances. Personal differentiation would appear to be a key factor in each

individual's attempt. Data from the interviews would suggest that there is a desire to feel as though each of their journeys is unique, personal, and meaningful, in a way that differentiates their experiences and 'journeys' from others. However at the same time, there is a desire to gain membership to a unique desirable group (either marathon or ultramarathon finishers). This in-group out-group tension would corroborate with Brewer's (2003) 'Optimal Distinctiveness Theory' (Leary & Tangney 2005), and would certainly benefit from further investigation in this context. If charitable organisations are to be able to manage their community fundraisers well, they surely must learn to understand how to balance freedom and autonomy, with the corroborative group nature of much fundraising and charity sport events. It would also appear that personal preferences related to in-group and out-group membership or independence does vary enormously from individual to individual.

Self-esteem throughout one's lifetime would appear to generally follow a relatively straightforward trajectory (Orth et al. 2018; Robins & Trzesniewski 2005), with it increasing in middle adulthood, and peaking between 60 and 70. Achieving successes such as completing tough physical activities and fundraising for charity is one way in which adults can boost their self-esteem. This is significant, because it means that charitable organisations can potentially be intimately connected to people's significant life experiences that help them to increase self-esteem and boost confidence. If the aim of charitable organisations is to foster and cultivate positive relationships with both donors and community fundraisers that have a significant lifetime value (Sargeant 2001), then surely this kind of connection can be hugely valuable to both parties. Further

exploration of how these stakeholders might be both segmented and managed would clearly help inform the future strategy of charitable organizations.

Additional Research Gaps:

There were two additional gaps in the literature that the researcher did not explore. A reminder of these is as follows:

1. Influencers and promoters in this digital age.

The role of social media influencers in community fundraising campaigns.

2. Group fundraising dynamics.

How to fundraise effectively in a crowded social context.

The researcher noted that there is some supporting data for this research in section 2 (experience), section 3 (fundraising today) and section 5 (context) of the interview script. Unfortunately, restrictions on the time available to complete this project meant that exploring these two additional gaps was not feasible.

However, relevant data is present, and these areas might be interesting topics or subjects for future research.

5.3 Summary of Results

Figure 4-3 presents an overview of the convergences and divergences in the synthesised notes data, and broadly summarises the key elements of the results of the IPA study. The reader is encouraged to read through the data summarised in tables in the results (Table 4-8 to Table 4-14 inclusive), as well as the extensive notes documents from the interviews in appendix D. Section 5.3 discusses these results in relation to the research gaps identified in the literature review. The results from this IPA study were diverse and nuanced. A very broad overview of these is detailed in the table below.

Table 5-2 Summary of results (overview)

| Research Gap | Summary of Results | Meaning |
|---|---|---|
| 1. Event CSE and challenge event fundraising in this digital age. | <i>The motivations for participating in activities that combine physical activity with fundraising within a UK population sample are highly diverse and intimately linked with our online presence.</i> | Engaging personally with participants who fundraise is a key part of understanding their motivations and being able to provide them with effective support. |
| 2. Effort and experience related to CSE/challenge event fundraising. | <i>Pain and effort play a fundamental role in the experience of individuals who fundraise by completing challenges that involve physical activity.</i> | Effortful experiences can apparently increase the memorability and value that participants place both on the outcome and the experience itself. |
| 3. Social media in physical activity fundraising. | <i>Social media and online giving platforms play a critical role in modern CSE/challenge-based fundraising.</i> | Understanding an individual's personal and social presence both online and offline is a key part of delivering an effective fundraising campaign that works for that person and their prospective supporters. |

Table 5-2 – Summary of results (overview cont’d)

| Research Gap | Summary of Results | Meaning |
|---|--|---|
| 4. Modern non-professional fundraising in a challenge/CSE event context. | <i>Non-professional community fundraisers are a highly motivated and extremely capable resource. Exploring experiences from their perspective is not frequently done by organisations and in mainstream academic fundraising research.</i> | Community fundraisers are a highly capable but poorly understood resource who are often oversimplified in extant academic literature. Organisations should understand that they might be both fundraisers or donors or a combination of the two. |
| 5. Self-esteem development through CSE participation. | <i>CSE participation appears to contribute to the development of self, and self-esteem, which can have positive long-term knock-on implications for participants.</i> | Fundraising experiences can be transformational positive experiences that are intimately linked to the charitable organisation concerned. The legacy and implication of these experiences can have implications for other areas of participant’s lives. |

5.4 Unexpected Findings

Throughout the research process, a number of findings stood out to the researcher as not what he expected. These are as follows, and are broken down according to which section they appeared in.

Section 1: Motivations

‘To overcome a disease or condition, and feel like they are in control of it’ (present in interviews 19, 21, and 6). Having not ever had to deal with a debilitating disease or condition, the researcher did not initially consider this as a possible motivating factor behind a challenge and fundraising campaign. Clearly for some people, completing a difficult challenge was both a statement (‘I can overcome this horrible thing’) and an act of defiance (‘this will not stop me

from doing amazing things’). This insight could certainly be explored further in future research, examining how people deal-with, and move-on from, challenging episodes in their life.

‘To keep the memory of someone else alive’ (present in interview 20). Once again, having not undergone any significant form of bereavement, the researcher failed to predict that this might crop-up as a motivational factor for completing a tough physical challenge. It was clear from conversing with participant 20 that completing challenges for charity represented a way of keeping the memory of a close family member alive, and for them to feel closer to their late relative.

Section 2: Experience

Having a garment with one’s name on it during the challenge day results in others knowing a strangers name and therefore being able to shout specific personal support to them, which is hugely motivating for them (present in interviews 3 and 4). This external support from both known and unknown people can result in an enormous psychological boost for the individual concerned. This seemingly small feature relating to a runner’s wardrobe clearly made a huge difference to a number of people, despite the encouragement being received often from strangers.

Section3: Fundraising Today

Those who fundraise frequently feel pressure to test themselves in more creative and challenging ways than others, in order to justify repeated rounds of support (present in interviews 11, 16, and 22). This suggests that repeat fundraisers feel

that the value in their endeavours is intrinsically linked to moving outside their comfort zone, and that they must continue to push boundaries in order to satisfy an ever more discerning audience.

Section 4: The Transformation

Normal life can be significantly disrupted by both the training and completion of tough physical fundraising activities (present in interviews 1, 3, 4, and 5). This appears to be an unexpected possible side effect of fundraising activities that require significant preparation. Clearly this disruption also has an impact upon close friends and family, who are often required to deal with changes to routines (and sometimes personalities) as a result of this.

Section 5: Context

A normalization of behaviour related to physical activity events occurs (e.g. extreme exercise), and membership of new friendship groups can make the person's new achievements seem hollow and less impactful (present in interviews 11, 20, 21, and 7). This is a risk associated with changing habits and key friendship groups.

Section 6: Legacy

Permission to talk - Going public with regards to diseases or health complications can be a tough and intimidating thing to do, and completing a tough physical challenge to fundraise for a charity can give individuals a push to come out to their friends and family about what they have been through. This

can help to break down barriers between people, and help an individual to cope with an ailment better. This insight was present in both interviews 21 and 9.

Section 7: Relationship with Charity

External validation on social media sources from charities appears to be hugely valued by individuals. This is a low-cost and high return way for charities to strengthen their bond with fundraisers, and for fundraisers to appear more credible to their followers (present in interviews 13, 15, 2, 20, 4 and the pilot interview). Individuals are often more comfortable sharing stories from others that show them in a positive light, rather than self-promoting personally in a more shameless way.

Underpinning the entire relationship with some charities is a highly personal connection for which some people feel indebted to. These people hope that by helping the charity they can prevent others having to go through the same pain and tribulations that they had to (present in interviews 1, 17, and 2). There appears to also be an element of 'paying back' an organisation for the support that it might have given, through fundraising.

Charities that ask fundraisers to take on special roles for them (such as a 'regional ambassador) help the individual concerned to feel special and as though they have a unique bond with the organisation concerned, which in turn is more likely to encourage them to do all they can to help the charity in the future (present in interviews 21 and 9). Community fundraisers feel personally

responsible for the future of the charity, in a way that is positive and empowering.

Chapter conclusion:

In this chapter the research gaps identified in the literature review were re-visited and the results of the study discussed in relation to other literature. This is done systematically by re-visiting each research gap in turn, and exploring how the results of the study helped to fill these gaps. These results are interpreted and their meaning is considered in relation to other literature. The author also discusses unexpected findings from the study in section 5.4

Chapter 6 – Conclusions

Chapter introduction:

This final chapter presents the conclusions from this research project. The original aims and objectives are revisited and the author checks and explains how these were satisfied. The implications of this work are discussed and recommendations for future work are made, including examples of specific research questions to be explored.

6.1 Limitations of study

As with all research projects, this research is not without its limitations. Table 6-1 lists the limitations of specific questions/sections within the research instrument. This is a record of those that became apparent as the study progressed. It is hoped that by highlighting these limitations, the full picture of the research project can be given, and that future researchers can address them in their work. Some of these limitations relate to the design of the study, whilst others relate to the behaviour and choices that the researcher made throughout the project.

Table 6-1 Limitations of study

| Section: | Limitation(s): |
|----------|--|
| 1 | The researcher could have made a better distinction between ‘intention to participate’ motives and motivations (why people did it), and ‘in-event’ motivations (what kept people moving). These two things are very different, and could have warranted their own discrete sections, as opposed to lumping them together. Participants interpreted this question differently to one another. |
| 2 | The researcher might have placed a greater emphasis on the identification and description of key ‘flashbulb’ moments? For example, specific feelings experienced at the finish line. Could these same participants have been re-visited a year after the interview to reflect on what their most prominent memories were after the passage of time? |
| 3 | There could have been an exploration of how intimately linked the charitable organisation and the challenge activities were, and how this might vary depending on age. It would have been interesting to see if either of these would continue to exist if the other was removed. A future study could look at what priority the fundraising had in the mind of the participant, and how this might have changed throughout their journey. |
| 4 | The interview did not explicitly explore what each participant would describe as his or her overall journey, desired destination and outcomes, and what they would identify as the key changes that they noticed about themselves as a result of their activities. |
| 5 | Interviews could have examined whether or not the participant’s transformations might have been achieved any other ways. And, what parts of the experience might be removed whilst still resulting in a similar transformation? |
| 6 | In terms of questioning, what sort of time frame is really necessary between a participant completing a fundraising campaign, and having an interviewer question them? Should this population be revisited at a later date? |
| 7 | There could have been a greater focus on how community fundraisers are managed, and whether or not this is regularly revised. The study could also have examined what strategy organisations have related to managing this income source. |
| 8 | The sample could have had a more balanced sex distribution, or a lean towards a greater number of male participants. |

There are also some additional questions that arose, which relate to possible improvements to the study. These are listed below, and are there for the reader to consider and be aware of. Researchers interested in building on this study might consider bearing these questions in mind.

1. Could there have been greater 'priming', to ensure that participants reflected sufficiently before giving their answers, and were on the correct 'page' in terms of understanding exactly what the question being asked meant?
2. Could some of these topics have been explored from different perspectives/angles (e.g. from the point of view of the organisation concerned/from the point of view of donors/from the point of view of friends and family)? This could perhaps be achieved through focus groups.
3. Was the diversity of questions being asked a help or a hindrance to achieving detailed and honest answers? Could the format of interviews have been tweaked to ensure that participants were at ease with the interviewer and comfortable opening up about their experiences?

6.2 Recommendations for future work

Table 6-2 lists the recommendations that the author has for future work. These are described from a practical point of view. These recommendations range from suggestions to amendments in experimental design (recommendations 2,3, 5, and 10) to suggestions about different ways of approaching the area of interest (recommendations 5 and 6), and suggestions about how the data generated from this study can be used by others (recommendations 1, 8 and 9).

Table 6-2 Recommendations for future work

| Recommendation: | Description: | Future Output: |
|------------------------------------|---|--|
| 1. Greater interrogation of data. | A huge amount of primary and secondary data has been collected and generated that could be examined and re-examined in greater detail. Future research could explore and examine this existing materiel more closely. | e.g. Thematic deductive analysis using pre-determined categories. A closer examination of the language using conversational analysis (Barrett and Helmich 2018). |
| 2. Fewer participants. | The volume of data generated resulted in project delays and challenges related to processing. Fewer compromises would have had to be made if there had been fewer participants (e.g. half the total number). | e.g. An IPA study that used between 4-10 participants, as is common in healthcare-oriented IPA studies (Hefferon & Rodriguez 2011) . |
| 3. Fewer questions. | The interview script used had a total of 55 questions, split into 7 different sections (not including 10 demographics questions). Whilst not all of these were necessarily asked, this number could be reduced in the future, in order to focus more specifically upon certain areas. | e.g. Reducing the total number of questions asked (no more than 20), and probing these questions more deeply and from different angles. |
| 4. Replicate study multiple times. | This would allow future researchers to verify these results, refine the methods used, and hopefully increase the accuracy (and potentially the generalizability) of these findings. | e.g. Repeat this IPA study (or parts of it), using a similar sample and technique. |

Table 6-2 - Recommendations for future work (cont'd)

| Recommendation: | Description: | Future Output: |
|--|--|--|
| 5. Replicate study with samples from different populations. | Replicating this study across different populations would help us to build-up a picture of how community fundraising behaviour varies from country to country and culture to culture. | e.g. Repeat this study in the USA, the Middle East, the Far East and elsewhere. |
| 6. Replicate study with different samples. | Replicating this study with different samples might enable us to build up a clearer picture of how behaviour varies across different age groups, and for different event types (e.g. 20-30 vs. 50-60 or cycling events vs. running events). | e.g. Repeat this study, comparing and contrasting different samples across different age-groups and different event types. |
| 7. Vary approach, so as to target theory development specifically. | Conducting a study using a grounded-theory approach, based upon a select number of theories identified by this study, would help to build-up a clearer and more comprehensive theoretical picture of this facet of the charitable fundraising landscape. | e.g. Explore Social Comparison theory, Social Identity Theory, Optimal Distinctiveness Theory (the theories that appeared to be most relevant and crop-up the most) in this context. |
| 8. Produce a more specific handbook regarding using IPA in a fundraising context. | A more comprehensive account of how IPA was used specifically in this context could be produced, in order to help future researchers. | e.g. An academic-focused handbook about how to effectively design and execute IPA studies in the fundraising realm. |
| 9. Elaboration and application of how this data might help organisations to be more effective. | Production of a more comprehensive set of evidence-based recommendations for non-profits that might assist them with managing future community fundraising activities. | e.g. A practical document written for a non-academic audience that details how to improve the management of community fundraisers. |
| 10. More male participants | The sample could have consisted of a greater proportion of male participants, to be as representative as possible of the target population. | e.g. A split closer to the most recent London marathon sex distribution statistics. |

Each of the substantiated themes listed in the tables in section 4.3 could form the basis for a future study where a hypothesis is tested. A practical list of examples

of hypotheses generated from the results is listed below, and organised according to research gap. These are directly taken from section 4.3. These are a selection of the most pertinent questions and hypotheses that have been generated which could be tested in the future.

Table 6-3 - Future research questions

| Research Gap: | Insight: | Future hypotheses/research questions generated to be tested: |
|--|---|---|
| Event CSE and challenge event fundraising in this digital age. | <i>The motivations for participating in activities that combine physical activity with fundraising within a UK population sample are highly diverse and intimately linked with our online presence.</i> | <ol style="list-style-type: none"> 1. What impact does the emotional diversity of fundraising experiences have upon both the person fundraising, and the resultant relationship with the organisation being fundraised for? 2. What impact does sharing effortful fundraising experiences with others have upon the resultant memory and legacy of that experience? 3. Which event features provide participants with space to reflect, and what is the resultant impact of reflective elements on participants? 4. How significant is the relative personal difficulty of an effortful fundraising challenge in relation to the resultant growth in self-development? 5. Does completing effortful fundraising events allow individuals to feel like they are taking control of undesirable situations in life? |
| Effort and experience related to CSE/challenge event fundraising. | <i>Pain and effort play a fundamental role in the experience of individuals who fundraise by completing challenges that involve physical activity.</i> | <ol style="list-style-type: none"> 1. Does suffering increase the resultant value that participants place upon the accomplishment of a physical challenge? 2. Does perceived suffering by followers result in larger donations and greater attachment to the challenge? 3. How important is it for those completing tough physical challenges to connect with other participants? 4. Are individuals who participate in effortful fundraising experiences more likely to support others who fundraise in a similar way in the future? 5. Does participating in effortful fundraising events increase feelings of personal gratitude and empathy towards others? |

Table 6-3 - Future research questions (cont'd)

| Research Gap: | Insight: | Future hypotheses/research questions generated to be tested: |
|--|--|---|
| Social media in physical activity fundraising. | <i>Social media and online giving platforms play a critical role in modern CSE/challenge based fundraising.</i> | <ol style="list-style-type: none"> 1. What impact does personally live-streaming or providing live updates during an event have upon participants? 2. The darker side of fundraising – what are the potential negative implications of effortful fundraising experiences, and how might these be mitigated? 3. What kind of personal social media content is emotionally provocative, and is greater engagement from this content conducive to more effective fundraising? 4. The effectiveness of targets in effortful fundraising campaigns. 5. Understanding the favoured communication channels of different demographics, and how effective these channels are at satisfying supporters and driving donations. |
| Modern non-professional Fundraising in a challenge/CSE event context. | <i>Non-professional community fundraisers are a highly motivated and extremely capable resource. Exploring experiences from their perspective is not frequently done by organisations and in mainstream academic fundraising research.</i> | <ol style="list-style-type: none"> 1. How can events be designed to be positive life-changing experiences with significant personal meaning? 2. How can support networks for community fundraisers be established and maintained, both before, during and after a fundraising campaign? 3. To what extent does fundraising for charity allow individuals to talk about challenging personal subjects, and how can charities help people to discuss sensitive topics surrounding fundraising campaigns? 4. What are the key differences between how charities manage and support professional and non-professional fundraisers? 5. How do charities try to understand and manage donors that give to charity as a result of a community fundraiser, and how is this different to how they manage that fundraiser? |

Table 6-3 - Future research questions (cont'd)

| Research Gap: | Insight: | Future hypotheses/research questions generated to be tested: |
|--|--|---|
| <p>Self-esteem development through CSE participation.</p> | <p><i>CSE participation appears to contribute to the development of self, and self-esteem, which can have positive long-term knock-on implications for participants.</i></p> | <ol style="list-style-type: none"> 1. How significant is social validation in effortful fundraising experiences, and how might this change throughout a fundraising journey? 2. What impact does taking part in effortful fundraising challenges have upon close social and family networks, and what are the implications of this? 3. To what extent might the normalisation of training and regularly completing effortful fundraising challenges diminish the resultant personal growth and satisfaction gained from taking part? 4. How can effortful fundraising experiences help individuals to deal with painful or traumatic experiences and situations in other areas of life? 5. Is there a measurable increase in self-esteem associated with completing effortful fundraising experiences, and what other changes in self can be measurably tracked? |

To summarise, there are a number of different directions that this research could be taken in, in order to learn more about the experience of effortful fundraising.

These are essentially as follows:

1. Generating and subsequently testing theory. These could be generated from the IPA data and observations and deductions.
2. Exploring existing theories more selectively in relation to this area. This might involve testing the theories identified in section 4.4.2.
3. Examining if the insights generated are sufficient to form the basis for a quantitative study. For example, to measure if perceived rate of exertion by a supporter influences their intention to donate.

Closer examination of the existing data. The large quantity of primary data could be analysed in alternative ways, for example, through straightforward thematic coding of the original scripts.

6.3 Implications/overview of findings

Discussed below is a short summary of the practical implications of this IPA study, for the various key stakeholders involved with community fundraising. These include individual community fundraisers, who are the individuals interviewed in the IPA study and who completed effortful challenges for charity, paid-for professional fundraisers, employed by charities, event managers, society more generally, and then academics and researchers. These points were discussed in greater detail in both the results section (Chapter 4), and the proceeding discussion section (Chapter 5), where supportive data is given.

For the individual community fundraiser:

This research has demonstrated the importance of documenting both positive and negative features of a fundraising journey, as opposed to solely examining the positive features. The data clearly highlighted the value of effortful or painful elements of fundraising experiences to participants, and made clear the importance of this component (effort) and how it can be a key part of personally growing and making an experience gratifying. In addition, the study illustrated the value that can come from understanding the impact of funds raised, and how these funds can impact beneficiaries. On a personal level, there appears to be benefits to self-esteem, self-confidence, and social interest that come with challenge-based fundraising. Finally, for a number of participants, it was clear

that moving outside of their comfort zone for charity has had a transformational impact on their lives.

For the paid-for fundraiser/charitable organisation:

For from a charity professional's perspective this research has highlighted the importance of sensitive personalized support for community fundraisers. It also made clear the opportunity that exists with community fundraisers to create lifelong supporters, ambassadors, and stakeholders that feel responsible for the future of the charity itself. Fundraisers should also view community fundraisers as a resource that is not solely financial, and take steps to understanding the importance of looking after seemingly 'lower value' community fundraisers by appreciating their potential lifetime value, and the networks that they provide access to. Charity employees should be more aware of the power of online communities as a resource, and a means of spreading a message and affecting change. A theme which arose repeatedly in the interviews was the importance of each community fundraiser's identity, and how this is both handled and grown by the organisation that they were fundraising for. The interviews provided both positive and negative examples of this. An insight which arose in multiple interviews was the value of second-person media content to community fundraisers, and how this adds both credibility and a sense of connection to their efforts. This would suggest that charitable organisations should endeavour to create content featuring those who raise money through effortful fundraising experiences, and make this content easily shareable for them. Finally, charities should appreciate the understanding and sympathy that community event fundraisers have for others in their shoes, and the tendency that this has to

encourage them to support others in the future. This would suggest that those who complete effortful challenges are more likely to support others who do the same, and are a valuable prospective resource for supporting others in the future.

For those involved with organizing events:

A number of insights from this study are relevant to event managers and those involved with organising events. Firstly, is the importance of the marathon benchmark. It is widely accepted that the marathon distance is the achievement against which other distances are compared. Secondly is the value of historic events, and the value of event running experience. Repeatedly running events naturally allows for continuous iteration and improvement, and a more refined participant experience. An additional insight from this study was the importance to participants of artifacts such as medals, t-shirts, and event photographs. These can carry great personal meaning, and should be carefully considered. It should also be noted that many fundraisers have highly personal reasons for taking part and fundraising, and so this sensitivity should be recognised. Finally, event organisers should consider the power involving a charity can have in terms of increasing the significance of a participant's experience/journey.

For society more generally:

There are a number of wider implications for this study for society more generally that we can glean from this project. The study illustrates the value of painful and effortful experiences, and the positive benefits of learning to delay gratification as an adult. In this vein, it also shows the transformative power of

moving outside one's comfort zone, (at least in part) for others. The results point towards how to incentivize philanthropic behaviour (e.g. by intimately linking it to personal growth and development), and also strategies for overcoming grief/depression/roadblocks in life. Finally, it shines a light on understanding how to recognise, empower and respect external organisational stakeholders.

For other researchers/academia:

For academics, this work updated seminal qualitative research questions that needed re-visiting, recognising a changing technological and organisational context. It provides a practical account of the first use of IPA in a fundraising context., and usefully collects together academic theory that is relevant to challenge-based fundraising, so that others can build upon this clearly and more easily in the future.

6.4 Implications for IPA and research methods

How this study developed IPA, and advice for others considering using IPA to explore similar research gaps:

This study demonstrates that IPA can be used as an effective approach to exploring fundraising related research areas. In-line with IPA's lauded benefits (that is both versatile and focused upon meaning-making), the multi-stage interpretation process allows the researcher to take steps towards understanding their role in both the data-collection and analysis phases, as well

as the overall research study journey more generally. However, using IPA in this context is not without its challenges. These include the time taken to process data (significantly underestimated in this instance), the need to both zoom-in and zoom-out at various stages within the research (conscious reflection), and the multitude of choices that a researcher is faced with when deciding how to undertake an IPA study.

The contribution to knowledge of using this approach in this novel context:

Novelty. This study is believed to be the first formal study to use IPA as an approach within the fundraising realm. Whilst IPA has become a highly popular research approach in psychology and healthcare, it has not been used in a fundraising/non-profit context to this extent (in terms of sample size) before.

Scale. This study is one of the largest IPA studies that has been completed to date. Typically sample sizes are half the size of this study (6-12 participants). This represents a range of challenges in its own right (largely related to the quantity of data involved and the time and labour required to process it).

Timing. This work brings qualitative research into this area in to the 21st century. It is the first study to explore key questions related to fundraising at a time when technology plays such a significant role in fundraising and identity. This research brings CSE related fundraising research into the 21st century. Extant qualitative research in this area was both outdated and lacking in relevance (non-representative samples).

Approach/perspective. This study is unique in its perspective and approach. In this research, fundraising is approached from the outside in, and community fundraisers are the focus, as opposed to formal fundraisers who are on the payroll of the charity. This shift in stakeholder focus allowed events to be seen from a novel perspective.

Focus. The focus of this study has always strictly been in line with the research gaps identified within the literature review. Namely, exploring the value that effortful elements add to an individual's fundraising experience, and the impact that effortful experience has upon a person's relationship with a charity or non-profit.

Sample. The sample of participants is from the UK, and consists of a diverse range of ages that more accurately reflects the population being studied than previous qualitative studies. This contrasts with extant qualitative studies in this area that largely interviewed college students in the USA, and produced results that were not representative of modern day CSE based community fundraisers.

Experimental design. This study uses IPA to explore not only the experiences of individuals, but also how they make sense of them. The double hermeneutic involved (the researcher making sense of the participants making sense of their experiences) involves substantial formal reflection and analysis, and accepts the data with an open mind, rather than looking to validate pre-existing theory from the beginning.

6.5 Theory Contributed to

Table 6-4 is designed to help the reader understand the quantity of data in each of the sections (1-7) that might support popular psychological theories (listed in the first column). It is essentially an expansion of table 4-15, and shows the reader which section(s) the insights came from. The process of theory attachment is fully explained in section 4.4

Table 6-4 Theory contributed to

A summary of which sections contributed insights that were relevant to the psychological theory identified in the literature review.

| Theory: | Σ of x's: | Σ of ?': | Section 1 - Motivations | Section 2 - Experience | Section 3 - Fundraising Today | Section 4 - the Transformation | Section 5 - Context | Section 6 - Legacy | Section 7 - Relationship with Charity |
|---|------------------|-----------------|-------------------------|------------------------|-------------------------------|--------------------------------|---------------------|--------------------|---------------------------------------|
| Self Esteem | 8 | 16 | | | | X | | X | |
| Self Actualisation | 14 | 20 | x | X | | X | | X | |
| Symbolic Self Completion | 6 | 24 | x | | | X | | X | |
| Self Verification | 1 | 15 | x | X | | X | | X | |
| Self Determination Theory | 13 | 17 | x | | | X | | X | |
| Stakeholder Management | 11 | 15 | | | X | | | | X |
| Social Identity Theory | 23 | 30 | x | | | X | X | X | |
| Social Comparison Theory | 19 | 17 | x | X | | X | X | | |
| Optimal Distinctiveness | 9 | 25 | x | | X | X | X | X | X |
| Social Influence and The Scarcity Principle | 7 | 16 | | | | | X | | |
| Social Influence/Social Impact Theory | 22 | 38 | x | | X | | X | | |
| Goal Setting Theory | 13 | 6 | x | | | X | | | |
| Theory of Planned Behaviour | 5 | 11 | x | | X | X | | X | |
| Expectancy Theory | 5 | 14 | x | | X | X | | X | |
| Attribution Theory | 2 | 24 | x | X | | X | | | |
| Psychological Continuum Model | 0 | 3 | | | | | | | X |

Table 6-4 - Theory contributed to (cont'd)

A summary of which sections contributed insights that were relevant to the psychological theory identified in the literature review.

| Theory: | Σ of x's: | Σ of ?': | Section 1 - Motivations | Section 2 - Experience | Section 3 - Fundraising Today | Section 4 - the Transformation | Section 5 - Context | Section 6 - Legacy | Section 7 - Relationship with Charity |
|--------------------------------------|------------------|-----------------|-------------------------|------------------------|-------------------------------|--------------------------------|---------------------|--------------------|---------------------------------------|
| Martyrdom Effect | 14 | 15 | | | | X | | | |
| Vividness/Arousal/Flashbulb Memories | 11 | 15 | | X | | | | X | |
| Learned Industriousness | 18 | 25 | x | | | X | | X | |

A note about theory and this study:

The diversity and nature of the methods of enquiry in this research mean that tracking relevant theory from its origin to its current state has proven to be a challenging task. Whilst relevant theory has been identified and tracked to the best possible extent, it is recommended that future research studies that might build upon this, really focus upon singular theories, to avoid a situation whereby the nature of findings is so diverse that the theoretical landscape becomes crowded to the point of distraction (as may or may not be the case above!). It is hoped Table 6-4 above helps to illustrate to readers that the researcher has an awareness of the relevant psychological theory, and that it might be a useful guide for any researcher who is interested in studying this realm in the future.

6.6 Revisiting research objectives

The research objectives in (taken from section 1.6) are listed below. The author identifies which section of the thesis addresses each objective in turn after each objective, in blue.

- A comprehensive narrative review of the state of knowledge within the field of physical activity event/charity sport event (CSE) fundraising at the time of writing. *The author completed this, which is detailed in full in Chapter 2, with supplementary information available in A.3 and A.4.*
- Identification of key areas of psychological theory related to participant experience in physical activity event fundraising, and an exploration of these. *This is evidenced fully in sections 4.4 and 6.5. Additional information is given in B.1.*
- The testing of IPA as a research approach in this area (charitable fundraising), completed and documented candidly and comprehensively, so that other researchers might be better informed about using it in this context in the future. *This has been done clearly, please see Chapter 3, and sections 4.2 and 6.4.*
- The collection and processing of sufficient relevant primary data from an appropriate sample of people for an IPA study (including demonstrating that the required steps for producing a rigorous IPA study have been adequately met, in this thesis document and the appendices). *Please see Chapter 4, and in particular section 4.2.2.*
- Understanding the underlying motivations for participation, relating to self (pain, resilience, and the development of self as a result of challenge completion). Exploring effort/pain as a source of value for participants,

and how this element influences the vividness and memorability of their fundraising experience (as proxy fundraisers). Examining the role that social media plays in adults undertaking physical activity related fundraising challenges. Understanding the modern types of fundraiser, and the changing interface between charity and donor related to personal challenge event fundraising (as opposed to formal CSE fundraising). Examining how self-esteem may be influenced by participation in effortful fundraising experiences and self-esteem development in young to middle adulthood and seeing how these interactions influence the participant's relationship with the charity involved. [Each of these has been achieved, and is detailed in depth in Chapters 4 and 5.](#)

- The generation of practical insights from the data collected that can be used to inform and improve those involved with charitable activities in the future (both charity professionals and community fundraisers). [This is available in section 6.2 section 6.3, and the following novel conclusions section of 6.7.](#)

6.7 Novel conclusions

This final section summarises the novel conclusions from this research study. Please refer back to the results and discussion chapters for greater detail relating to these.

Section 1 Motivations:

Deciding to complete a challenge for charity is, more often than not, motivated by a combination of different factors that work together. The testing element of

the challenge acts as a motivation for most individuals, with the whole experience framed as an opportunity to test and prove themselves.

Disaffection with current circumstances can prompt people to make a change in their life, and taking part in a challenge is often both a statement, and a way for people to take control of a situation that might otherwise have seemed out of their hands.

Validation from particular people has a significant impact upon an individual's judgment as to the worth of their endeavour, and encouragement from certain people can be hugely motivating for some.

Section 2 Experiences:

Completing a physical challenge for charity is a highly emotionally charged experience, with being suffering/effort being an important part of it. A physical challenge without this element does not have the same resultant impact upon the individual.

Interactions with other people appear to have a privileged position in people's memories, and positive memories seem to 'stick' more than negative memories. This makes completing physical activities that demand work easier to do repeatedly.

Community is a significant part of both a fundraising and athletic experience, and these groups are bonded together by shared values and shared experiences.

Section 3 Fundraising Today:

Both online giving platforms and social media are central elements of modern CSE community fundraising campaigns. How these are managed and handled not

only influences how much money is raised, but also the overall experience that those involved with the fundraising have.

Reciprocity is expected from those that have previously been supported. There is also an apparent pressure to escalate the scale of subsequent challenges undertaken, in order to demonstrate to supporters that one's comfort zone is being tested (effort is exchanged for financial support).

The public nature of a fundraising campaign increases both pressure and accountability, but also results in greater feelings of achievement and satisfaction subsequently.

Section 4 The Transformation:

Completing challenging physical activities for charity increases self-belief and self-confidence, and for many (especially first-timers) the experience is life-changing. It stimulates conversation and draws attention to both the individual and charity concerned.

Achieving a goal that is recognised as impressive by others results in a significant boost in self-esteem for participants. Helping others through their behaviour also helps to give the attempt meaning, and generate lasting satisfaction.

Reference points are reframed, and the process can be both a lesson in how to delay gratification and how to deal with adversity.

Section 5 Context:

Individuals like to be thought of as 'bold', 'daring' and 'crazy' in the context of challenge event fundraising. There appears also to be a pressure to project a positive persona to others throughout the fundraising journey.

The iconic marathon distance appears to be the benchmark in distance running circles, with this distance becoming more normalized over the past decades, and a bucket list challenge/achievement for many people.

Fundraising and training can be significantly disruptive not only for the fundraiser themselves, but also for their friends, family, and colleagues.

Section 6 Legacy:

Completing tough physical challenges for charity boosts self-esteem, develops the self, and can have a positive knock-on effect on many other areas of life.

Membership of new aspirational communities also boosts positive sentiment.

Photographs, medals, and artefacts (both digital and physical) related to the journey (and the finish) are evidence for the both the individual and their followers of what they have done.

Post-challenge blues appear to be common, with people feeling at a loss or directionless after completing their fundraising campaign and activity.

Section 7 Relationship with Charity:

People are often more comfortable sharing content about themselves that was written by someone else (or a charitable organisation), than if it was written by themselves. This appears to give that content extra credibility.

A challenge based fundraising campaign is an opportunity for the organisation concerned to develop a potential lifetime supporter, advocate, and champion, who feels responsible for the future of the organisation.

Connecting community fundraisers (and donors) with beneficiaries can be a hugely powerful motivator, and making these stories accessible and relatable can help to bring the fundraising to life.

Chapter conclusion and concluding remarks:

Chapter 6 summarises the main points of the research topic and re-visits the project aims and objectives. Recommendations for future research are given, and the practical significance of the results are discussed.

The aim of this research project was to test a research approach in a new area, and examine fundraising experiences in a different way – from the perspective of participants. This project faithfully followed the IPA approach and generated significant amounts of data (both raw in transcript form, and processed in the form of notes). The project brought qualitative research into fundraising events up to date, and highlighted previously overlooked paradigm shifts (e.g. that those completing challenges might not be donors themselves, and that some people take part in events for reasons other than wanting to be philanthropic). It also demonstrated IPA as a useful approach to employ in this area, and highlighted some of the challenges of using a larger sample size. By consolidating relevant theory, those interested in effortful fundraising experiences in the future should have a useful starting point for establishing and testing relevant theory, and increasing our understanding of this area. On a broader note, the research

contributed to our understanding of effortful experiences more generally, and our understanding of experiences that involve exertion.

Please feel free to contact the author if you have any additional questions or require clarifications.

END

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Appendix A

A.1 Project development reflections

How did the project develop – major features

The original plan for this project was written in the first year of this researcher's PhD journey. Key deviations from this original plan were as follows:

- The project as a whole will have taken approximately 4 years in total, rather than the original 3 years that were initially planned.
- The transcribing and note-making process took significantly longer than initially estimated.
- The transitions between sections themselves ended up being more fluid than simply 'finishing one section and moving-on to the next'. In reality, writing work on more than one section at once was done concurrently.

Table 1: Key hurdles and how they were overcome

| | Challenge: | Remedy: |
|---|-------------------|--|
| 1 | No funding | Extensive planning, careful budgeting, taking odd jobs and limiting spending. Personal savings for a deposit for a house (which I earned between the ages of 18 to 27) have been sacrificed to fund this. The researcher is on a zero hours contract with the National Autistic Society as a Support Worker that provides occasional income. |
| 2 | Supervisor change | Pursuing independence, building confidence, and taking personal control. Trying to avoid becoming reliant on any one single source of advice by building up an academic network of friends and advisors. |

| | | |
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| 3 | Low morale and lack of motivation | Support from others, exercise, practicing mindfulness, and volunteering. |
| 4 | Sourcing participants | Creativity and extraversion. Extensive networking in the communities that my participants spend time in. Committing to 'practise as he preaches' and complete physical challenges for charity as well. |
| 5 | Maintaining perspective and awareness | Continuous conscious reflection and extensive regular reading around the research area. |
| 6 | Feelings of inadequacy and crises of confidence | Recognising the limitations and context of this research project, and remembering how much has been achieved to date. |
| 7 | Writing and discipline | Setting flexible targets, holding myself accountable, and (in some instances) practising forgiveness. |
| 8 | Editing and proofreading | Enlisting the help of others, and having multiple writing projects on-going at the same time. |
| 9 | Understanding critical reading and thinking | Seeking-out and grasping any review opportunities (for papers or conferences) or marking opportunities (for student work). |
| 10 | Dealing with setbacks and missing deadlines | Re-framing these as challenges and breaking tasks up into bite sized chunks. Approaching tests from different angles if the original tactic does not work. |

A.2. Project Aims (expanded)

- To constructively critique extant research and challenge current research paradigms, questioning the shifting roles of key stakeholders in response to a changing event fundraising landscape.
- To understand the key stakeholders involved in the most common non-profit physical activity based fundraising events and (challenge-based fundraising attempts), and to explore what a successful event might mean to these different groups of people from their different perspectives in this digital age.
- To gain a rich understanding of non-profit physical activity event experiences from the perspective of participants, and the difference in perspectives between participants, supporters of participants, and charity representative/organisers.
- To explore physical activity fundraising events as effortful and profound self-development experiences for participants, and examine the meaning behind participant experience in this context (including emotion, significance, and self development), with a specific focus on pain and effort as key elements of participant experience.
- To examine how painful/effortful experiences completed in aid of a non-profit influence the relationship that participants have with the organisation in question.
- To identify and build-upon relevant academic theory in a way that contributes towards the current body of knowledge related to physical activity oriented fundraising.

A.3 Purpose of literature review

The purpose of this literature review was several-fold:

- To build-upon and develop the author's knowledge of the research area (Knopf 2006), and keep abreast of ongoing work in this area (Andreson 1997).
- To determine what is known and what might remain unknown in this area, and to identify 'gaps' in current knowledge (Wisker 2001).
- To describe to the reader the area with which the research is concerned, and 'set the scene' for discussion of the research questions, research gaps and research methodology.
- To analyze and evaluate relevant research approaches used to elucidate similar areas, and to help identify the most appropriate research approach and methods for this research project.
- To consolidate topical and relevant literature into one place, using a systematic approach, and to create a review that is logical, informative, and relatively easy to read.
- To define where and in what way this research could contribute to existing knowledge, and how it might both build theory, and extend meaning and understanding in this area.
- To satisfy the more specific research literature review aims and objectives, (outlined beneath the introduction).

A.4 Literature review specific aims and objectives

As Baumeister and Leary note in their 1997 paper ‘Writing Narrative Literature Reviews’, it is important to set-out specific explicit goals for an effective narrative literature review. With this in mind, prior to conducting the literature review, the author identified a number of principal objectives related to this review, namely:

- A comprehensive narrative review of the state of knowledge within the field of physical activity event/charity sport event (CSE) fundraising at the time of writing.
- Theory comprehension and development related to the motivations behind, and results of, physical activity related fundraising, with a particular focus upon: i. the effortful element of the experience for participants, ii. The development of self through experience, and iii. The impact that this experience has upon the participant’s relationship with the organisation concerned.
- Identification of key areas of psychological theory related to participant experience in physical activity event fundraising, and an exploration of these.
- A review and critique of the methods used to research topics within this field, and an evaluation of their effectiveness.
- Explicit qualified research hypothesis/research area delineation, following the clear identification and selection of the most appropriate ‘research gap(s)’.
- Justification and contextualization of both the research proposed and what is required to fill the chosen research gap(s).

- An understanding, evaluation and justification of the most effective methods that might be used to effectively investigate this research gap (that are most appropriate for this PhD and it's associated constraints).

A.5 Research area specifications

In order to ensure this literature review was as effective as possible, the author compiled a list of specifications that the review would adhere to before embarking on the process. These basic specifications were as follows, and designed to guide and direct the research and literature review process.

- Non-profit specific – The literature will be primarily focused on non-profits. The catch-all term ‘fundraising’ could be applied to other areas (e.g. fundraising for commercial organisations through issuing stocks or approaching prospective investors).
- UK orientated – This literature review is written from the perspective of someone based within the UK, whose primary language is English. The author recognizes that significant differences in attitudes towards giving and fundraising exist between the UK and other parts of the world, and that some elements of cultural bias may therefore be present in this literature review (Campbell, 1990; Grange, 1999).
- Size and time constrained – This literature review is conducted as part of a full-time PhD project, by a student based at Plymouth University. This PhD comes with certain constraints related to resources (money, experience, and capacity) as well as time available.
- Primarily focused upon ‘recent’ published academic material, where possible. The researcher recognizes that older material might (in some instances) have limited relevance to the fundraising landscape of today, in which relatively modern features (e.g. mobile technology and the internet) have had a profound effect upon how things work (Stein 2015).

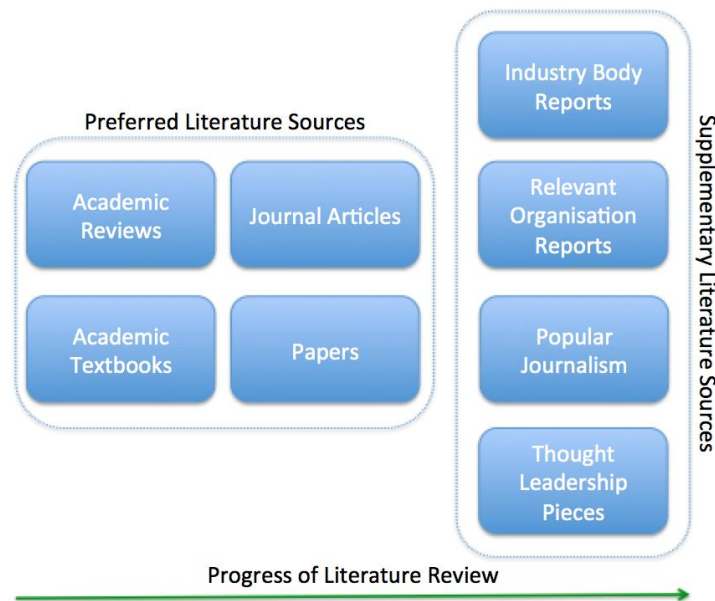
However, when seeking to understand relevant theory (and its origins and underpinnings), the author will explore beyond this remit.

- The focus of this literature review will remain squarely on academic literature where possible, although non-academic literature (articles/corporate reports etc.) will be consulted and referenced if relevant. For some areas (including online fundraising platforms and digital aspects of fundraising), a great deal of research can be found outside of formal academic journals, yet remains a valuable source of insights (but should be consulted and treated carefully). Non-academic literature will be treated with caution, as there is evidence to suggest that a great deal of the corporate sponsored or produced research that is released into the fundraising domain is often lacking in theory and left wanting in terms of the experimental design and methods used (Hillier, 2016; Pudelek, 2013).

Throughout this literature review, the author will seek to critically analyze the source, methods and methodology used, research perspective, and the depth of the literature in question. The author aims to paint a comprehensive and clear picture for the reader of the research area in question, that clearly elucidates major gaps in current extant research, and comprehensively justifies further research into one or more of these areas.

This literature review will cover a wide range of different sources of literature, as outlined below.

Figure 1: Preferred Sources of Literature



Source: Author

The starting point that this author used for judging the credibility of academic papers within this realm was the most recently published ABS journal rankings, which sought to objectively assess the quality of the material that is published in the journals which they review. Whilst this journal ranking system is by no means perfect (Tourish & Willmott 2015), it offered the author useful guidance about where best to look for credible academic research in various fields. An alternative way of broadly assessing the quality of an academic publication is by impact factor. This is essentially a measure of the frequency in which the 'average' journal article has been cited within a particular period of time (Web of Knowledge 2016). It should be noted that this measure does have its limitations as well. Indeed, articles and papers which are of excellent quality may not have a high score, because of the journal itself may have a low impact factor, or because the article is cited a large number of times, but outside the window of measurement (Hartley 2011).

A key component of this literature search was Plymouth University's library service (the university at which the author is based), which has a huge variety of publications within their archive in hard copy format, and also provides access to almost all of the major online academic databases and journals (via their online electronic 'Primo' service). Prior to identifying a specific selection of journals on which to focus, the author identified the key research fields in academia that were relevant to the theory that is associated with the proposed research question.

The two primary concepts for assessing the quality of qualitative research findings are reliability and validity (internal, external, and construct validity), and efforts can be made by researchers to enhance both of these when conducting a study, even in the case of qualitative research (Norton 1991)(Patton at al. 1993). Where quantitative research is concerned, objective measures such as power and effect size can be examined (on top of looking at the methodology and experimental design) in order to make an objective evaluation of the research in question. Using this ranking system, the author identified a selection of journals as worthy of particular focus in this review, which were consulted first during the ongoing literature search.

There appears to be a general consensus that seeking cross-disciplinary input when conducting research into the non-profit and voluntary sector, ultimately improves the quality of the research (Bekkers & Wiepking 2010). In chapter 3 of Mark Easterby-Smith's book, 'Management Research', the author recommends

familiarizing oneself with subject specific networks of researchers, in order to become part of the wider research community in a particular area (Easterby-smith et al. 1991). The author is an advisory panel member of the think tank 'Rogare', a collection of around 60 fundraising professionals, academics, and practitioners who are committed to pushing the boundaries of knowledge and best practice within the fundraising realm. This formal network of contacts within the fundraising world undoubtedly aids in the delivery of a highly practical and up-to-date research piece, which can be 'sense-checked' and peer reviewed at various different points. As well as this, the author regularly participates in a wide variety of charity sport events himself, and volunteers for a variety of different local charities including Mind, The Bike Experience, and the Riding for the Disabled Association), which provides a useful additional perspective to the research project as a whole.

A.6 Application of self-esteem theory to this research

Finding and developing an accurate, reliable, and valid measure for self-esteem is a process that both psychologists and sociologists are still doing. There are multiple different instruments available to measure self-esteem, and these each come with their relative merits and disadvantages. There are inherent issues present in the construct itself (and it's subjectivity), which is both dynamic and variable, according to age and a number of other factors. If self-esteem related to events is to be investigated effectively, then the researchers should bear in mind a number of questions. These specifically can be summarised as:

Table 2: Questions to ask related to the experimental design of self-esteem measurement

| Question: | Considerations/Possible solution: |
|--|--|
| On what definition is self-esteem in the specific context based, and is this definition uni-dimensional or multidimensional? | Is the instrument used designed to measure the right thing, and does it accurately measure what it claims to assess? If the self-esteem defined is comprised of multiple factors, then instruments that are not designed with this in mind may be incapable of yielding useful/accurate results. |
| What is the situational context, and is this controlled for? (e.g. life domain) | Self-esteem fluctuates according to personal circumstances, and have |

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| | <p>these been controlled for in the sample? An example would be when a subject has recently experienced a failure or success, or a significant gain or loss.</p> |
| <p>Is this area of life important for the subject's overall self-esteem?</p> | <p>To some individuals, the area of life being examined (for example – their involvement in charity sport events) might be a significant source of overall self-esteem, whereas for others, this may not be the case. This is tricky to measure in large populations, because it requires identifying significant contributors to self-esteem before constructing the test itself.</p> |
| <p>Can the results be generalized, and were the instruments used to measure self-esteem tested on generalized populations? (Wells & Marwell 1976)</p> | <p>It's important to consider whether or not the self-esteem test being used has been developed for generalized populations, rather than for specific populations (Wells & Marwell 1976). This is to remove group bias and ensure the results are truly representative.</p> |

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| <p>What is the Developmental age and the actual age of the subject?</p> | <p>It is important to consider the developmental factors influencing self-esteem development. Have the self-esteem tests been standardized to particular (and relevant criteria)?</p> <p>Clearly using the same set of norms to evaluate all individuals of different ages is not appropriate.</p> |
| <p>How important is the general overall subjectivity of the tests themselves, and has the researcher considered effects such as the ceiling effect, and the desirability effect?</p> | <p>What state is the subject in when the test is administered (stressed, happy, tired, emotional)? This will all influence their reporting of their experience/behavior/character.</p> <p>Phenomena such as the ceiling effect, as well as the ‘social desirability’ effect can all influence responses (Baumeister et al. 2003).</p> |
| <p>Can the test alert us to excessive exaggeration, self-deception and defensiveness?</p> | <p>This is difficult to test for, using an instrument (as opposed to qualitative techniques). One way to deal with this is to develop ‘defensiveness scales’ (Hersen 2004), an example of which is</p> |

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| | the Minnesota Multiphasic Personality Inventory-2. |
| Has the researcher considered the validity of the measure/test? | A trade-off may be required to ensure the test administered is sufficiently valid, but also cheap and easy enough to administer to be practical. |

Source: Modified from Mruk 2016

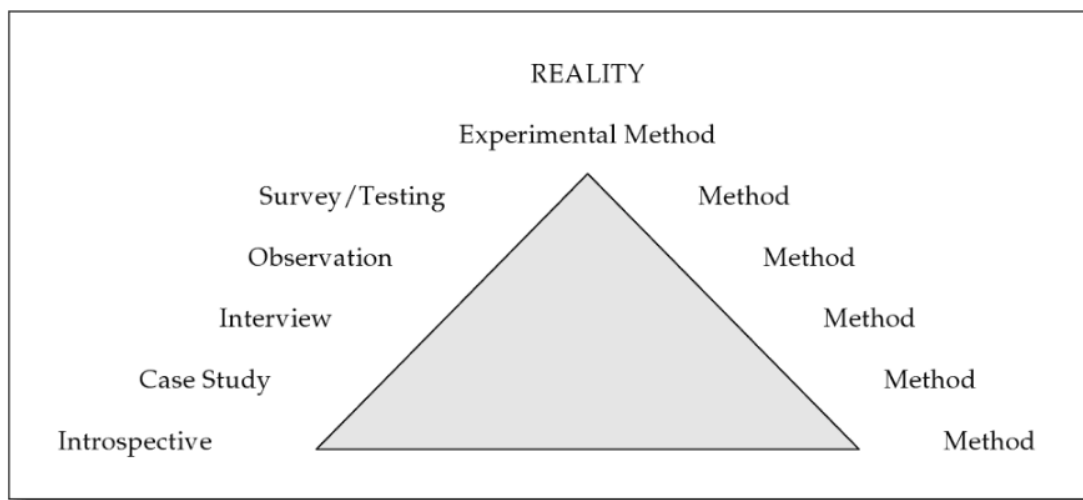
Popular measures for self-esteem include the Rosenberg measure (of self-esteem), the Coopersmith inventory, and implicit measures such as the name letter task. Whilst the most popular two measures (Coopersmith and Rosenberg) are intercorrelated, this is only modest, which suggests that these scales assess similar but not identical aspects of self-esteem (Francis & Wilcox 1995). A careful judgment should therefore be made by the researcher about which measure is most appropriate to the context being examined, rather than simply following the lead of other similar studies blindly. And the limitations of general enquiries about self-esteem must be acknowledged.

Methods for examining self-esteem – a critical evaluation

The question of how best to measure self-esteem, from a scientific point of view, is one that is not easily answered. Traditional work in the field has been methodologically diverse, ranging from introspection (Epstein 1989), case studies (Pope et al. 1988), through interviews (Jackson 1984), by surveys and

questionnaires (Rosenberg 1965), and through experimentation (Coopersmith, 1967; Tafarodi and Vu, 1997). In terms of in-depth analysis of how best to study it, a number of publications have critiqued and examined how this might be done. Wells and Marwell did so in 1976, with this being updated in 1989 by Mecca et al. The traditional methodological pyramid organizes methods in terms of increasing degrees of measurability, with the most subjective (qualitative) placed the lowest on the hierarchy, and the most objective at the top. This suggests that the experimental method of enquiry, is the epitome of the scientific method.

Table 3: The traditional methodological pyramid

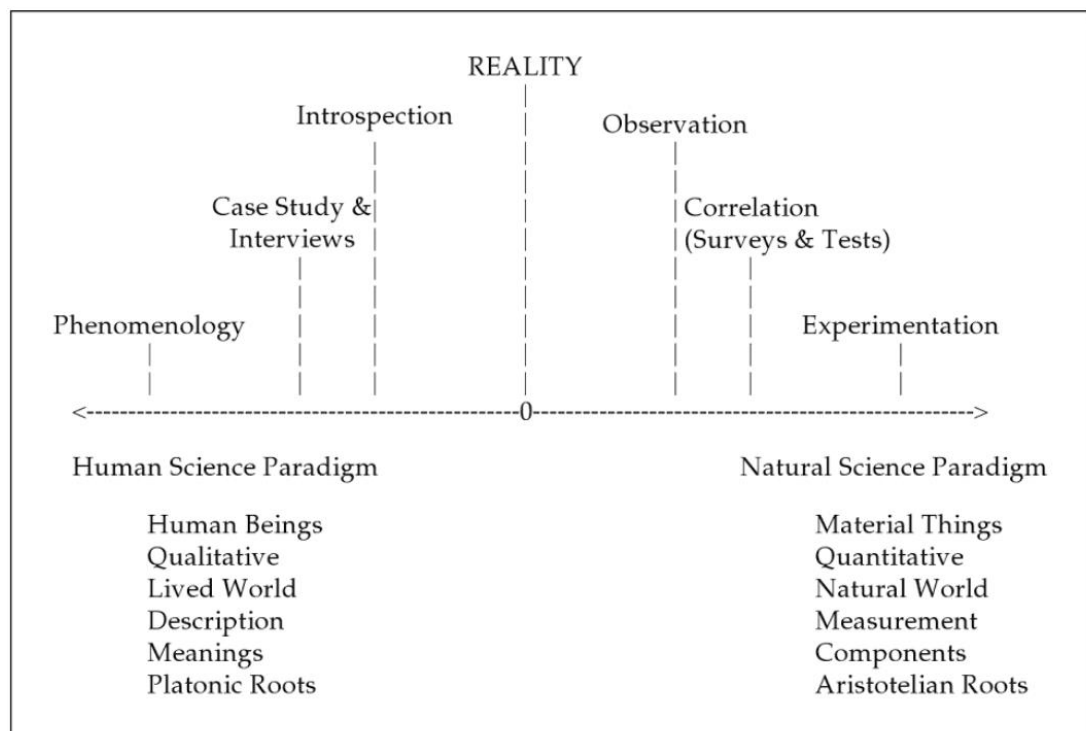


Source: Mruk, 2006

However, when understanding human phenomena such as self-esteem, some propose that the methods are better displayed as a continuum rather than a pyramid (displayed below), because this removes the traditional hierarchy, and

recognizes that different methods are better suited to different tasks. For example, if one is looking to ascertain whether or not a self-esteem enhancement programme is effective or not, methods related to the natural sciences paradigm would fit well – allowing the researcher to identify quantitative outcomes and measure statistical significance in these. Conversely, if the goal of the researcher is to understand how self-esteem is lived by everyday people in real life, then qualitative methods are better equipped to access the lived world more directly and completely.

Figure 2: A methodological continuum



Source: Mruk, 2006

A.7 Philosophical Perspective and Paradigm of Enquiry

(Related to this literature component of the thesis)

In order to conduct and produce effective research, and to produce new knowledge that is valid, it is necessary to consider and define the research paradigm that the researcher in question subscribes to. This paradigm is intrinsic to the research, and explains the researcher's viewpoint regarding the consideration of reality, and indeed even what 'new knowledge' might be considered to be (Howell 2013). It is instrumental in shaping the choices that a researcher makes with regards to their research strategy, and affects the conclusions that a researcher draws from their findings. Clearly this varies between researchers and disciplines, and underpins the philosophy behind the researcher's academic approach to exploring a particular area – i.e. the 'basic set of beliefs' that guide the action of the author of the research (Guba 1990). This can also be thought of as the philosophical orientation of the researcher (Corbin & Strauss 2008) – the "worldview that underlies and informs methodology and methods". The philosophical assumptions of the researcher underpin the researcher's research strategy, and therefore the methods the researcher will use in order to approach and investigate their area (Saunders et al. 2016). It is of fundamental importance that researchers are explicit about their approach to knowledge building and the advancement of theory, especially considering the nature of the research area in question (there is a fundamental human element to it).

Current extant research related to fundraising and philanthropy straddles many different areas of academia (Jung et al. 2016), including sociology, behavioral

and cognitive psychology, organizational management, and marketing (among others), and is increasingly becoming an new research area in its own right. The increasing popularity of publications such as the Non-Profit and Voluntary Sector Quarterly, and the emergence of fundraising education courses for professionals (such as those ran by the UK's Institute of Fundraising) demonstrate that there is an appetite in the UK and around the world for fundraising specific knowledge and insights. Improving the quality of academic non-profit specific research (including extant theory, and the focal constructs and measures involved to research this area) is essential if the industry is to embrace objective empirical research, and move away from being dominated by corporate studies that have a clear commercial vested interest (for example in selling consulting services, or software). This is in part illustrated by the diverse backgrounds of those academics that are widely considered to be at the forefront of the field, who feature in mainstream educational literature such as 'Fundraising Principles and Practice' as well as 'The Routledge Companion to Philanthropy'. The non-profit specific waters however still remain relatively 'unchartered' in terms of published academic literature (Sargeant & Shang 2010), which makes it all the more essential for academic researchers to explicitly define the ontological lens and research paradigm through which their research will be conducted. The pressure that academics are under to build a reputation and secure funding often encourages them to publish in journals that are highly regarded (/have a favourable ranking), above relevant subject/domain specific journals. This can make the literature search within the area particularly challenging, because relevant literature comes from such a diverse selection of different academic domains. A clearly defined research

ontology enables a number of things, including analysis or exclusion of extant domain knowledge (Musen, 1992; Gruber, 1993), obtaining clarity regarding assumptions that are held about a particular domain, and the ability to separate domain knowledge from operational knowledge (McGuinness & Wright 1998).

Whilst the dominant narrative in psychological research has traditionally embraced positivism (Breen & Darlaston-Jones. 2010), alternative epistemologies and methodologies have surfaced and gained popularity over recent years (Haworth 2006). It could be argued that this is in response to a number of different things, for example, the introduction of stricter ethics regulations for conducting psychological experiments (Rosnow, 1981; O'Neill, 1989), or alternatively, the strengthening of arguments supporting the notion that understanding complex social issues and psychological constructs might be better served by using alternative epistemologies and methodologies. There are both merits and disadvantages to both approaches, and so central to the selection of a research paradigm are the objectives of the particular research in question, and what can be argued as truth and knowledge within a particular realm. Physical activity related event fundraising, as a particular area of fundraising/philanthropic research, is largely virgin academic research territory, with few studies examining experiential dimensions to key stakeholder involvement. Whilst there is a wealth of relevant literature available to paint a picture of current knowledge that is out there (examined in the literature review), the state of specific domain knowledge related to the research area in question clearly greatly influences the choice of methods and the methodological approach of the researcher, as discussed (and justified) below.

This research project is concerned with taking a fresh look at physical activity related fundraising experiences (both challenges and events), from the perspective of participants. The researcher hopes to make progress towards understanding how participants experience these events, what the event experience means to them, how pain and the effort involved shape their experience, and how their experience influences their relationship with the organisation that they're fundraising for. It recognises that 'giving' or engaging in philanthropic behaviour (such as raising funds as a proxy fundraiser) in the context of physical activity event participation, is very different from more conventional or mainstream giving (for example – giving regularly to a charity through a direct debit system), and that there is a significant 'effortful' component to expressing support in this way. The fundamental mechanism of giving and the source of the funds (through recruited supporters) is different. This approach contrasts with currently available fundraising event specific academic research and literature, that tends to look at events from an operational or organisational perspective (Conway, 2006; Bray, 2013; IOF, 2016; Hastings 2016), rather than taking a deep-dive into the world of the participant, and understanding things from their point of view. Whilst there is clear value in exploring how to maximise the effectiveness of events as fundraising tools, the author believes that there will also be value in looking at events through the lens of other key stakeholders (not just as populations to be monetised), by pursuing research that has a focus on the experiential dimension of physical activity fundraising experiences for participants.

Central to a non-positivist research paradigm, is the assumption that there is not just one universal and correct version of reality, but that individuals exist in a subjective and interpretive world, which offers them their own individual version of reality. In this instance, a more interpretive approach is likely to be more appropriate (Howell 2013), as opposed to an approach that considers the world as an external entity. Indeed, when examining experience and complex constructs such as mood and emotion (which have many different components and dimensions), it important to be clear about what these are, how one views them, and to have a substantive argument about why it is best to approach research relating to that field in a particular way. The crux of the area of interest is fundamentally phenomenological (concerned with structures of consciousness as experiences from the first-person point of view (Woodruff Smith 2013)), and the research objectives of this piece of research have both descriptive and exploratory elements (as opposed to explanatory and predictive dimensions). Central elements of the research objectives for this study are concerned with experience (both in terms of sensory perception as well as in terms of phenomenon such as imagination, thought, emotion, volition, desire and action), and how certain individuals experience something (a physical activity based fundraising event). The phenomenological method of inquiry is based on the premise that reality consists of objects and events as they are perceived or understood in the human consciousness, and not of anything independent of human consciousness. As exploratory research is often conducted in new areas of inquiry (Bhattacharjee 2012) and can be useful in providing understanding of the underlying phenomena, a qualitative research approach appears to fit best with fulfilling the research objectives specified at the time of writing. Even

though positivism and phenomenology might appear to be very different, as Howell (2013) explains in his book ‘The Philosophy of Methodology’, phenomenology pursues a philosophy that is a rigorous science that provides an understanding of space, time, and the world in which we live. A phenomenological perspective of human science allows for insight in to the complexity and/or broadness of people’s experience as they engage with the world around them (Sloan & Bowe 2013), and assumes that there is an element of human experience that is ‘ineffable to life’ (Van Manen 2014).

Broadly speaking, qualitative research approaches are described as inductive, compared to deductive quantitative paradigms, and involve the use of methods of discovering, and different ways of reporting the truth of these discoveries (Munhall 2007). Qualitative research methods posit that “truth” is both complex and dynamic, and can be found by studying people as they with and in their sociohistorical settings (Creswell 2009). The researcher has chosen the constructivist paradigm of enquiry. Navon (2001) argued that for constructivists, the mind creates reality, and facts are produced by human consciousness. Constructivist inquirers seek to understand the meaningfulness of human actions as experienced and construed in a given context (Greene 2000). Essentially “a constructivist research philosophy recognizes that reality is a product of human intelligence interacting with experience in the real world – as soon as you include human mental activity in the process of knowing reality, you have accepted constructivism” (Elkind 1988).

As Howell (2013) explains in his book *The Philosophy of Methodology*, “theory provides ways of explaining or giving meaning to understandings extrapolated

from data”. Kant argues that a collection of rules (even when they are practical) is identified as a theory, when the rules are general, and abstractions from the practical. It is the author’s role to judge when relevant theories fit with practice, and when they do not, which will be a continuous process throughout both the literature review, and the investigation itself. The area under investigation is the combination of a great variety of different elements, and hence a huge number of different theories could prove to be relevant to it. It is the researcher’s role to identify the most relevant theories, and then build upon them in an organized and comprehensive fashion. Also relevant, is the way in which the author seeks to identify, define and build-upon theory in the area. These are not limited to, but might include:

- Stakeholder theory – seeking to understand a particular area from a broad different range of perspectives.
- Constructivism – the supposition that reality is a product of human intelligence interacting with experience in the real world (Elkind 2005).
- Self-theory (enhancement, fulfilment, esteem, determination, experiential and group)
- Emotion, mood, identity and nostalgia
- Martyrdom and masochism (pain and effort as sources of value and meaning)
- Competition, effort, and meaningful experience

A.8 Research gaps identified but not explored

- Influencers and promoters in this digital age

Social influence and challenge event fundraising. The disproportionate impact of certain participants ('influencers') on the success of a particular CSE or physical challenge.

- Group fundraising dynamics

Donor fatigue in event fundraising, and the importance of novelty and perceived rate of exertion in relation to successful fundraising campaigns soliciting funds from peers. How important is it that the participant is perceived to have 'worked hard' and gone beyond their comfort zone for the sake of the organisation that they are raising money for.

A.9 Possible Quantitative Hypotheses/areas to explore

These were research gaps that were identified in the literature review, but ultimately not pursued:

Gap 6: Exploring the relationship between event novelty and self-completion in a CSE context, and testing whether perceived challenge difficulty and perceived sacrifice mediate this relationship. Understanding what makes informal CSE participation (as opposed to formal event participation) memorable for both participants and donors (and how this varies between the two), and how effort/pain and sacrifice (in terms of time/money both pre, during and post event) influences this experience and the value that is attached to associated memories. Could also explore enduring memories of profound CSE participation among participants and supporters.

IV: Novelty

DV: Self-completion (of participant)

Mediator: Perceived pain/effort and sacrifice/cost

Relevant Scales: The Borg Scale of perceived effort.

Gap 7: Exploring the relationship between life satisfaction and self-esteem (for participants), and examining whether perceived exertion/pain moderates this in a CSE context. We know that individuals who are less satisfied with their job and lives are more likely to engage in higher risk behaviors. This experiment would explore whether or not improvements in self-esteem are related to current life

satisfaction, and whether or not this is mediated by the perceived difficulty of the challenge or CSE event in question.

IV: Overall life satisfaction (missed nuances of pinpointing self worth)

DV: Self-esteem and self efficacy

Mediator: Perceived pain/effort of activity

Relevant Scales: Wong-Baker VAS Pain scale

Appendix B

B.1 The role of theory in this research project

The contribution of this research project to theory, and how theory is considered and enhanced is discussed in detail in the methodology section. Theory related to this project can be likened to a grounded theory approach, but with a few key differences that are specific to Interpretive Phenomenological Analysis (including the researcher's approach to sampling, and the evolution and handling of participant interviews). The state of theory related to the research areas in question varies hugely, however the author has observed that in non-profit literature specifically, academic theory is often not explicitly identified or discussed. Indeed much non-profit research is explanatory in nature, with the authors failing to identify how their work fits-in to the relevant theoretical academic landscape.

B.2 Interview Script

Research Study Brief:

Who am I?

My name is George Shelton and I'm in touch with you because you've expressed an interest in taking part in my research project. Thank you – I hope you'll find this brief experience illuminating and thought provoking. This research project will form part of my PhD thesis submission, which is concerned with charity fundraising. The first year of my PhD was spent examining published literature related to all aspects of effortful fundraising experiences, and now the time has come to conduct my own research.

I have always been interested in physical challenges, as well as both charity fundraising and volunteering. I realized in my previous job that many of my heroes were people who pushed the envelope of what they could do, often in the name of a good cause. During my literature review I found that there was limited contemporary data related to this specific sort of fundraising experience, and I decided that I would like to explore this area further. This will hopefully be of tangible value to a diverse selection of stakeholders that are involved with CSE (charity sport event) fundraising, the most prominent of which being participants and charities themselves.

What am I doing?

For this study, I am examining the experiences of people who have taken part in physical activity events, and fundraised for charity whilst doing so. I'm particularly interested in the appeal of these difficult challenges, and how fundraising for charity influenced their experiences. I'll be asking participants to take part in semi-structured interviews. I hope that the findings of this study can be published, and ultimately help improve the value of future fundraising efforts related to CSEs.

Why might this be useful to you?

One of the reasons I got in touch with you is because you like to both better yourself and help other people. Participation in this project should help you to both know learn about yourself, and also contribute towards research that will help others. I will also donate £5 to a charity of your choice in your name as a thank you for your participation and for giving up your time. Please let me know which charity you would like me to give this donation to.

How I need your help?

I would like to spend approximately 60 minutes interviewing you at a time that is convenient for us both. During this interview I will ask you questions related to your fundraising experience. Please answer the questions to the best of your ability and as honestly as possible. Please also note that your participation is entirely voluntary, and that you reserve the right to withdraw at any point without giving a reason.

COVER SHEET

Inclusion criteria/requirements:

Participants in this study must be:

- Over 18.

- Residing primarily in the UK.
- Individuals who have completed a distance event ≥ 26.2 miles in the previous 12 months whilst raising money for charity.

Demographics questions:

Name:

Sex:

Age:

Consent form signed?

Context:

What is the nature of event in question (type, size, date, location):

What was the charity that was being fundraised for?

How experienced was the participant with the event type (e.g. new to running)?

How experienced was the participant as a charity fundraiser?

Approximately how much did they raise?

What charity would the participant like £5 donated to?

Interview Question Script/Prompts:

A FOCUS ON REFLECTION AND SENSE MAKING. HIGHLY PERSONAL.

Section 1: Motivations

1. Why did you decide to do this challenge in the first place?
2. Did you have any specific goals that you wanted to achieve?
3. Did you achieve them?
4. Looking back at them, how does it make you feel?
5. Do you feel that your efforts were worth it?
6. What does participation in this event mean to you?
7. What sort of person are you, and how would you describe yourself to others?

Summary Question: Why did you do it? Making sense of why. Were there layers to this meaning? Reflecting back, are there other reasons that made you want to complete this challenge and also fundraise. Why did you want to combine the two?

Section 2: Experience? (hot cognition)

1. What would you say the key features of this event were for you?
2. What does 'completing the challenge' mean for you in this context?
3. Did having this experience make you feel special? How?

4. What role did the physical dimension play in how you viewed and valued the experience?
5. How important was it that this was hard?
6. Would you consider pain and effort to be a part of the attraction to participating in this event?
7. How did you experience that pain?
8. Was it important that shared that pain/effort with others?
9. Was it important that others were aware of the pain that you went through with this event?
10. How did you experience fundraising in this context?
11. Would you consider your relationship with the charity to be special because of this experience?
12. What does special mean?
13. Did you feel more connected to the charity because of the effortful element?
14. What part did the physical element of the challenge play in your experience?
15. Was it important to feel like you suffered?
16. How did you experience suffering in this challenge, and what did that mean to you?

Summary question: What can you tell me about your experience and what was positive and negative about it? What was your experience and how did pain/effort influence this? Have you thought much about whether or not the fact that it was hard was important for you? Making sense of that experience.

Section 3: Fundraising today

1. What role did social media play in your fundraising campaign?

2. How were your activities related to completing this event received by your peers on social media?
3. How did this make you feel?
4. How do you feel when you see peers fundraise on social media?
5. What makes you want to support them?
6. How significant was the validation of others to your feelings post event?
7. Did the perceived difficulty of the challenge help you to raise funds from other people?
8. What do you think the charity could have done to make your experience better?
9. And what could the organizers of the event done to make your experience better?

Summary question: Modern day fundraising – Where are we? Why are we here? What's important about fundraising today to participants? Don't underestimate the challenge. Enjoy it. Be proud. Be personal.

Section 4: The transformation

1. Did your relationship with the charity change because of this challenge? If so then how?
2. Did your relationship with the charity change throughout your fundraising campaign?
3. What did this change mean to you?
4. Has this experience brought you closer to the charity in question? If so then how?
5. Do you think you have changed as a person because of this experience? How and why?
6. How did you feel about yourself after completing the challenge/event?

7. How would you say this experience has influenced your self-esteem?

Summary question: How did this experience change you? Why was this the case? Making sense of that experience.

Section 5: Context

1. Did anyone else influence you to take part in this challenge? Did anyone else influence you to fundraise for this charity? Why and how did they influence you?
2. How important was validation from others throughout the attempt?
3. How did/does participation make you feel in your friend groups?
4. Do your friends fundraise as well?
5. How important was it where your fundraising efforts fitted in with their attempts?
6. Do your friends fundraising efforts influence what you do?
7. Do you feel that this challenge was outside your comfort zone? How did this influence your feelings post-experience?

Summary question: How visible (socially) was this experience and does that matter to you? Is this visibility significant to your experience? Why and how? Making sense of why this may or may not be significant.

Section 6: Legacy (cold cognition)

1. How did you feel about yourself after completing the challenge/event, and how long did this last?
2. Do you want to do something similar again?
3. What were you left with afterwards?
4. What's the next challenge in life?
5. What are the most vivid memories/moments that you can remember from your challenge?
6. Would you describe this challenge as a life changing and or life affirming experience?

Summary question: Where are you now and what next? Making sense of that.
Would you say you have a different self because of that? (self is your concept of yourself and what you are)

Section 7: Relationship with charity

1. How did this experience influence your connection to the charity or cause involved?
2. What could the charity have done to have made this experience more significant to you?
3. How did the charity connection influence your change in self, if you believe that you changed because of it?

Summary question: How did this influence your connection with the charity or cause involved? Making sense of that connection and the trajectory. How did the charity connection influence this change in self?

B.3 Ethical Protocol and Approval

Every effort was made to conform to the University's Principles for Research Involving Human Participants, and also to go above and beyond to ensure the safety, security, and necessary privacy of those that participated in this study. Guidance to do this for researchers at Plymouth University is laid-out in the University's 'Research Ethics Policy' document. This project was approved by the Faculty of Business (FOB) ethics committee before data collection started.

Informed consent

In accordance with points 66 and 67 of the University's Research Ethics Policy document, the researcher fully informed potential participants in advance of any features of the research that might reasonably be expected to influence their willingness to take part in the study. In the instance of this research, the only real demand placed upon participants was that of their time (approximately 60 minutes). An overview of the study was given on the participant consent form (available in the appendix). No children were involved in this research.

Openness and honesty

The researcher made every effort to be open and honest about the research, its purpose, and application. The researcher checked that each participant had fully read and understood their consent form, and also encouraged them to ask questions about the research to ensure that they were happy with their participation. No form of deception was required to achieve this study's academic purpose.

Right to withdraw and protection from harm

In accordance with point 71 of the University's Research Ethics Policy document, participants were informed at the outset of the study that they had the right to withdraw at any time without penalty. In accordance with point 75 of the University's Research Ethics Policy document, the researcher endeavoured to protect participants from physical and psychological harm at all times during the investigation. In accordance with point 77, if physical or mental harm were to result from the research procedures employed, the investigator would have taken action to remedy the problems created (this did not happen).

Debriefing

The researcher provided an account of the purpose of the study and its procedures to each participant before each interview. Upon completion of the study the investigator fully debriefed participants. A copy of the results of this study will be offered to each participant upon final approval and publication of this thesis.

Confidentiality

In accordance with point 79 of the University's Research Ethics Policy document, the researcher ensured the confidentiality of each participant's identity and data throughout the conducting and reporting of this research. Interviews were transcribed and anonymised, with any identifying data (including names) removed. The data was securely stored on a password-protected USB drive and password protected laptop computer.

Professional bodies whose ethical policies apply to this research:

The researcher consulted the following professional bodies whose ethical policies applied to this research:

- The British Psychological Society (for use of IPA, with it being a psychological research approach). The researcher endeavoured to follow the BPS' four primary ethical principles of respect, competence, responsibility and integrity. It is also noted that the BPS says that 'no code can replace the need for psychologists or researchers to use their own professional and ethical judgment'. The researcher therefore tried to make sure that 'common sense', professionalism and respect were always sought during any interaction with research subjects.
- The Social Research Association. Of particular interest to this researcher was the 'obligations to subjects' section of their Ethical Guidelines document, and their assertion that 'researchers should not automatically assume that their priorities are shared by society in general'. 'Avoiding undue intrusion', and making efforts to be 'aware of the intrusive potential of their work' (outlined in section 4.1 of their guidelines document), is something that the researcher constantly strived to achieve.
- The Marketing Research Society. The researcher paid close attention to the 'Responsibilities of Interviewers' document, that includes their Code of Conduct, and outlines the legal and ethical responsibilities of researchers, as well as clearly defined researcher best practice. Transparency is a key theme of the code, and the researcher was as transparent and open as possible with participants.



- The help and guidance of supervisors and mentors. If issues arose or there was uncertainty in the research project, the researcher consulted one of his academic advisors or the university (when appropriate).

B.4 Interview transcript document summary

| Interview transcript documents | |
|--------------------------------|-------------------|
| Interview number: | Total word count: |
| <i>Pilot</i> | 6892 |
| 1 | 10238 |
| 2 | 10215 |
| 3 | 6865 |
| 4 | 8765 |
| 5 | 6564 |
| 6 | 8261 |
| 7 | 7242 |
| 8 | 5383 |
| 9 | 5315 |
| 10 | 4198 |
| 11 | 4413 |
| 12 | 5042 |
| 13 | 7033 |
| 14 | 6123 |
| 15 | 5164 |
| 16 | 4624 |
| 17 | 15131 |
| 18 | 7102 |
| 19 | 7116 |
| 20 | 6662 |
| 21 | 6093 |
| 22 | 8583 |
| Average: | 7088 |
| Total words: | 163024 |

B.5 Donation Receipts

| | |
|---|--|
| PSPA Donation 09-04-2018 15.01.55 | Donation Reference: D148568267 |
| PSPA Donation 17-04-2018 15.18.49 | Donation Reference: D104149902 |
| Shaw Trust Donation 15-05-2018 13.50.25 | Donation Reference: 3143021 |
| Shaw Trust Donation 17-05-17 14.17.57 | Donation Reference: IDN024672090000 |
| Animal Free Research (DHT) Donation 18-05-2018 12.38.08 | Donation Reference: 4811 |
| Beat Donation 21-06-2018 19.17.10 | Donation Reference: D155426527 |
| Action For Children Donation 22-06- 2018 12.04.14 | Donation Reference: IDN024995294000 |
| Kith and Kids Donation 25-06-2018 18.50.05 | Donation Reference: IDN025017289000 |
| Royal Hospital For Neuro Disability Donation 29-06-2018 15.13.12 | Donation Reference: IDN025051521000 |
| Vetlife Donation 07-07-2018 10.03.53 | Donation Reference: IDN025118374000 |

| | |
|--|---|
| <p>Mind Donation 24-07-2018 14.52.16</p> | <p>Donation Reference: Only email receipt as proof</p>  <p>Dear George,</p> <p>Thank you for deciding to support Mind with your kind gift of £5.00.</p> <p>Mental health problems can affect anyone - rich or poor, young or old, shattering the lives of those affected and the lives of people close to them.</p> <p>Your contribution will help us continue to offer vital services for those experiencing mental health problems as well as to their friends and family.</p> <p>On behalf of all those whose lives your gift will help, thank you so much.</p> <p>Thanks again for your support.</p> <p>Mind</p> |
| <p>Torbay Holiday Helpers Network Donation 24-07-2018 16.55.09</p> | <p>Donation Reference: D181953774</p> |
| <p>Q Alliance Donation 25-07-2018 14.37.10</p> | <p>Donation Reference: Only screenshot as proof</p>  |
| <p>The Mix Donation 25-07-2018 19.51.21</p> | <p>Donation Reference: IDN025251753000</p> |
| <p>Shooting Star Chase Donation 26-07- 2018 18.53.48</p> | <p>Donation Reference: D252384557</p> |
| <p>Pound For Piper Donation 30-07- 2018 18.53.20</p> | <p>Donation Reference: D194869018</p> |
| <p>CRUK Donation 31-07-2018 18.53.20</p> | <p>Donation Reference: D154570550</p> |

| | |
|--|--|
| MS Trust Donation 02-08-2018 17.53.47 | Donation Reference: IDN025330216000 |
| Bowel Cancer Research Donation 07-08-2018 17.53.40 | Donation Reference: Only screenshot as proof Alex's #combatcrew adventure: Race to the Stones 2018 Thank you for your donation. We will ensure your donation of £5.00 is put to great use as part of Alex's #combatcrew adventure: Race to the Stones 2018. |
| Off The Record Donation 17-08-2018 14.14.50 | Donation Reference: 118380701 |
| PSPA Donation 16-04-2018 14.34.28 | Donation Reference: D246457624 |

Appendix C

C.1 Evidence to support relevant theories

| | SELF-ESTEEM | | |
|-------------------|--|---|-----------------|
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |
| Section 1: | A challenge | 11, 15, 17, 18, 20, 21, 5, P | ? |
| | Disaffection | 1, 13, 16, 18, 2, 20, 6 | ? |
| | Selfish reasons | 17, 2, 20, 5, 7, 9, P | ? |
| | Growth | 1,11, 15, 17, 2, 6 | ? |
| | An achievable goal | 13, 15, 20, 22 | ? |
| | Health and fitness | 12, 18, 19 | ? |
| | To do something hard | 2, 20 | ? |
| | | | |
| Section 2: | Feelings of gratefulness | 13, 17, 20, 19, 6 | ? |
| | | | |
| Section 3: | Self-esteem is largely based upon validation from others | 17, 18 | X |
| | Very few campaigns are simply ego trips | 6,9 | ? |
| | | | |
| Section 4: | Increase in self belief and confidence | 1, 10, 11, 12, 13, 15, 16, 17, 18, 2, 22, 7, 8, P | X |
| | A life changing experience | 13, 14, 16, 19, 21, 3, 4, 5, 8 | ? |
| | Self-esteem boost | 12, 13, 22, 3, 5, 7, P | X |
| | Moving outside comfort zone is daunting but rewarding | 10, 11, 12, 13, 20, 6 | ? |
| | Gaining feelings of self worth | 14, 3, 4 | X |
| | Creating positive memories | 5, 6, 7 | ? |
| | | | |
| Section 5: | Encouragement of extraversion | 13, 14 | ? |
| | | | |
| Section 6: | Increase in self respect and self belief | 13, 15, 19, 8 | X |
| | Growth in self confidence | 16, 19, 20, 8 | X |
| | Positive changes to self | 19, 5, 8 | X |
| | Personal growth | 13, 3 | X |
| | Feeling stronger | 18, 21 | ? |
| | Transferable positive changes | 19, 20 | ? |
| | An opportunity for growth | 3, 9 | ? |
| | | | |
| Section 7: | N/A | N/A | N/A |

| | SELF-ACTUALISATION | | |
|--|--------------------|-------------------------|-----------------|
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |
| | | | |

| | | | |
|-------------------|---|--------------------------------|-----|
| Section 1: | A challenge | 11, 15, 17, 18, 20, 21, 5, P | ? |
| | Disaffection | 1, 13, 16, 18, 2, 20, 6 | X |
| | Selfish reasons | 17, 2, 20, 5, 7, 9, P | ? |
| | Growth | 1,11, 15, 17, 2, 6 | X |
| | An achievable goal | 13, 15, 20, 22 | ? |
| | Bucket list activity | 5, 6, 8, 9 | X |
| | A test | 1, 12, 15 | ? |
| | A distraction | 14, 16, 18 | ? |
| | To do something hard | 2, 20 | X |
| | Mortality awareness | 2, 21 | ? |
| | | | |
| Section 2: | Suffering is an important part | 6 | ? |
| | Feelings of gratefulness | 13, 17, 20, 19, 6 | ? |
| | Delaying gratification | 16, 7, 9 | ? |
| | Learning how to motivate oneself | 15, 19 | X |
| | | | |
| Section 3: | The challenge must be a challenge | 11, 12, 13, 8 | X |
| | More discomfort results in more growth, up to a point | 13, 17 | X |
| | | | |
| Section 4: | A life changing experience | 13, 14, 16, 19, 21, 3, 4, 5, 8 | X |
| | Deep satisfaction | 12, 16, 3, 4, 6, 7, P | X |
| | Searching for meaning and meaning making in life | 17, 19, 20 | X |
| | | | |
| Section 5: | The need to prove oneself | 12, 13, 6 | ? |
| | The importance of self-motivation | 17, 20, 8 | ? |
| | Bucket list challenge/achievement | 11, 2 | ? |
| | Seeking personal growth | 19, 6 | X |
| | The importance of perceived ownership | 2, 9 | ? |
| | Fundraising at a 'crossroads' in someone's life | 8, P | ? |
| | | | |
| Section 6: | Satisfaction | 11, 15, 19, 21, 3, 6 | ? |
| | Life changing experience | 12, 22, 9, P | X |
| | Increase in self respect and self belief | 13, 15, 19, 8 | ? |
| | Positive changes to self | 19, 5, 8 | X |
| | Personal growth | 13, 3 | X |
| | Transferable positive changes | 19, 20 | ? |
| | A shift in mind-set | 2, 6 | ? |
| | The start of a longer journey | 20, 9 | ? |
| | An opportunity for growth | 3, 9 | ? |
| | | | |
| Section 7: | N/A | N/A | N/A |

| | | | |
|--|--------------------------|--------------------------------|------------------------|
| | SYMBOLIC SELF-COMPLETION | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|-------------------------------------|-----|
| Section 1: | Opportunity | 10, 13, 16, 17, 18, 19, 22, 3, 8, P | ? |
| | A challenge | 11, 15, 17, 18, 20, 21, 5, P | ? |
| | Disaffection | 1, 13, 16, 18, 2, 20, 6 | ? |
| | Selfish reasons | 17, 2, 20, 5, 7, 9, P | ? |
| | Growth | 1,11, 15, 17, 2, 6 | X |
| | An achievable goal | 13, 15, 20, 22 | ? |
| | Bucket list activity | 5, 6, 8, 9 | X |
| | To do something hard | 2, 20 | ? |
| | | | |
| Section 2: | Suffering is an important part | 6 | ? |
| | Makes people stronger | 11, 19, 3 | ? |
| | War wounds worn with pride | 7, P | ? |
| | | | |
| Section 3: | Photographs and artefacts are a key part of the experience | 17, 8 | ? |
| | Very few campaigns are simply ego trips | 6,9 | ? |
| | | | |
| Section 4: | A life changing experience | 13, 14, 16, 19, 21, 3, 4, 5, 8 | ? |
| | Deep satisfaction | 12, 16, 3, 4, 6, 7, P | ? |
| | Completing a life goal | 1, 5, 8 | X |
| | Searching for meaning and meaning making in life | 17, 19, 20 | ? |
| | Completion of tough challenges makes individuals feel special | 15, 21 | ? |
| | A life changing experience | 16, 7 | ? |
| | | | |
| Section 5: | The need to prove oneself | 12, 13, 6 | ? |
| | Bucket list challenge/achievement | 11, 2 | ? |
| | Seeking personal growth | 19, 6 | X |
| | The importance of perceived ownership | 2, 9 | ? |
| | The marathon benchmark | 3, 7 | ? |
| | | | |
| Section 6: | Satisfaction | 11, 15, 19, 21, 3, 6 | ? |
| | Life changing experience | 12, 22, 9, P | ? |
| | Increase in self respect and self belief | 13, 15, 19, 8 | ? |
| | The importance of photographs, artefacts, and evidence | 4, 5, 6, P | X |
| | Importance of physical and digital reminders | 10, 4, P | ? |
| | Significance of medal | 5, P | X |
| | | | |
| Section 7: | N/A | N/A | N/A |

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| | SELF VERIFICATION | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|-------------------------------------|-----|
| Section 1: | Opportunity | 10, 13, 16, 17, 18, 19, 22, 3, 8, P | ? |
| | A challenge | 11, 15, 17, 18, 20, 21, 5, P | ? |
| | Disaffection | 1, 13, 16, 18, 2, 20, 6 | ? |
| | Selfish reasons | 17, 2, 20, 5, 7, 9, P | ? |
| | Growth | 1,11, 15, 17, 2, 6 | ? |
| | For others | 10, 12, 15, 19, 2 | ? |
| | Control | 13, 14, 16, 19, 6 | ? |
| | An achievable goal | 13, 15, 20, 22 | ? |
| | A test | 1, 12, 15 | X |
| | To do something hard | 2, 20 | ? |
| | | | |
| Section 2: | Suffering is an important part | 6 | ? |
| | War wounds worn with pride | 7, P | ? |
| | | | |
| Section 3: | N/A | N/A | N/A |
| | | | |
| Section 4: | Completing a life goal | 1, 5, 8 | ? |
| | | | |
| Section 5: | Individuals like to be thought of as crazy in this context (brave/bold) | 1, 13, 14, 15, 16, 3, 9 | ? |
| | The importance of self-motivation | 17, 20, 8 | ? |
| | | | |
| Section 6: | Personal growth | 13, 3 | ? |
| | | | |
| Section 7: | N/A | N/A | N/A |

| | | | |
|--|---------------------------|--------------------------------|------------------------|
| | SELF-DETERMINATION THEORY | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|-------------------------------------|-----|
| Section 1: | Opportunity | 10, 13, 16, 17, 18, 19, 22, 3, 8, P | ? |
| | A challenge | 11, 15, 17, 18, 20, 21, 5, P | ? |
| | Disaffection | 1, 13, 16, 18, 2, 20, 6 | X |
| | Selfish reasons | 17, 2, 20, 5, 7, 9, P | X |
| | Growth | 1,11, 15, 17, 2, 6 | ? |
| | Control | 13, 14, 16, 19, 6 | X |
| | Personal life steering | 11, 12, 16, 6 | X |
| | Bucket list activity | 5, 6, 8, 9 | ? |
| | A test | 1, 12, 15 | ? |
| | Health and fitness | 12, 18, 19 | ? |
| | To take control of something negative | 19, 21, 6 | X |
| | Defy convention | 21, 6, 7 | X |
| | To do something hard | 2, 20 | ? |
| | | | |
| Section 2: | Suffering is an important part | 6 | ? |
| | Learning how to motivate oneself | 15, 19 | ? |
| | | | |
| Section 3: | People like to feel in control of the choice to support a charity | 14, 15 | X |
| | Very few campaigns are simply ego trips | 6,9 | ? |
| | | | |
| Section 4: | Learning to overcome difficulty | 1, 17, 21, 3, 4, 5, 6, 8 | X |
| | Taking control constructively | 14, 16, 19, 2, 21, 22, 6 | X |
| | Completing a life goal | 1, 5, 8 | ? |
| | Taking control of something negative | 19, 2, 20 | ? |
| | Creating positive memories | 5, 6, 7 | ? |
| | The start of a new positive chapter of life | 15, 6 | ? |
| | | | |
| Section 5: | Comfortable being an outlier | 1, 7 | X |
| | Seeking personal growth | 19, 6 | ? |
| | The importance of perceived ownership | 2, 9 | X |
| | Fundraising at a 'crossroads' in someone's life | 8, P | X |
| | | | |
| Section 6: | Feeling special afterwards | 14, 16, 22, 7 | X |
| | Personal growth | 13, 3 | ? |
| | The start of a longer journey | 20, 9 | ? |
| | | | |
| Section 7: | N/A | N/A | N/A |

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| | STAKEHOLDER MANAGEMENT | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|--------------------------------------|-----|
| Section 1: | Fundraising | 3, 9 | ? |
| Section 2: | Stress of fundraising | 17, 19, 5 | ? |
| Section 3: | Online giving platforms central to modern giving | 10, 12, 13, 16, 17, 20, 21, 22, 3, 5 | X |
| | Tech results in closeness between fundraiser and supporter | 1, 12, 15, 17, 21, 3 | X |
| | Diversity of ask channels key | 14, 4, 6, 8 | ? |
| | Community fundraising allows people to be creative and have fun | 4, 8 | ? |
| | Online giving platforms give access to decentralised networks | 6, 9 | X |
| Section 4: | N/A | N/A | N/A |
| Section 5: | N/A | N/A | N/A |
| Section 6: | N/A | N/A | N/A |
| Section 7: | Feeling closer to the charity concerned | 10, 12, 14, 6, 9 | ? |
| | Potential lifetime supporter, advocate and champion | 13, 14, 16, 2, 5 | X |
| | Sensitive support and enduring bond | 1, 19, 20, 9 | X |
| | The prospect of repeat fundraisers and the lifetime value of the prospective fundraiser | 10, 11, 12, 14 | X |
| | Breadth and number of connections and the importance of social media | 1, 12, 17 | X |
| | Perceived importance within the charity | 1, 2 | X |
| | Creating responsibility for the future of the charity | 10, 17 | X |
| | The power of online communities and key touchpoints | 19, P | X |
| | Creating a unique role for them within the charity support network | 21, 9 | X |

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| | SOCIAL IDENTITY THEORY | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|--|---|
| Section 1: | To impress others | 15, 16, P | X |
| | Validation keeps them going | 16, 17, 2 | X |
| | Defy convention | 21, 6, 7 | ? |
| | To 'beat' others | 17, 19 | ? |
| | Fear of failure | 4, P | X |
| | | | |
| Section 2: | Interactions with others remembered | 11, 12, 13, 16, 17, 19, 2, 20, 22, 8, 9, P | ? |
| | Suffering in solidarity | 11, 13, 14, 18, 4, 6, 8 | X |
| | Community | 1, 10, 11, 13, 20, 8 | X |
| | Makes people more empathetic | 13, 15, 18, 3 | ? |
| | Reminds people of support around them | 19, 5, 6 | X |
| | Visible suffering important to followers | 19, 3, 4 | ? |
| | Open nature of community | 10, 13 | ? |
| | Camaraderie | 13, 5 | ? |
| | Named garment allows personalised encouragement | 3, 4 | ? |
| | | | |
| Section 3: | Social media is a key part of modern identity | 11, 15, 21 | X |
| | Close friends and family are supported regardless | 11, 6, 7 | ? |
| | Fundraising makes people more likely to support other fundraising efforts | 12, 22 | ? |
| | Self-esteem is largely based upon validation from others | 17, 18 | X |
| | | | |
| Section 4: | Reminded of support networks | 14, 16, 18, 3, 4, 5 | ? |
| | More social interest and new friends | 10, 16, 18, 4, P | ? |
| | An increase in social kudos and interest from others | 12, 13, 22, 4 | ? |
| | Validation from aspirational groups | 13, 22, 3, 7 | X |
| | Bond through shared experience | 17, 18, 6, 9 | ? |
| | Exposure to new groups and an increase in sociability | 14, 4, 6 | ? |
| | Validation helps individuals decide if their behaviour is of perceived value to others or not | 22, 3, 7 | X |
| | Lasting satisfaction generated through helping others | 14, 3 | ? |
| | Completion of tough challenges makes individuals feel special | 15, 21 | ? |
| | Positive social reinforcement | 8, P | X |
| | | | |
| Section 5: | Individuals like to be thought of as crazy in this context (brave/bold) | 1, 13, 14, 15, 16, 3, 9 | X |
| | The power of social validation | 1, 17, 21 | X |
| | Importance of the community | 10, 20, 4 | X |
| | Influence of family and friends | 12, 17, 5 | ? |
| | The need to prove oneself | 12, 13, 6 | ? |
| | Feeling unique and valued within friend groups | 13, 21, 22 | X |
| | Social focus and talking point | 1, 13 | ? |
| | Gauging social context | 10, 16 | X |
| | The significance of validation | 10, 21 | ? |
| | Supportive community | 4, 7 | X |
| | Reassurance from friends and family is significant | 5, 6 | X |
| | The benefits of training and fundraising with others | 7, 8 | ? |
| | | | |
| Section 6: | More likely to support others | 12, 13, 2, 20, 21, 4, 5, 6, 9, P | ? |

| | | | |
|-------------------|--|---------------------|---|
| | The impact of validation is significant | 11, 19, 21, 5, 9, P | ? |
| | Gaining membership to an 'elite' group | 15, 22, 7, 8, P | X |
| | Validation from others is significant | 19, 21, 5, 9 | ? |
| | Membership within an exclusive community | 1, 15, 5 | ? |
| | Positive changes to self | 19, 5, 8 | ? |
| | Pressure that comes with a new persona | 2, 4, 9 | ? |
| | Bragging rights and social kudos | 5, P | X |
| | Becoming a member of an aspirational group | 8, P | X |
| | | | |
| Section 7: | Breadth and number of connections and the importance of social media | 1, 12, 17 | X |
| | Pressure associated with fundraising targets | 1, 3 | ? |
| | Perceived importance within the charity | 1, 2 | ? |
| | Creating a unique role for them within the charity support network | 21, 9 | X |

| | SOCIAL COMPARISON THEORY | | |
|-------------------|---|--|-----------------|
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |
| Section 1: | To impress others | 15, 16, P | X |
| | Validation keeps them going | 16, 17, 2 | X |
| | To 'beat' others | 17, 19 | X |
| | Support of particular others | 6, 8 | ? |
| | | | |
| Section 2: | Interactions with others remembered | 11, 12, 13, 16, 17, 19, 2, 20, 22, 8, 9, P | ? |
| | Suffering in solidarity | 11, 13, 14, 18, 4, 6, 8 | ? |
| | Motivation through seeing suffering | 1, 3, P | X |
| | Visible suffering important to followers | 19, 3, 4 | X |
| | Helping others makes people feel better | 17, 19 | X |
| | | | |
| Section 3: | Fundraising must be continually testing and harder than last time | 11, 16, 22 | ? |
| | Self-esteem is largely based upon validation from others | 17, 18 | X |
| | | | |
| Section 4: | More social interest and new friends | 10, 16, 18, 4, P | ? |
| | An increase in social kudos and interest from others | 12, 13, 22, 4 | ? |
| | Validation from aspirational groups | 13, 22, 3, 7 | ? |
| | Exposure to new groups and an increase in sociability | 14, 4, 6 | ? |
| | Validation helps individuals decide if their behaviour is of perceived value to others or not | 22, 3, 7 | X |
| | Exposure to other people's pain | 1, 7 | X |
| | Social context determines feelings of self | 11, 18 | X |
| | Re-framing of reference points | 13, 17 | X |
| | Proving others wrong and making a statement | 19, 2 | X |
| | | | |
| Section 5: | The iconic marathon distance is regarded as the benchmark | 11, 12, 3, 9 | ? |
| | Normalisation of distance running gradually happens | 11, 20, 21, 7 | ? |
| | People are largely understanding that all challenges are relative | 1, 17, 8 | X |
| | The power of social validation | 1, 17, 21 | X |
| | Importance of the community | 10, 20, 4 | X |

| | | | |
|-------------------|--|---------------------|---|
| | Pressure to project a positive persona to others | 11, 17, 19 | ? |
| | Influence of family and friends | 12, 17, 5 | ? |
| | Gauging social context | 10, 16 | X |
| | The benefits of training and fundraising with others | 7, 8 | ? |
| | | | |
| Section 6: | The impact of validation is significant | 11, 19, 21, 5, 9, P | ? |
| | Validation from others is significant | 19, 21, 5, 9 | X |
| | Pressure that comes with a new persona | 2, 4, 9 | ? |
| | Awareness of support network | 10, 13 | ? |
| | Bragging rights and social kudos | 5, P | X |
| | Pride from soreness | 7, 8 | X |
| | | | |
| Section 7: | Pressure associated with fundraising targets | 1, 3 | ? |

| | | | |
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| | OPTIMAL DISTINCTIVENESS THEORY | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|--|---|
| Section 1: | To impress others | 15, 16, P | X |
| | Validation keeps them going | 16, 17, 2 | ? |
| | To 'beat' others | 17, 19 | ? |
| | | | |
| Section 2: | Interactions with others remembered | 11, 12, 13, 16, 17, 19, 2, 20, 22, 8, 9, P | ? |
| | Suffering in solidarity | 11, 13, 14, 18, 4, 6, 8 | ? |
| | Stress of fundraising | 17, 19, 5 | ? |
| | Visible suffering important to followers | 19, 3, 4 | ? |
| | | | |
| Section 3: | Validation from others online makes people feel good and sparks conversation | 15, 21, 8 | X |
| | Social media post timing is important. | 1, 15 | ? |
| | Many people are bombarded by fundraising requests from all over their network | 10, 19, 11, 17 | X |
| | Many individuals are overwhelmed with requests for fundraising support at the same time each year from all corners of their network. Finding a unique and personal angle is key to persuading individuals to part with their money and support the attempt. | 12, 9 | ? |
| | People recognise that challenges are all relative | 13, 21 | ? |
| | Self-esteem is largely based upon validation from others | 17, 18 | X |
| | | | |
| Section 4: | More social interest and new friends | 10, 16, 18, 4, P | ? |
| | An increase in social kudos and interest from others | 12, 13, 22, 4 | ? |
| | Validation from aspirational groups | 13, 22, 3, 7 | ? |
| | Completion of tough challenges makes individuals feel special | 15, 21 | ? |
| | Proving others wrong and making a statement | 19, 2 | ? |
| | | | |
| Section 5: | Individuals like to be thought of as crazy in this context (brave/bold) | 1, 13, 14, 15, 16, 3, 9 | X |
| | The power of social validation | 1, 17, 21 | X |
| | Pressure to project a positive persona to others | 11, 17, 19 | ? |
| | The need to prove oneself | 12, 13, 6 | X |
| | Feeling unique and valued within friend groups | 13, 21, 22 | ? |
| | Comfortable being an outlier | 1, 7 | X |
| | Social focus and talking point | 1, 13 | ? |
| | Gauging social context | 10, 16 | ? |
| | The benefits of training and fundraising with others | 7, 8 | ? |
| | | | |
| Section 6: | The impact of validation is significant | 11, 19, 21, 5, 9, P | ? |
| | Feeling special afterwards | 14, 16, 22, 7 | ? |
| | Pressure that comes with a new persona | 2, 4, 9 | ? |
| | The start of a longer journey | 20, 9 | ? |
| | Bragging rights and social kudos | 5, P | X |
| | | | |
| Section 7: | Potential lifetime supporter, advocate and champion | 13, 14, 16, 2, 5 | ? |
| | Creating a unique role for them within the charity support network | 21, 9 | ? |

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| | SOCIAL INFLUENCE AND THE SCARECITY PRINCIPLE | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|-------------------------|---|
| Section 1: | Something new and exciting | 1, 16, 18 | X |
| | To impress others | 15, 16, P | X |
| | Validation keeps them going | 16, 17, 2 | ? |
| | | | |
| Section 2: | Suffering in solidarity | 11, 13, 14, 18, 4, 6, 8 | ? |
| | | | |
| Section 3: | Fundraising must be continually testing and harder than last time | 11, 16, 22 | ? |
| | Validation from others online makes people feel good and sparks conversation | 15, 21, 8 | ? |
| | Sharing the grim parts of training and the challenge helps garner support | 4, 5, 7 | ? |
| | Novelty is a key element to fundraising campaigns | 1, 12 | X |
| | Many people are bombarded by fundraising requests from all over their network | 10, 19, 11, 17 | X |
| | People overwhelmed by fundraising requests from network. Must have unique angle | 12, 9 | ? |
| | Importance of regular posting to keep the campaign in people's minds | 15, 21 | X |
| | | | |
| Section 4: | More social interest and new friends | 10, 16, 18, 4, P | ? |
| | An increase in social kudos and interest from others | 12, 13, 22, 4 | ? |
| | Suffering validates the toughness of the challenge | 13, 2, 3 | ? |
| | Validation helps individuals decide if their behaviour is of perceived value to others or not | 22, 3, 7 | ? |
| | Proving others wrong and making a statement | 19, 2 | ? |
| | | | |
| Section 5: | The power of social validation | 1, 17, 21 | X |
| | Importance of the community | 10, 20, 4 | ? |
| | Social focus and talking point | 1, 13 | ? |
| | Setting an example to others | 16, 5 | ? |
| | | | |
| Section 6: | Validation from others is significant | 19, 21, 5, 9 | ? |
| | Bragging rights and social kudos | 5, P | X |
| | | | |
| Section 7: | The power of online communities and key touchpoints | 19, P | ? |

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|--|---------------------------------------|--------------------------------|------------------------|
| | SOCIAL INFLUENCE/SOCIAL IMPACT THEORY | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|--|---|
| Section 1: | For others | 10, 12, 15, 19, 2 | X |
| | To impress others | 15, 16, P | X |
| | Validation keeps them going | 16, 17, 2 | X |
| | Fear of failure | 4, P | ? |
| | Support of particular others | 6, 8 | ? |
| | | | |
| Section 2: | Interactions with others remembered | 11, 12, 13, 16, 17, 19, 2, 20, 22, 8, 9, P | ? |
| | Suffering in solidarity | 11, 13, 14, 18, 4, 6, 8 | ? |
| | Makes people more empathetic | 13, 15, 18, 3 | ? |
| | Reminds people of support around them | 19, 5, 6 | X |
| | Meaningful words from others | 18, P | ? |
| | | | |
| Section 3: | People want others to see the effort they put in | 13, 19, 20, 22 | ? |
| | Validation from others online makes people feel good and sparks conversation | 15, 21, 8 | X |
| | Fundraising efforts are conversation catalysts | 19, 8, 9 | X |
| | Sharing the grim parts of training and the challenge helps garner support | 4, 5, 7 | ? |
| | Marathons have less impact now compared to 20 years ago | 1, 17 | X |
| | Many people are bombarded by fundraising requests from all over their network | 10, 19, 11, 17 | X |
| | Fundraising makes people more likely to support other fundraising efforts | 12, 22 | ? |
| | People recognise that challenges are all relative | 13, 21 | ? |
| | Support from others validates an individual's decision to fundraise | 14, 18 | X |
| | Importance of regular posting to keep the campaign in people's minds | 15, 21 | X |
| | Self-esteem is largely based upon validation from others | 17, 18 | X |
| | Spreading awareness as an objective means validation is essential to meeting the objectives | 20, 5 | X |
| | Fundraising gives people more reasons to keep going and not fail | 4, 5 | X |
| | Online giving platforms give access to decentralised networks | 6, 9 | ? |
| | | | |
| Section 4: | More social interest and new friends | 10, 16, 18, 4, P | ? |
| | An increase in social kudos and interest from others | 12, 13, 22, 4 | X |
| | Validation from aspirational groups | 13, 22, 3, 7 | ? |
| | Bond through shared experience | 17, 18, 6, 9 | ? |
| | Exposure to new groups and an increase in sociability | 14, 4, 6 | ? |
| | Validation helps individuals decide if their behaviour is of perceived value to others or not | 22, 3, 7 | X |
| | Social context determines feelings of self | 11, 18 | ? |
| | Re-framing of reference points | 13, 17 | ? |
| | Lasting satisfaction generated through helping others | 14, 3 | ? |
| | Proving others wrong and making a statement | 19, 2 | ? |
| | Positive social reinforcement | 8, P | X |
| | | | |
| Section 5: | Fundraising reminds people of their support networks | 11, 17, 2, 6 | ? |
| | Significant impact upon those around them | 3, 4, 5, 7 | X |
| | The power of social validation | 1, 17, 21 | X |
| | Importance of the community | 10, 20, 4 | ? |

| | | | |
|-------------------|---|----------------------------------|---|
| | Influence of family and friends | 12, 17, 5 | ? |
| | The need to prove oneself | 12, 13, 6 | ? |
| | Significant effort and disruption related to fundraising and training | 22, 5, P | ? |
| | Social focus and talking point | 1, 13 | ? |
| | Gauging social context | 10, 16 | ? |
| | The significance of validation | 10, 21 | ? |
| | Discipline, target setting, and a display of strength | 15, 22 | ? |
| | Setting an example to others | 16, 5 | X |
| | Low barriers to access for running | 20, 7 | ? |
| | Supportive community | 4, 7 | ? |
| | The impact of messages of support | 5, 6 | X |
| | Reassurance from friends and family is significant | 5, 6 | ? |
| | The benefits of training and fundraising with others | 7, 8 | ? |
| | | | |
| Section 6: | More likely to support others | 12, 13, 2, 20, 21, 4, 5, 6, 9, P | ? |
| | The impact of validation is significant | 11, 19, 21, 5, 9, P | ? |
| | Social interest and attention from others | 13, 17, 18, 21, 4, P | ? |
| | Validation from others is significant | 19, 21, 5, 9 | ? |
| | Setting a positive example to others | 15, 7 | X |
| | Positive validation reinforces behaviour | 21, 9 | X |
| | Bragging rights and social kudos | 5, P | X |
| | | | |
| Section 7: | The power of online communities and key touchpoints | 19, P | ? |

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| | GOAL-SETTING THEORY | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|--------------------------|-----|
| Section 1: | Selfish reasons | 17, 2, 20, 5, 7, 9, P | X |
| | Growth | 1,11, 15, 17, 2, 6 | X |
| | To forget/overcome | 13, 16, 17, 21, 5 | ? |
| | An achievable goal | 13, 15, 20, 22 | X |
| | To 'beat' others | 17, 19 | X |
| | Beating targets | 2, 4 | X |
| | To do something hard | 2, 20 | X |
| | | | |
| Section 2: | N/A | N/A | N/A |
| | | | |
| Section 3: | Targets help people focus | 11, 12, 6 | X |
| | Missing targets is disheartening | 10, 14 | X |
| | | | |
| Section 4: | Learning to overcome difficulty | 1, 17, 21, 3, 4, 5, 6, 8 | X |
| | Taking control constructively | 14, 16, 19, 2, 21, 22, 6 | ? |
| | Greater tests equal greater growth | 14, 2, 3, 5, 6, 9, P | ? |
| | Moving outside comfort zone is daunting but rewarding | 10, 11, 12, 13, 20, 6 | ? |
| | Completing a life goal | 1, 5, 8 | X |
| | Risk vs reward vs toughness | 19, 8 | X |
| | | | |
| Section 5: | Discipline, target setting, and a display of strength | 15, 22 | X |
| | The marathon benchmark | 3, 7 | X |
| | | | |
| Section 6: | Some are 'one and done' | 16, 3, 4 | ? |
| | A void/low afterwards | 11, 12 | ? |
| | | | |
| Section 7: | N/A | N/A | N/A |

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| | THEORY OF PLANNED BEHAVIOUR | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|------------------------------|-----|
| Section 1: | A challenge | 11, 15, 17, 18, 20, 21, 5, P | ? |
| | Selfish reasons | 17, 2, 20, 5, 7, 9, P | X |
| | Growth | 1,11, 15, 17, 2, 6 | X |
| | To forget/overcome | 13, 16, 17, 21, 5 | X |
| | Control | 13, 14, 16, 19, 6 | X |
| | An achievable goal | 13, 15, 20, 22 | ? |
| | Bucket list activity | 5, 6, 8, 9 | ? |
| | A test | 1, 12, 15 | ? |
| | Beating targets | 2, 4 | ? |
| | To do something hard | 2, 20 | ? |
| | | | |
| Section 2: | N/A | N/A | N/A |
| | | | |
| Section 3: | People like to feel in control of the choice to support a charity | 14, 15 | ? |
| | People conduct extensive research online | 17, 22 | ? |
| | | | |
| Section 4: | Completion of tough challenges makes individuals feel special | 15, 21 | ? |
| | Risk vs. reward vs. toughness | 19, 8 | X |
| | | | |
| Section 5: | Longer running events appear to be well organised | 12, 15, 16, 19, 6 | ? |
| | Structure and support for first timers | 15, 16 | ? |
| | | | |
| Section 6: | N/A | N/A | N/A |
| | | | |
| Section 7: | N/A | N/A | N/A |

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|--|-------------------------|--------------------------------|------------------------|
| | EXPECTANCY THEORY | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|---|-------------------------------------|-----|
| Section 1: | Opportunity | 10, 13, 16, 17, 18, 19, 22, 3, 8, P | ? |
| | A combination | 11,13, 16, 18, 21, 7, 9 | ? |
| | Growth | 1,11, 15, 17, 2, 6 | X |
| | To forget/overcome | 13, 16, 17, 21, 5 | ? |
| | Control | 13, 14, 16, 19, 6 | ? |
| | Something new and exciting | 1, 16, 18 | ? |
| | A test | 1, 12, 15 | ? |
| | Health and fitness | 12, 18, 19 | X |
| | A distraction | 14, 16, 18 | ? |
| | To impress others | 15, 16, P | ? |
| | To take control of something negative | 19, 21, 6 | ? |
| | Beating targets | 2, 4 | ? |
| | | | |
| Section 2: | N/A | N/A | N/A |
| | | | |
| Section 3: | People want others to see the effort they put in | 13, 19, 20, 22 | ? |
| | Fundraising must be continually testing and harder than last time | 11, 16, 22 | ? |
| | People like to feel in control of the choice to support a charity | 14, 15 | ? |
| | | | |
| Section 4: | Risk vs. reward vs. toughness | 19, 8 | X |
| | | | |
| Section 5: | Encouragement of extraversion | 13, 14 | X |
| | Significant time and effort investment | 4, 8 | X |
| | | | |
| Section 6: | N/A | N/A | N/A |
| | | | |
| Section 7: | Feeling in debt to the charity | 1, 17, 2 | ? |

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|--|-------------------------|--------------------------------|------------------------|
| | ATTRIBUTION THEORY | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|--|--|---|
| Section 1: | For others | 10, 12, 15, 19, 2 | ? |
| | Spite | 11, 15, 19, 2, 21 | ? |
| | A test | 1, 12, 15 | ? |
| | Health and fitness | 12, 18, 19 | ? |
| | A distraction | 14, 16, 18 | ? |
| | To impress others | 15, 16, P | ? |
| | To take control of something negative | 19, 21, 6 | ? |
| | Defy convention | 21, 6, 7 | ? |
| | Paying back help | 13, 18 | ? |
| | To do something hard | 2, 20 | ? |
| | Mortality awareness | 2, 21 | ? |
| | Fundraising | 3, 9 | ? |
| | Support of particular others | 6, 8 | ? |
| | | | |
| Section 2: | Interactions with others remembered | 11, 12, 13, 16, 17, 19, 2, 20, 22, 8, 9, P | X |
| | Suffering is an important part | 6 | ? |
| | Makes people more empathetic | 13, 15, 18, 3 | ? |
| | | | |
| Section 3: | Effort is exchanged for financial support | 10, 11, 20 | ? |
| | Those who fundraise themselves are more empathetic to others who do the same | 14, 20 | ? |
| | Very few campaigns are simply ego trips | 6,9 | X |
| | | | |
| Section 4: | Searching for meaning and meaning making in life | 17, 19, 20 | ? |
| | Meaning is gained through completing demanding tasks | 18, 8, 9 | ? |
| | | | |
| Section 5: | Fundraising at a 'crossroads' in someone's life | 8, P | ? |
| | | | |
| Section 6: | Feeling special afterwards | 14, 16, 22, 7 | ? |
| | Personal growth | 13, 3 | ? |
| | Becoming a member of an aspirational group | 8, P | ? |
| | | | |
| Section 7: | Transforming an act from selfish to selfless | 10, 18 | ? |

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| | PSYCHOLOGICAL CONTINUUM MODEL | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |

| | | | |
|-------------------|--------------------|-------------------------------------|-----|
| Section 1: | Opportunity | 10, 13, 16, 17, 18, 19, 22, 3, 8, P | ? |
| | A combination | 11,13, 16, 18, 21, 7, 9 | ? |
| | An achievable goal | 13, 15, 20, 22 | ? |
| | | | |
| Section 2: | N/A | N/A | N/A |
| | | | |
| Section 3: | N/A | N/A | N/A |
| | | | |
| Section 4: | N/A | N/A | N/A |
| | | | |
| Section 5: | N/A | N/A | N/A |
| | | | |
| Section 6: | N/A | N/A | N/A |
| | | | |
| Section 7: | N/A | N/A | N/A |

| | | | |
|-------------------|-------------------------|--------------------------------|------------------------|
| | MARTYRDOM EFFECT | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |
| Section 1: | N/A | N/A | N/A |

| | | | |
|-------------------|---|----------------------------------|---|
| Section 2: | Suffering is an important part | 6 | X |
| | Suffering in solidarity | 11, 13, 14, 18, 4, 6, 8 | X |
| | Motivation through seeing suffering | 1, 3, P | X |
| | Reminds people of support around them | 19, 5, 6 | ? |
| | Visible suffering important to followers | 19, 3, 4 | ? |
| | Meaningful words from others | 18, P | ? |
| | | | |
| Section 3: | Supporters reward toughness | 12, 16, 19, 2, 20, 3, 5, P | X |
| | Expected reciprocity | 1, 10, 17, 21, P | X |
| | Social media provides evidence of effort | 10, 13, 15, 21, 22 | X |
| | The challenge must be a challenge | 11, 12, 13, 8 | ? |
| | Effort is exchanged for financial support | 10, 11, 20 | X |
| | Fundraising must be continually testing and harder than last time | 11, 16, 22 | ? |
| | Shock and awe is gratifying | 13, 17, 19 | X |
| | Validation from others online makes people feel good and sparks conversation | 15, 21, 8 | X |
| | Sharing the grim parts of training and the challenge helps garner support | 4, 5, 7 | ? |
| | Support from others validates an individual's decision to fundraise | 14, 18 | ? |
| | Validation is expected | 16, 21 | ? |
| | | | |
| Section 4: | Suffering and pain as evidence that a challenge was hard | 11, 20, 3 | X |
| | Suffering validates the toughness of the challenge | 13, 2, 3 | ? |
| | Validation helps individuals decide if their behaviour is of perceived value to others or not | 22, 3, 7 | ? |
| | Lasting satisfaction generated through helping others | 14, 3 | ? |
| | Positive social reinforcement | 8, P | ? |
| | | | |
| Section 5: | Pressure to project a positive persona to others | 11, 17, 19 | ? |
| | The need to prove oneself | 12, 13, 6 | X |
| | | | |
| Section 6: | More likely to support others | 12, 13, 2, 20, 21, 4, 5, 6, 9, P | ? |
| | Evidence of suffering is important | 15, 17, 2, 22 | X |
| | People remember those that help them | 18, 2 | X |
| | Positive validation reinforces behaviour | 21, 9 | X |
| | | | |
| Section 7: | The motivational power of the connection | 15, 16 | ? |

| | | | |
|-------------------|-------------------------|--------------------------------|------------------------|
| | LEARNED INDUSTRIOUSNESS | | |
| | Insight Summary: | Interviews Featured in: | Status (? Or X) |
| Section 1: | To do something hard | 2, 20 | ? |

| | | | |
|-------------------|--|-------------------------------------|---|
| Section 2: | Suffering is an important part | 6 | ? |
| | Suffering in solidarity | 11, 13, 14, 18, 4, 6, 8 | ? |
| | Chunking to get through | 17, 21, 22, 3 | ? |
| | Delaying gratification | 16, 7, 9 | X |
| | Learning how to motivate oneself | 15, 19 | X |
| | Validation of training | 15, 22 | ? |
| | | | |
| Section 3: | Supporters reward toughness | 12, 16, 19, 2, 20, 3, 5, P | ? |
| | The challenge must be a challenge | 11, 12, 13, 8 | ? |
| | More discomfort results in more growth, up to a point | 13, 17 | X |
| | | | |
| Section 4: | Learning to overcome difficulty | 1, 17, 21, 3, 4, 5, 6, 8 | X |
| | Taking control constructively | 14, 16, 19, 2, 21, 22, 6 | X |
| | Greater tests equal greater growth | 14, 2, 3, 5, 6, 9, P | ? |
| | Moving outside comfort zone is daunting but rewarding | 10, 11, 12, 13, 20, 6 | ? |
| | Learning to delay gratification | 1, 22, 7, 8 | X |
| | Learning to deal with adversity | 12, 16, 19, 2 | X |
| | Building mental toughness | 14, 16, 20, 4 | ? |
| | Welcome positive side effects | 18, 6, 7, 8 | ? |
| | Dealing with adversity constructively | 13, 16, 2 | X |
| | A therapeutic experience | 18, 20, 21 | ? |
| | Re-framing of reference points | 13, 17 | X |
| | Anxiety and discomfort reduced through training | 13, 14 | X |
| | The start of a new positive chapter of life | 15, 6 | ? |
| | Completion of tough challenges makes individuals feel special | 15, 21 | ? |
| | Risk vs reward vs toughness | 19, 8 | X |
| | | | |
| Section 5: | Effective training makes the event itself more enjoyable | 13, 3, 4, 5 | X |
| | The need to prove oneself | 12, 13, 6 | ? |
| | The importance of self-motivation | 17, 20, 8 | X |
| | Encouragement of extraversion | 13, 14 | ? |
| | Discipline, target setting, and a display of strength | 15, 22 | X |
| | Training as a major part of the journey | 19, 22 | X |
| | | | |
| Section 6: | Increased self-esteem and extraversion | 11, 13, 14, 15, 19, 20, 21, 3, 4, 8 | ? |
| | Desire to do something similar again | 14, 16, 17, 19, 21, 22, 9 | X |
| | The greater the discomfort, the more significant the reward is perceived | 1, 10, 12, P | ? |
| | Increase in self respect and self belief | 13, 15, 19, 8 | ? |
| | Overcoming doubt(s) | 16, 6 | X |
| | Managing pain and discomfort | 17, 9 | ? |
| | Transferable positive changes | 19, 20 | ? |
| | A shift in mindset | 2, 6 | ? |
| | The start of a longer journey | 20, 9 | ? |
| | Positive validation reinforces behaviour | 21, 9 | ? |
| | An opportunity for growth | 3, 9 | ? |
| | | | |

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|------------|------------------------------|------------|---|
| Section 7: | The importance of thank yous | 1, 2, 6, P | x |
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Appendix D

D.1 Interview Number 1 Notes

Interview Script Highlights:

1. 228-232: “Hmm well, not, I keep fit. I did it to raise the money really. Um, and it, it’s difficult, I’d love to do the marathon again. The charity fundraising has... it puts a lot of pressure on the runners I think to raise that money. It was a thousand pounds and I, both times I did it. Per person. Which can seem very daunting at the beginning.”

The pressure of an ambitious fundraising target set by the charity can be intimidating for participants, and at times, offputting. Perhaps a stretch target might lead to more up-take?

2. 236-241: “It’s quite a lot of money. Um, and also the thing I think now with marathons is a lot of people do them. I think maybe ten years ago it was probably quite normal to be running a marathon. But now with the health and fitness drive that we’ve got in the UK. We’ve got a lot of people embracing the challenge, and I think it’s possibly harder to ask for money for... I say just a marathon, but, most people know someone that’s done a marathon.”

The popularity of marathons has lead to a ‘dilution’ of how hard the public sees them as, in terms of a physical test/challenge. This makes it harder for participants to ask their friends and family for support, because the scale of the challenge and the perceived difficulty is seen as lesser.

3. 274-281: “Umm, the 2017 one I applied on a whim and got in, and did my fundraising and still ran with a PSPA bib, um, so why did I chose to do it. The challenge. I like putting myself out there. I like having a goal to try to work to. I

actually loved the event as well. I knew how, um, I think with the 2015 I couldn't really enjoy it too much it was such an unknown that I didn't know if I could do it, whereas with the 2017 one, I had actually done it, so I knew I could do it, so I knew I could enjoy it. And also just to raise money for the PSPA. My grandfather had PSP."

Some people find that their life is lacking in sufficient challenges, and a physical fundraising challenge is something that introduces a new challenge and the opportunity for personal growth into it.

Running a marathon more than once is a chance to enjoy the event itself without the added fear of unknown, and the uncertainty that comes from running it the first time around.

4. 316-317: "Umm, fantastic. It was great, good to achieve it. And, the main thing about it was that I enjoy it. And just I remember the event, I was just running smiling."

The process of running in the vent itself was charged with emotion, including joy.

Participants can accurately remember particularly vivid and strong emotions, facial expressions, and reactions from the day.

5. 333-342: "Um, it's, it's kind of, it's not just an event. The sort of person I am, if I find something I really go for it. So I tried really hard not to miss a training run. It became my life really, training for it. Um, so it was, kind of the dedication that I'd put in. And the effort throughout all the months leading up to it. The day itself is absolutely fantastic. I've never done a marathon anywhere else so I cant really compare them, but I hear people say that doing London Is the best and I can

100% believe that. Um, there's people all the way along the course. The PSPA charity were at various places. You have the post race reception in the house. You know its months of hard work leading up to it, and then hopefully it goes ok on the day, which for me it did. I know it doesn't for everybody!"

Training for a physical challenge like a marathon has a significant impact upon an individual's life, especially with regards to the training and preparation required.

There is an awareness that not every runner will be successful in their quest, which spurs some individuals on.

6. 351-353: "Yeah. I would say I am very determined. I get quiet obsessive probably. Again, if I'm signing up to a fitness programme I'll do it. I probably am quite a hardworking person. You kind of have to be to do a phd don't you!"

Getting into the condition required to complete a marathon requires considerable commitment, and the understanding that the marathon effort and preparation might require that it is prioritized over other important things in one's life. The stable and rigid security of a programme can also be comforting to those that like a certain degree of order and structure in their life.

7. 378-387: "So, er, being in a fun city is a big thing. And it kind of is quite varied as well, the different landmarks. So you go past cutty sark and then the bridge and, um, I would say the crowd is a key feature as well. And also how they kind of have different entertainment at different points. So you have like steel drum players at one point, and then some dancers at another point. Um, there's a lot of family as well. In fact one of the key things actually is that it's a very inclusive event. So, you can go, you know you can run past someone that's very young, or

someone who's on crutches, so there was one girl who was walking on crutches, because she had obviously hurt herself, but had signed up for it and wanted to carry on."

The location of the London marathon, and the exciting, scenic route adds an element of variety to the run itself. Constant entertainment also helps to create a fun atmosphere, and keep runners distracted. There is also a large variety of different people who run the event, which serves to make it feel inclusive and something for everyone. Seeing other people less able than the participant themselves helps to inspire them, and remind them of how lucky they are to have their health and be using it as a force for good.

8. 391-404: "And then you kind of get overtaken by maybe an eighty year old. So there is just such a range of people doing it. And I think kind of the charity aspect of it is a big thing as well. Because there's a lot of people. I remember in one of them where, I'll try not to cry! But she had a backpack on her back, with like a baby, and it was in memory of her daughter or something. And it just kind of reminds you that there's a lot of shit that goes on, but um, people just try and do what they can I guess. "

Part of the experience of running a marathon is mingling with the other participants and learning and observing their stories and struggles. This can be a huge source of inspiration and motivation to knuckle down and get the challenge done.

9. 410: "Yeah I cry all the way! Across the finish line."

Testing physical challenges, especially a mass participation event like the London marathon, can be hugely emotional experiences. The fact that the charity is tied so closely to this experience is undoubtedly a reason why attachment to an organisation is likely to be significantly greater after an experience such as this.

10. 414-417: “Yeah yeah. And it’s like a team as well. And I’ve always been more of a team player than an individual player I guess. But, you’re all in it together. But if someone’s struggling, you just go up to them and say, you know it’s ok, you’ll make it or whatever.”

On the day there is a huge amount of camaraderie and good-will among participants, with individuals seeing other participants as ‘like a team’, and gaining strength and cheer from encouraging and assisting others who might be struggling.

11. 434-440: “Yeah, I was just proud I guess that I’d done it, proud that I’d put in the hard work leading up to the event to enjoy it. I think that’s it. It’s easy to maybe not put all your effort in, and maybe have quite a tough time on the day, but I had made the sacrifices kind of going up to it. Which at the time can seem like a major sacrifice, you know, is this going to be worth it, not going out on a Saturday or what have you, leading up to it. But you know it’s all worth it. Yeah just proud really, proud of the hard work. Yeah, and the money.”

A major part of the post-challenge reward is the satisfaction that comes from knowing that the training lead to an achievable challenge, and also that the enduring legacy of that challenge is money and therefore the future provision of charitable services.

12. 452-461: “Um, was it important that it was difficult? Um, yes, because in a way if it wasn’t difficult, everyone would do it. Um, but every, its difficult because, again it kind of comes down to your personality doesn’t it? Because for me, it’s like, it’s almost addictive. Um, the training. You know it does hurt. There are times when it does hurt and you go to the physio and you cant run and, um, and then on the day itself you kind of. You know again as I was saying you know about crying, part of that is the physical tired cry, because it is, for me, you know I’m not a natural runner, you know I like keeping fit and everything but I wouldn’t say that it comes naturally to me, especially that kind of dictance. So yep that is part of the challenge. It’s a physical challenge but it’s also a mental challenge as well.”

The difficulty of the challenge is hugely significant. In order to stand out from others, and prove to observers that an individual is more capable than others, they must overcome something that others are unable to do.

13. 467-471: “Um, I don’t know. I would say that the challenge is the attraction. Part of the challenge is the mental and physical. And I don’t think you can anticipate how much it will hurt until you actually do it. Um, because you, everybodys training will be different, everybody’s diet will be different. You know the weather on the day is a massive thing.”

The challenge itself is part of the attraction. There is also an awareness that it might not be possible to fully prepare for what best lies ahead, but that one can simply brace themselves for pain and discomfort, and embrace it.

14. 482-485: “But part of the challenge is the fundraising. Um, you know there was a lot of time when I was quite worried about whether I would meet it or not, um, so it’s just kind of the challenge as a whole as I would say.”

There can be a significant amount of anxiety associated with the pressure to raise the money required to hit the fundraising target set by the charity.

15. 493-498: “Yeah, I mean it’s just the fatigue on the day. Err. The thing is you know that you just kind of get over it, because of the fantastic event itself. You are tired, because you’re running a marathon. So you kind of need to be quite rational about it. And know that you’ve put in everything you can, and you will feel better, um, but the reason you’re doing it, is not. The reason I do it, is to raise money and awareness of the disease.”

Being able to delay gratification is an important part of learning to enjoy the fundraising and physical journey involved before, after and during the challenge.

16. 502-503: “Also to kind of, add something as a life experience, so it’s not going to be easy, and so I think a part of it is just acknowledging that and just sucking it up really.”

For many participants, completing a marathon is or has been a life ambition. They are able to view the suffering as part and parcel of achieving their goal, and therefore expect and embrace it.

17. 509-517: “Um, by, its also kind of, not just a physical pain, it’s tired. You know mentally tiring as well. You know either the stress for the fundraising, or, knowing that you need to be out there 7 days a week regardless of the weather,

or, on a Sunday, knowing that you won't be able to do what you want, because you've got a twenty mile run to do. And they'll just have to acknowledge that. So it's not like you kind of gloat about the pain, but.. I also, I wear my heart on my sleeve pretty much, so, um, I will tell those people around me that, how I am feeling, or if I'm a bit tired. I will just happily say that. But it's not. It kind of helped with the fundraising..”

The more aware an individual's circle of friends are of their pain and sacrifice in the fundraising journey, the more likely their friends are to support them. However, some people who internalize that pain gain inner strength from saving face and making the assumption that others are aware of their pain.

18. 522-526: “Yeah it kind of helped with all the fundraising just to keep it fresh in people's minds. So, um, I guess maybe it's a generation thing. Because, I'm on social media and that sort of thing, whereas other people not so much. So, I could quite easily put up a video on instagram of kind of me finishing a twenty miler and me crawling at the end of it..”

Social media and mobile internet allows those who are fundraising to post media content promptly and quickly, which keeps the fundraising effort fresh in the minds of their peers. This is of course only applicable to generations that are present on social media platforms.

19. 530-532: “Um, and kind of saying, whilst you might be hungover or something, on a Sunday, I've been out running. And it can help in that sense. To make people realize the commitment that has to go into it.”

The timing of posts on social media is important. Reminding others that the training takes place at undesirable times and in undesirable situations (e.g. early in the morning in the rain) increases the impact of the post.

20: 536-539: “I think now people have very sedentary jobs, you know you sit at a desk all day, you drive to work. There’s not much. You don’t ever get a physical pain anymore. So I think it’s just reminding people that this is not normal, and that we just don’t do this as a society anymore.”

Completing challenging physical events is a way of breaking-out of the humdrum sedentary existence that many of us lead, which is pain free. A reminder of possible pain therefore allows us to appreciate a pain free existence more.

21. 550-551: “Yeah, and just asking friends and family via emails. Um, yeah, I think that’s about it.”

Tailoring communications to different prospective bunches of supporters results in a greater likelihood for them to donate (e.g. emails to older individuals, social media for younger prospects).

22. 556-563: “Yeah, I feel like, so in the 2015 on I ran it with my Mum. And we actually raised an extortionate amount of money, I think we raised over five thousand pounds... Yeah, and we didn’t actually get um. So they kind of have a newsletter or something. And we didn’t get mentioned in it. Which is obviously not the point of why we were doing it but...”

Appropriate acknowledgement and public recognition by the charity is expected, and can lead to feelings of resentment and disappointment by fundraisers if it is not.

23. 571-576: “I, because every time when you’re in the post race reception it’s absolutely fantastic. In 2017 we actually met, er, kind of, I think he was quite high up in the charity, maybe head of research or something, and he just kind of sat with us. This was when I was just thinking of my PhD and my mum was there and with Dad who had PSP. And he just kind of chatted to us for about an hour.”

Contact with senior members of the charity (/those who are deemed important or significant), as well as thanks from these people, can have a major positive impact on the perceived quality and strength of the relationship between those fundraising and the charity.

24: 580-581: “And it’s really nice kind of knowing that, they’re still like humans. And it’s not like you just spend your money and don’t really know what happens to it.”

It is important for charities to explain exactly how and where money that is fundraised is spent, in order to maintain trust and ensure those that raised the money are aware of it’s positive impact.

25. 595-600: “I don’t think that would make a difference to me, because its not, I feel the reason I have a relationship with the charity is actually because my grandfather had the illness. I think there are so few people that have the knowledge of having psp, that, that in itself if a part of the relationship. So

actually I wouldn't really say its got much. To do with like the, um, the difficulty of the event. It's more the disease and what they stand for really."

Underpinning the entire relationship with the charity is a family connection for which the family feel indebted to. They also hope that by helping the charity they can prevent others having to go through the same pain and tribulations that they had to.

26. 605-610: "Umm. Was it important to feel like I suffered? Not in. It's important to know that I deserved it, and that I earned it. It wasn't an easy ride. But, I wouldn't say suffering is the right. I wouldn't describe it as to suffer. I would describe it as a long journey that you need to be very determined for. Because ultimately I signed up for it. You know, I wasn't made to do it. And, in my eyes, the people suffering are the people with the disease."

Individuals are aware that their challenge is a very different form of suffering compared to the beneficiaries of the funds that they are raising.

27. 614: "So, it was kind of a challenge, you know I chose to do it."

Taking ownership of the challenge, and reminding oneself that the individual themselves chose to do it, is empowering and motivating for some participants.

28. 624-634: "And it's difficult, do you pull out. So in 2015. Again it's kind of, your experience of it. So I was doing some of my training with her and she was seriously injured part way through. And again, she's very much like me, in fact she's more, in that when she signed up for it she'll go full for it. So she got very injured, very quickly, because she was doing, training so much. To the point

where she was going to have to pull out. But she didn't. She had to like walk every day more than she could ever want to do. She had a growth on her hip, which is basically like a blister on the bone. So, she was like in excruciating pain. So actually, whilst I was running around, like having had a few injuries, but nothing to make me consider dropping out, she was there you know slogging it out. So actually, you know its kind of more your perception of the struggle and the pain.”

Exposure to the injuries of others around you motivates some people to re-evaluate their pain thresholds and be grateful for their health.

29. 647-651: “Um, I would say for me a big role. Only because of my age I guess. And that's probably because it's how I communicate with friends. I put it on my twitter. Um. It kind of probably bored my friends I guess, because I put it on my twitter quite a lot. So, yes, I'd say social media played a major role in my fundraising campaign.”

Social media, and the reaction of those around them to social media posts, plays a significant role in the fundraising and challenge experience, as a feedback mechanism and a reflection of how valuable what they're doing with their life is (in terms of social kudos).

30. 656-660: “Yeah good. I've got one friend that's done a marathon before. And another that's training for one at the moment. But when I did it, there was kind of only one group of our friends that had ever done one. And so it was helpful I think putting it up so people could kind of see the sacrifices and the

determination that it takes. And again, I think kind of for me it's a generation thing really."

Being seen as an outlier, in terms of tackling particularly difficult challenges, provides additional motivation for some individuals. I.e. that they are the most daring and physically able of their friend group.

31. 669-673: "Err, well no one ever really explicitly said anything to me. It's kind of. It's just a way of doing your fundraising I think. A way of keeping it fresh in people's minds, that this is what you're doing. PSPA are also on social media and so that helps. And so they can up or down retweet your stuff. And so it's all really helpful for the fundraising awareness side of things I suppose."

Interacting with the charity via social media deepens the connection and relationship that participants share with their chosen charity.

32. 678-686: "Um, yeah, because I've done it, I don't have any issues with seeing peers fundraise on social media. It can, obviously can be getting a bit overkill if people put it up a lot, but then that comes down to what is a marathon these days. You know I know someone that trains for, what is it, the marathon des sables, the marathons in the sahara, where that kind of really still has that wow factor to it. Whereas I think marathon training now, you kind of know more and more people that are doing it. And that isn't taking anything from them at all, because it still requires the same amount of effort and determination and everything, so like a 5k is a marathon to someone."

Those who support others on social media recognise that all challenges are relative, and dependent on the experience, fitness and circumstances of the individual concerned.

33. 690-691: “So, it’s all relative. But it’s definitely become more common I would say with marathon training and stuff now.”

Running marathons as fundraising tools and exercises is becoming much more common, and much more socially visible. Due to a combination of the events itself becoming more popular and widespread, and also due to the rise in popularity of social media.

34. 700-703: “Um, just knowing that it’s difficult, um. It’s also kind of that those that support you support back as well. Do you know friends who have donated to me, I’ll give to them. Because it’s also, I think a lot of it is, it’s not actually. I’m not giving the money to my friends. The money is going to a wider better cause.”

There is an expectation that if an individual has financially supported a charitable fundraising effort of a friend in the past, that they will reciprocate and support them when the time comes. ‘We support each other’. Support is given with the implicit assumption that the favour will be returned when the time comes.

35. 714-718: “Um, I had a lot of friends come and watch, and family. So, for me it’s a big thing. And again that’s my personality. I need quite a lot of reassurance really. Um. So that it’s a big thing I think. And having them along the way as well. Having them along the route, where possible. Just to kind of tell you that you’ve done a good job. It’s good.”

Support and validation from close friends and family has a huge impact upon the motivation and general 'vibe' of the challenge attempt. They can provide significant moral support and reassurance.

36. 724-727: "Yeah, um. I do... Yeah. You know it's difficult, because I still probably have some friends that could definitely afford to, um, sponsor me, but didn't. I think it's a really difficult area now. And it comes down to the marathon, like how many people are doing them."

Is there an element of donor fatigue that is related to the London marathon. Is it a victim of it's own success, in that the exposure and success it has received in the past makes it tricky for anyone to complete more than once and raise the same amount of money? In this instance the repeat nature of this challenge appears to have meant that some people were willing to sponsor once, but not more than that, suggesting event novelty is a key component of why individuals donate.

37. 731-736: "I think those people that know you well enough will always sponsor you. Again that comes down to it being a charity event. Um, but the perceived exertion, its really difficult, because I think when you see, when you talk to people and hear what they're actually doing and the sacrifices they're making and how injured they are, then, um, then you really acknowledge it. But that doesn't always get portrayed for example on social media."

There is an acknowledgement that in terms of supporters, there is a diverse range of them, that support for different reasons and in different instances. This has become more apparent as this individual has fundraised repeatedly in the same event year on year.

38. 744-758: “You know it’s difficult. For some people, you know, you probably still have that wow factor for a marathon. But you know if you’re in a group of quite active young people that most people will be exercising regularly... It’s different I would say... So, someone again this year came up to me and said, so are you not doing it this year? So it’s kind of like, you’ve done it twice now. So I think the fundraising attempt for a third would be very difficult.”

The less novel the challenge, the harder it is to convince one’s immediate circle of friends and family to support them. This is perhaps related to one’s comfort zone, and what is deemed to be outside of it.

39. 765-770: “They send you a fundraising pack with like a, with like banners etc, and when I did the bag packing I asked for kind of a penny box, so that people could just put the cash in. So they sent me those pretty quickly. Um. I wouldn’t really say. They’re there to support you if you need it. I think fundraising is difficult though. And I actually think it’s only going to get harder for people, and people have less disposable income.”

A range of fundraising aids, sent out promptly by the charity, can help to boost and support fundraising efforts, and enable collection both offline and online. There is also greater financial pressure on the majority of individuals, which results in an increased stretch on disposable income.

40. 802-808: “And from there it was good I would say. I wouldn’t say there was, had been a particular moment in time where I thought, ok we’ve got a good relationship going on here. It just has always been there. But then saying that I’ve

recently moved house. But I emailed PSPA saying, please update your records, I've just moved, here's my address. There's not that many people that you would actually do that to. And again that's me wanting to stay in touch to get the newsletters, etc."

The sensitive support that the charity gave this individual when a family member needed it, has lead to an enduring and very strong bond with them. The individual is also keen to keep track of how the charity is doing, and this is perhaps in part due to having sent them money in the past, and being keen to know how this money is handled and spent.

41. 823-834: "But again it was kind of my initiative to do that. And in 2017 I didn't have a target to raise because I had a ballot place. So erm, I was in charge of what I wear, but I went to the reception and what have you. And, in fact that's true. They invited me to the post race reception even though I wasn't an official charity runner. And another point I should share, I actually split my 2017 fundraising between the PSPA and, um, Marie Curie... Because my grandfather had a lot of Marie Curie nusrses come around to the house. But then chose to go the PSPA post race reception, because that was where I felt. That was a closer charity. So even though I split them, the fund, 50 50, because they did help, I wanted to see the PSPA after."

Keeping a connection going with the charity after the death of a relative seems to represent a commitment to the memory of the person who died that the charity was able to help.

43. 839-842: “I think it just reminds you that you have to work hard and be determined and things don’t come easy and you cant give up and all that kind of stuff. But I kind of have those traits. It’s just having an event or memories to then remind yourself what it feels like when you come out the other side. “

The challenge attempt itself is a nice way of galvanizing and celebrating a fundraising effort, in a way that can be captured and shared and publicly acknowledged.

44. 847-849: “I would say I know that I can do a physical challenge. I probably do have quite low self confidence sometimes, and so, knowing that I can kind of run quite a long way is, you know when you sometimes doubt yourself. It’s kind of...”

Being able to complete difficult physical challenges, and fundraise whilst doing so results in a boost in self-confidence for this individual, and bolsters self-belief in future times of self-doubt.

45. 863-872: “Yeah, so, um, that was kind of for the disease at the beginning. That was where we became a bit more aware of PSPA. Er, and then my mum was kind of the driver for the 2015 marathon. And then, 2017 again was just the ballot place and it was obvious that I was just going to raise money for them as well. So, I, yes. What was your question actually? I forgot.... (No, it’s fine! So, you’ve sort of answered it already. But it was, did anyone else influence you to take part in this challenge?) No, just my mum and my grandpa.”

Close family ties to the charity can create enduring inter generational bonds between fundraisers and charitable organisations.

46. 877-879: “It’s, for me it helps motivate you, knowing that it’s kind of being acknowledged I guess, people asking how it’s going, and just kind of showing a general interest is quite important.”

Social validation and positive feedback on social media posts is powerful implicit approval and acknowledgement from friends and social acquaintances. It also is proof that the fundraising effort is resulting in greater publicity for the charity involved – often a key objective in the fundraising effort.

47. 888-895: “Umm, good, it was, you know a lot of people say well done to you. A lot of people talk about about the fundraising. You know one of the good things about it is that it allows you to spread awareness of the charity. So it’s not always one of the things that you, in a wider group of friends, be necessarily discussed. Umm. So I think that helped as well because it allowed it to become just sewn into conversation. And actually now when I bring it up people know the disease and remember me running for them. So it’s, um, I would say that was an important thing about it as well.”

The challenge attempt is an interesting conversation starter, and a way of introducing friends to both the organisation and the disease, and how they can help. As well as being attention grabbing, it’s a segue into connecting with old acquaintances who might be interested.

48. 907-913: “Yeah. I would say it’s. It was regarded quite highly among my friends. There was only one other girl who had done it before. Umm. Noone else has really done a physical challenge in our friendship groups so that was good. Um, a lot of. Lot of people just like spoke to me about it, which again is showing

an interest and. And I guess in a way respect as well if you're giving the time to discuss it with them. And again with colleagues. Like in the university office as well. A few of them had done it a few of them hadn't."

The marathon distance still remains an unusually testing distance that even keen runners have not necessarily faced. This creates an exclusive club of finishers that share a unique bond with one another.

49. 917-927: "And you'd get the wow you know that's a crazy distance to be running... Or, you know, go out in the evening again, and they comment you know you're going out again. It's kind of people realizing that it does require the sacrifice... And it is a long journey. And I do think it is regarded highly but I do think it's becoming more common."

It is gratifying to hear shocked reactions from others when discussing the distance and training required to finish a marathon. However the increased popularity of marathon and ultra distance is reducing the incidence of the reaction being that shocked.

50. 932-937: "Umm. Err. I would say that generally my friendship group is quite bad at stuff like that. I think a lot of friends do stuff at work that I don't really hear about. Most of them work for kind of big corporate businesses where they have charity fundraising days. So I hear about things through that. Umm, as regards a physical challenge to fundraise, again it's really the, my one friend that did the marathon before me."

There is a certain pride associated with helping a 'small' and up and coming charity, as opposed to a 'large corporate'.

51. 952-957: “So the 2015 one yes definitely out of my comfort zone, because it was totally unknown. 2017, um, out of my comfort zone again because I hadn’t really done it for two years and kind of thought, what happens if I cant do it any more. Again and I put in the work and started training and started to think it might be ok. But I would say in 2015 I was a lot more out of my comfort zone, because I hadn’t even done a half marathon. Before that.”

The greater the challenge is out of one’s comfort zone, the more rewarding it is to ultimately complete the challenge.

52. 961-964: “And then post race feelings, how was that affected. Um, err, I guess 2015 was, ah I survived. Again I didn’t stop running, err, and it was all a bit overwhelming the first time, because it was totally new. I’d never done a race, I’d never, on all that kind of scale before.”

Finishing the first major physical challenge is also accompanied by a huge sense of relief.

53: 968-976: “So I would say that maybe it had more of an impact. On that one. But then I would say in the last one in 2017 I was actually. I could enjoy it more so I was a bit more relaxed. I was just happier with myself probably... Enjoying it as well, whereas in 2015 I think I put myself under a lot of pressure. And stress to try and do my best. Whereas in 2017 I just kind of thought, you know you’ve just got to enjoy it. You know you can do it.”

Challenges that are not outside one's comfort zone (or less outside one's comfort zone), are less stressful and can be more enjoyable. However this is counterbalanced by a proportionately smaller feeling of achievement post-race.

54. 986-992: "Um, I felt great. I felt very physically tired obviously (laughter), um, but yeah I felt fantastic. I would say it only lasted. And again this is due to my personality I was kind of like what's next, er, so I probably only had it for maybe a week, and then I felt like I should probably be back in the gym doing stuff. Umm, but then had that sense of pride. People that I hadn't seen for a while then asking me. Oh god how was it, so then that kind of bought it up and that went on for quite a while, like 8 months after looking back over it so yeah."

Immediate reactions after the race include tiredness and euphoria. For the following week, this pride intensifies, and the physical pain wanes. However the overall achievement and feel-good factor lasts for many months more, and can be re-kindled when asked about it.

55. 1001-1005: "Umm. What was I left with? The pride, I guess. Um, knowing that I've done it twice is quite special. And again it comes down to the popularity. You know lots of people probably do one and then that's enough. I kind of went back. Which is. I'm hoping to go back and do some more. And again it's the pride. You know the memory of my grandfather and what have you. That's all a big thing."

Completing a challenge can be intimately linked with the memory of a loved one. There is also at times a need to prove that one can do a challenge more than once, and that the original effort was not simply a 'flash in the pan'.

56: 1016-1017: “The thing about running is that it can just be a bit boring sometimes.”

Running as an activity in itself can be hugely boring. Having a challenge to work towards, and a charity to support helps give reason to a sometimes menial but beneficial exercise routine or workout.

57. 1043-1048: “So in the 2015 one, I did the first five miles with my mum, but she was too injured to kind of like keep up. So I had to leave her after that. So that was a bit sad. Umm, crossing the finish line in both of them was pretty special. I remember the steel drummers, that was quite. Because it’s just like a bit of rhythm and something exciting. Going through. Um. I remember running and smiling and just being quite happy just doing it. And that was good.”

Acutely emotional and multisensory moments stick in the minds of competitors.

58. 1057-1061: “I believe that, because actually running at that time. I mean you must look pretty stupid just running and smiling to yourself, but I once, I remember just being so happy, and I just showed it. And there were these two girls, and I had my name on my shirt, and it was like yelled my name, and it was like go go go , and I was like yeah, I’m doing this!”

Personalised support has a huge motivational impact upon runners. This includes shouting the competitors name (because of a named bib). Forcing emotions such as smiles and happiness can also in turn help that emotion come to fruition.

59. 1070-1080: “Yeah for sure. But just like, I would say everyone should do one. But just do London (laughter). I haven’t done any others, so I cant really

compare. So the thing is, London is just the crowd. Um. And, one hundred percent having your name on your bib so people could shout you. And, um, motivate you. But also for example like with the PSPA I met, so I was talking to the staff, and there was a guy in a PSPA vest and I just went over and said hi. And we had a chat. And there are not many situations where you can just go over and say hi and totally be yourself. And he was running his like fifteenth or something and he was quite an elderly man, but he was fit, and he just loved it and every time, and he was just, you know the PSPA is a charity close to my heart, and, you know I just do the marathon every, just as often as possible...”

The crowd and support is a key feature of the London marathon, creating a unique atmosphere and buzz. Connecting with other runners from the same charity also fosters a unique sense of community between charity competitors.

60. 1090-1093: “Umm, it just. I mean I would never really do something now not for them. Umm. Because I feel like it’s such a small charity. So part of, is raising the money. But part of it is raising awareness, because of the like agony that our family went through, where my grandfather didn’t get a diagnosis for many years. “

Completing repeated physical challenges for the same charity, and personalizing the relationship between charity and supporter, can cement the person’s loyalty to the charity, and create a lifelong advocate and fundraiser out of them.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (3). Some people find that their life is lacking in sufficient challenges, and a physical fundraising challenge is something that introduces a new challenge and the opportunity for personal growth into it.
- (13). The challenge itself is part of the attraction. There is also an awareness that it might not be possible to fully prepare for what best lies ahead, but that one can simply brace themselves for pain and discomfort, and embrace it.
- (20). Completing challenging physical events is a way of breaking-out of the humdrum sedentary existence that many of us lead, which is pain free. A reminder of possible pain therefore allows us to appreciate a pain free existence more.

Section 2 (experience – hot cognition):

- (3). Running a marathon more than once is a chance to enjoy the event itself without the added fear of unknown, and the uncertainty that comes from running it the first time around.
- (4). The process of running in the event itself was charged with emotion, including joy. Participants can accurately remember particularly vivid and strong emotions, facial expressions, and reactions from the day.
- (7). The location of the London marathon, and the exciting, scenic route adds an element of variety to the run itself. Constant entertainment also helps to create a fun atmosphere, and keep runners distracted. There is

also a large variety of different people who run the event, which serves to make it feel inclusive and something for everyone.

- (7). Seeing other people less able than the participant themselves helps to inspire them, and remind them of how lucky they are to have their health and be using it as a force for good.
- (8). Part of the experience of running a marathon is mingling with the other participants and learning and observing their stories and struggles. This can be a huge source of inspiration and motivation to knuckle down and get the challenge done.
- (10). On the day there is a huge amount of camaraderie and good-will among participants, with individuals seeing other participants as 'like a team', and gaining strength and cheer from encouraging and assisting others who might be struggling.
- (27). Taking ownership of the challenge, and reminding oneself that the individual themselves chose to do it, is empowering and motivating for some participants.
- (53). Challenges that are not outside one's comfort zone (or less outside one's comfort zone), are less stressful and can be more enjoyable. However this is counterbalanced by a proportionately smaller feeling of achievement post-race.
- (58). Personalised support has a huge motivational impact upon runners. This includes shouting the competitors name (because of a named bib). Forcing emotions such as smiles and happiness can also in turn help that emotion come to fruition.

- (59). The crowd and support is a key feature of the London marathon, creating a unique atmosphere and buzz. Connecting with other runners from the same charity also fosters a unique sense of community between charity competitors.

Section 3 (fundraising today):

- (2). The popularity of marathons has led to a 'dilution' of how hard the public sees them as, in terms of a physical test/challenge. This makes it harder for participants to ask their friends and family for support, because the scale of the challenge and the perceived difficulty is seen as lesser.
- (14). There can be a significant amount of anxiety associated with the pressure to raise the money required to hit the fundraising target set by the charity.
- (17). The more aware an individual's circle of friends are of their pain and sacrifice in the fundraising journey, the more likely their friends are to support them. However, some people who internalize that pain gain inner strength from saving face and making the assumption that others are aware of their pain.
- (18). Social media and mobile internet allows those who are fundraising to post media content promptly and quickly, which keeps the fundraising effort fresh in the minds of their peers. This is of course only applicable to generations that are present on social media platforms.
- (19). The timing of posts on social media is important. Reminding others that the training takes place at undesirable times and in undesirable

situations (e.g. early in the morning in the rain) increases the impact of the post.

- (21). Tailoring communications to different prospective bunches of supporters results in a greater likelihood for them to donate (e.g. emails to older individuals, social media for younger prospects).
- (34). There is an expectation that if an individual has financially supported a charitable fundraising effort of a friend in the past, that they will reciprocate and support them when the time comes. ‘We support each other’. Support is given with the implicit assumption that the favour will be returned when the time comes.
- (35). Support and validation from close friends and family has a huge impact upon the motivation and general ‘vibe’ of the challenge attempt. They can provide significant moral support and reassurance.
- (36). Is there an element of donor fatigue that is related to the London marathon. Is it a victim of it’s own success, in that the exposure and success it has received in the past makes it tricky for anyone to complete more than once and raise the same amount of money? In this instance the repeat nature of this challenge appears to have meant that some people were willing to sponsor once, but not more than that, suggesting event novelty is a key component of why individuals donate.

Section 4 (the transformation):

- (5). Training for a physical challenge like a marathon has a significant impact upon an individual’s life, especially with regards to the training and preparation required. There is an awareness that not every runner will be successful in their quest, which spurs some individuals on.

- (12). The difficulty of the challenge is hugely significant. In order to stand out from others, and prove to observers that an individual is more capable than others, they must overcome something that others are unable to do.
- (15). Being able to delay gratification is an important part of learning to enjoy the fundraising and physical journey involved before, after and during the challenge.
- (16). For many participants, completing a marathon is or has been a life ambition. They are able to view the suffering as part and parcel of achieving their goal, and therefore expect and embrace it.
- (28). Exposure to the injuries of others around you motivates some people to re-evaluate their pain thresholds and be grateful for their health.
- (38). The less novel the challenge, the harder it is to convince one's immediate circle of friends and family to support them. This is perhaps related to one's comfort zone, and what is deemed to be outside of it.
- (44). Being able to complete difficult physical challenges, and fundraise whilst doing so results in a boost in self-confidence for this individual, and bolsters self-belief in future times of self-doubt.

Section 5 (context):

- (6). Getting into the condition required to complete a marathon requires considerable commitment, and the understanding that the marathon effort and preparation might require that it is prioritized over other important things in one's life. The stable and rigid security of a

programme can also be comforting to those that like a certain degree of order and structure in their life.

- (15). Being able to delay gratification is an important part of learning to enjoy the fundraising and physical journey involved before, after and during the challenge.
- (26). Individuals are aware that their challenge is a very different form of suffering compared to the beneficiaries of the funds that they are raising.
- (29). Social media, and the reaction of those around them to social media posts, plays a significant role in the fundraising and challenge experience, as a feedback mechanism and a reflection of how valuable what they're doing with their life is (in terms of social kudos).
- (30). Being seen as an outlier, in terms of tackling particularly difficult challenges, provides additional motivation for some individuals. I.e. that they are the most daring and physically able of their friend group.
- (32). Those who support others on social media recognise that all challenges are relative, and dependent on the experience, fitness and circumstances of the individual concerned.
- (33). Running marathons as fundraising tools and exercises is becoming much more common, and much more socially visible. Due to a combination of the events itself becoming more popular and widespread, and also due to the rise in popularity of social media.
- (37). There is an acknowledgement that in terms of supporters, there is a diverse range of them, that support for different reasons and in different instances. This has become more apparent as this individual has fundraised repeatedly in the same event year on year.

- (39). A range of fundraising aids, sent out promptly by the charity, can help to boost and support fundraising efforts, and enable collection both offline and online. There is also greater financial pressure on the majority of individuals, which results in an increased stretch on disposable income.
- (46). Social validation and positive feedback on social media posts is powerful implicit approval and acknowledgement from friends and social acquaintances. It also is proof that the fundraising effort is resulting in greater publicity for the charity involved – often a key objective in the fundraising effort.
- (47). The challenge attempt is an interesting conversation starter, and a way of introducing friends to both the organisation and the disease, and how they can help. As well as being attention grabbing, it's a segue into connecting with old acquaintances who might be interested.
- (49). It is gratifying to hear shocked reactions from others when discussing the distance and training required to finish a marathon. However the increased popularity of marathon and ultra distance is reducing the incidence of the reaction being that shocked.
- (56). Completing a challenge can be intimately linked with the memory of a loved one. There is also at times a need to prove that one can do a challenge more than once, and that the original effort was not simply a 'flash in the pan'.

Section 6 (legacy – cold cognition):

- (11). A major part of the post-challenge reward is the satisfaction that comes from knowing that the training lead to an achievable challenge, and

also that the enduring legacy of that challenge is money and therefore the future provision of charitable services.

- (43). The challenge attempt itself is a nice way of galvanizing and celebrating a fundraising effort, in a way that can be captured and shared and publicly acknowledged.
- (48). The marathon distance still remains an unusually testing distance that even keen runners have not necessarily faced. This creates an exclusive club of finishers that share a unique bond with one another.
- (51). The greater the challenge is out of one's comfort zone, the more rewarding it is to ultimately complete the challenge.
- (52). Finishing the first major physical challenge is also accompanied by a huge sense of relief.
- (54). Immediate reactions after the race include tiredness and euphoria. For the following week, this pride intensifies, and the physical pain wanes. However the overall achievement and feel-good factor lasts for many months more, and can be re-kindled when asked about it.
- (57). Acutely emotional and multisensory moments stick in the minds of competitors.

Section 7 (relationship with charity):

- (1). The pressure of an ambitious fundraising target set by the charity can be intimidating for participants, and at times, offputting. Perhaps a stretch target might lead to more up-take?
- (9). Testing physical challenges, especially a mass participation event like the London marathon, can be hugely emotional experiences. The fact that the charity is tied so closely to this experience is undoubtedly a reason

why attachment to an organisation is likely to be significantly greater after an experience such as this.

- (22). Appropriate acknowledgement and public recognition by the charity is expected, and can lead to feelings of resentment and disappointment by fundraisers if it is not.
- (23). Contact with senior members of the charity (/those who are deemed important or significant), as well as thanks from these people, can have a major positive impact on the perceived quality and strength of the relationship between those fundraising and the charity.
- (24). It is important for charities to explain exactly how and where money that is fundraised is spent, in order to maintain trust and ensure those that raised the money are aware of it's positive impact.
- (25). Underpinning the entire relationship with the charity is a family connection for which the family feel indebted to. They also hope that by helping the charity they can prevent others having to go through the same pain and tribulations that they had to.
- (31). Interacting with the charity via social media deepens the connection and relationship that participants share with their chosen charity.
- (40). The sensitive support that the charity gave this individual when a family member needed it, has lead to an enduring and very strong bond with them. The individual is also keen to keep track of how the charity is doing, and this is perhaps in part due to having sent them money in the past, and being keen to know how this money is handled and spent. Perhaps the individual feels indebted to the charity for their previous help.

- (41). Keeping a connection going with the charity after the death of a relative seems to represent a commitment to the memory of the person who died that the charity was able to help.
- (45). Close family ties to the charity can create enduring intergenerational bonds between fundraisers and charitable organisations.
- (50). There is a certain pride associated with helping a 'small' and up and coming charity, as opposed to a 'large corporate'.
- (60). Completing repeated physical challenges for the same charity, and personalizing the relationship between charity and supporter, can cement the person's loyalty to the charity, and create a lifelong advocate and fundraiser out of them.

D.2 Interview Number 2 Notes

Interview Script Highlights:

1. 103-108: “Um, because my father was suffering from PSP, and we had an association with them ever since he was diagnosed. Um, and I, well I had a gap year last year effectively, and it gave me an opportunity to do something a bit different. And I turned 50 last year, and I had a number of challenges that were given to me, and one of them was to do a long distance walk, and so I thought If I’m gonna do it, I may as well make it useful and get some money from it!”

The connection with the charity was first established when a family member benefitted from help from the charitable organisation. An adult ‘gap year’ also provided this individual with an opportunity to do something out of the ordinary. The use of the term ‘gap year’ implies a level of freedom that is typically associated with a school age leaver.

2. 112-114: “Well in my head it had started as the Penine Way, but then I realized that 270miles was probably a bit optimistic as big first walk. I didn’t actually do any training (Laughter)! “

These large challenges are often things that have been participants life goals or fantasies for many years before they take the plunge.

3. 118-121: “Oh I just got up and walked (laughter)! It’s not difficult, it’s just one foot in front of the other. That’s what I said to Scott when it first came up. I’m not entirely sure you’d call it grueling compared to what some other people do, but if you’re interested in sponsoring me then that’s fine!”

An awareness of what other fundraisers might have done, as well as the context of the challenge (in relation to other challenges) suggests that there is regular comparison from the individual of their challenge to others challenges.

4. 138-148: “Yeah well initially I had, um, I didn’t want to do it, um, the traditional route by booking it through a walking company. Um, I didn’t want to do it necessarily with anyone else because, um, you, you’re then walking at somebody else’s pace. So I just, I booked a cottage, and my daughter was my support crew, and basically it’s like well ok, I’ll walk as far as I can each day, and you pick me up, and then drop me back off at that point the following day. And in the event, um, Dad died just before I did the walk. And his funeral was actually in the week where I’d booked the cottage so, I’d allowed myself 7 days, but I only actually had 5 days to do it in in the end. Because I literally went straight from the funeral up to Northampton and started walking then, so um, yeah I did achieve the goals. I was under some sort of time pressure. Um, so yeah there was that motivation to keep going... Quite cathartic really.”

Fundraising to raise money for an organisation battling the disease which a loved one has being diagnosed with represents a way of ‘taking control’ and ‘suffering in solidarity’ with a beneficiary. Also the distraction required for a physical challenge - mindless and physical, can be a cathartic escape from the pain of grief and the frustration of anger. The physical challenge also represents a way of owning a part of life when it feels like other parts are outside of one’s control.

5. 156-179: “L: Well I don’t know how much you know about PSP, but it’s not a nice illness... It sounds horrendous. I’m lucky enough not to have had anyone

close to me personally affected by it, but... And I hope you don't. Because it's not nice to see the person you know, very well, just breaking down. And the fact that they retain all their faculties, I think it makes it harder still... Scott said to us when we first got the diagnosis, if you take Motor Neuron disease and Parkinson's, and then multiply that by 4, that's what PSP is... And it's not nice, and I just found that all of the, I'd been going over every day to help mum, and she's at her wit's end as well... So having gone over every day, for about a month, six weeks, and having the funeral and sorting the estate and all that. Actually, four days of walking on my own, was a bit of a blessed relief."

The escape that the physical exercise and event represented to the individual was a welcome respite and relief from the stress and upset of caring for someone who was acutely unwell.

6. 185-187: "I was really pleased, because when I got to the end, there was a board that said, most people take six to seven days to walk Hadrian's wall, and I did it in four. And so, there was that little bit of 'Ha!' to it!"

There can be an element of 'proving the naysayers wrong' which is hugely satisfying to participants, especially when those close to them might have expressed doubts or concerns about their ability, or if in the past they might not have been considered 'sporty' in their friend groups.

7. 191-195: "And the other thing, there were a couple of (incomprehensible) ladies at the end, and we took the carnations that were left over from the funeral, and a bottle of prosecco. And got to the end and it was just, we were toasting

Dad's health, so. It was lovely. It was great. It was sort of, it was sort of a way of saying goodbye to dad."

For this individual, this challenge was hugely emotionally charged. It appeared to represent a concurrent and mutual suffering, and an opportunity to 'say goodbye' to her father, by isolating herself from others and spending time reflecting about her father.

8. 214-216: "Er, well, as I say, it was a challenge to myself. Can I, at fifty, walk for four days, which is basically twenty six miles a day. Can I keep that up? Actually, it should have been twenty one miles a day, and the last day was twenty seven. "

Primarily, these challenges are often personal goals that are augmented by concurrent fundraising, rather than the other way around.

9. 220-226: "Yeah, it's quite a lot! When you say, it's twenty one miles a day, you think oh! That's easy isn't it, how often do you drive twenty one miles in a day? But then you go oh, perhaps walking it was a bit harder. (laughter). Well for me, it was about doing something slightly different to raise money for charity. And also, because I knew there was going to be a bit of publicity from, because I managed to get national publicity as well, um, so that it was about raising awareness for PSP."

A large and different challenge is more likely to receive attention from others and press outlets. There is perhaps also an element of frustration at the lack of sympathy and awareness from others that leads to someone wanting to educate others about the disease and the charitable organisation, so that they are more aware of the pain that they are going through.

10. 230-257: “And also the fact that, to show people that you don’t actually have to do an awful lot to raise a lot of money... Because I know full well, like I’m volunteering for PSP this weekend at the marathon... Because I know full well that I wouldn’t have the dedication necessary to do the training required for a marathon. I don’t have that sort of staying power for the build up. But I do have quite a lot of endurance or stamina for a particular task... From our very brief conversation I would say you’d get it done!... Um, I get bored very quickly. Um, you know say you do the marathon which means I’ve gotta do a run three times a week, every week from now until next april. It’s like, I don’t think so!... But I didn’t actually suffer, because I know , I walk twice a day anyway. Yeah I suppose doing that for a tentative two hours a day is very different from walking for eight to ten hours a day.

Attempts to normalize the challenge to other people are made in order to help make the challenge seem more approachable, and to assist others in taking the plunge to undertake a physical and fundraising challenge, and experience self growth to the same extent.

This activity is clearly one that the participant enjoys hugely normally, and so they do not view their challenge as ‘suffering’.

11. 261-267: “But because I hadn’t put myself under pressure by saying, I’ve got to get to this point, or this hotel or this b and b by this time... I actually was probably able to walk futher than I would have done, because psychologically you haven’t got that ‘oh I’ve got to get here’. “

Different people respond differently to pressure in terms of time and distance targets. Self-imposed targets can represent false performance ceilings for some individuals, limiting or inhibiting their performance.

12. 271-273: So when I felt well, I did more, and when I was struggling.. So on the third day, I was a little bit stiff, and everything was a bit stiff and I was kind of going, 'do we have to walk more', you know, I only walked nineteen miles on that day."

Flexibility in the challenge (being self ran and regulated rather than taking part in a formal organized event) allows self-regulation of performance and interim targets.

13. 283-286: "Um, what sort of person am i? Um. No different from anyone else (laughter). I don't think, I don't think I do anything particularly special. It's just, um, I like a challenge. If somebody says to me 'don't do it', then that's gonna spur me on to do it, just to prove people wrong!"

There is evidence that people who are doubted by others are more likely to want to prove those with negative views wrong. The participant views themselves as 'no different from anybody else', and believes that no special talent is required in order to complete particularly difficult physical challenges.

14. 290-296: "Um, I, as I said to you, I get bored very quickly, so anything I want to do, needs to be, a big gesture, a one off thing, rather than sustained thing. So, I don't know, I've always found that really difficult to answer because I'm nothing special... I'm like everybody else!"

Dissatisfaction with current circumstances, and a frustration with the humdrum tedium of everyday life pushes people to seek extraordinary experiences that are far from the norm, and uniquely stimulating.

15. 329-331: “And I think in fact, most people think, I don’t do anywhere near as much as so and so. Because I do that! Every time I see the PSP magazine come through, I think, oh, I should do a bit more really.”

Materiel and contact from the charitable organisation that includes stories of other fundraisers and physical challenges prompts personal comparison among participants with others.

16. 335-337: “And so I think that, people who are prepared to do those sorts of challenges, probably, um, wouldn’t think that they are doing... They’re not going to go around and shout about it necessarily... And say, oh gosh, look what I’ve done. They, will generally say, it’s just part of a much bigger effort.”

Participants can be uncomfortable self-promoting, and more comfortable with indirect promotion from organisations, friends and families.

17. 351-362: Um, err. I think it was, um, appreciation of the environment... Because actually it wasn’t a trial, because the countryside was lovely. And I met some amazing people along the way... And actually I’d printed some cards off about what I was doing. And I actually ended up with people contacting me on the gift aid site, saying that they’d spoken to me en route, and they’d decided to make a donation.”

Despite some challenges being deeply personal and not formally organized (and mass participation), those involved in the physical challenge and those who were interacted with along the way can really stick in people's memories.

18. 372-376: "And for me, it was being, it was having the flexibility of being able to walk as much or as little as I wanted to. Um, I, I'm quite happy in my own company on something like that. So the fact that I was on my own for so long. Um, having, having the support crew was definitely a bonus. Um, because I knew that although I was walking on my own, I could get to people if I needed to."

Prolonged periods of time are spent on one's own, reflecting and thinking, giving individuals headspace and time to really reflect deeply about certain things, free from distraction. Support of an individual is also hugely important, and a great reassurance to those that may be on their own physically, but a phone call away in terms of help and advice and nutrition/logistics.

19. 381-386: "Um, well it was more... See I knew I could do it (laughter)! Because I did say, I was joking to people when I went, that my Dad had deliberately died when he did to put me under pressure because I'd said to him. I'd allowed myself a week, but I said I think I could do it in five days. And because of when the funeral was, it only gave me five days. And there was a little bit of wryness from – you see you gave me a challenge dad and I rose to it."

Those who take on tough physical challenges are able to view obstacles and challenges that motivate them to push further and overcome adversity. A certain amount of pressure also helps individuals to focus and aim to hit or beat a target.

20. 390-391: “So there was obviously a lot of satisfaction, and so much gratitude for the people who had sponsored me.”

Those who support participants are thought about after the challenge is complete, and help increase feelings of gratitude and satisfaction once the challenge is complete.

21. 402-411: “Er for me it needed to be a physical challenge, and it needed to be, outdoors. Um, so it, the challenge needed to be a physical one because I’ve done quite a lot of other things where... With hosting, um, we’ve done the cake sales and games evenings. Dad used to run horse racing... And evenings and things. So I’ve done a lot of those sort of things and I wanted to do something different. I wanted to do something that had a physical element to it.”

The nature of the fundraising challenge being a physical test is important and meaningful, in an age where physical tests must be sought out rather than a part of our everyday existence. Perhaps this is what separates them from other tests and why people consider physical feats particularly exceptional.

22. 415-419: “In terms of how it made me feel I wouldn’t say I got to the end and I thought ‘oh I feel so much better for having done that!’ Because obviously your feet are in a bit of a mess, and your legs are aching. But I was surprised at how little impact there was on my body, particularly my legs. For having walked that amount, for four consecutive days without actually very much training.”

The physical effects of prolonged exercise after the event is finished make the relief of finish all the more pleasing, and act as evidence to oneself and others that the challenge itself was physically demanding.

23. 429-426: “Um, I wouldn’t say it was difficult. I would say it was a challenge. And it was important that it was something I couldn’t do, easily. Because otherwise... If you’re not gonna put yourself out, I don’t see why people would sponsor you if it wasn’t... Because when I said to everyone I’m going to walk hadrian’s wall in four to five days. Everyone went ‘oh my goodness’. Most people said ‘you’re mad’. (laughter). And then they gave me money. Because I think the difficulty meant that I could hold my head up when I was going to people and asking for sponsor money.”

The participant states that it is important the challenge isn’t something that they could do easily, and believes that the financial donations of others were in part to support an effort that was difficult. The difficulty of the challenge also instill a sense of pride in the participant – that they are willing to take on a tough test publicly. There is a certain satisfaction that some people take from being called ‘mad’ or ‘crazy’ by others – perhaps because this is a public recognition of being different to the norm in a good and brave way.

24. 499-459: “Well in terms of... It’s pushing on through being tired. Being aware of the changes that are happening to you, and adjusting what you’re doing to minimize any damage that you’re doing. Because if you notice that you’ve got, a problem with your knee, and you don’t do something about it, it’s just gonna get, you know, worse and worse... Getting up in the morning when you’ve already done 2 days and you’re thinking ‘crikey I’m only halfway there’ and things begin to ache. You know you’ve gotta just, carry on through it.”

Individuals who have a commitment to finish the challenge look for solutions to problems, rather than excuses to stop or finish. This constructive mindset is healthy and transferable to other situations after the fundraising challenge has finished.

25. 463-469: “Because you said you were gonna do something, so you do it. Um, but, to be honest it didn’t really feel like an effort, it felt like just a really long walk (laughter)!... I told you I didn’t consider this a grueling challenge!”

Individuals who promise others that they will complete something view that promise as sacred, and this perhaps improves their odds of finishing – that they told others they would do something.

26. 480-490: “But in terms of sharing, sharing what I was doing was very important. Because the dual aim of what I was doing, as well as raising money, was raising awareness of it so, there are more people now aware of PSP than before I did it, because I managed to get broadcast on radio 2 while I was walking... So, that was, that unexpected to be honest, that was a chance... I was walking with my headphones on, Zoe ball was on, she wanted, people to phone in for a five o clock freak out or whatever it was called, so I phoned in and they put a request on. And as a result, PSP got some national, free national coverage.”

A significant part of this fundraising effort was to raise awareness of the disease. Could there be a dual aim here – to allow people more knowledge of the disease to help the beneficiaries of the charity, but also to help others realise what the participant has been going through, and ultimately illicit better support and more sympathy for themselves? It is less uncomfortable to indirectly ask for attention than to request it directly – perhaps this a cultural feature of the UK.

27. 494-497: “So from my perspective, that sort of thing was important. Because I was walking with a t shirt on, for both PSP and Arthur Rank, so when people were asking what I was doing, obviously I was sharing it with them, and that was important.”

By wearing a branded t-shirt, the participant invites discussion from others that come across them. The individual welcomes attention as a way of sharing their story, and a welcome distraction to the effort of completing the challenge.

28. 525-526: “I mean I have had contact with them, but they were a group of people I was already talking to, and we had had received a lot of support from as a family.”

Close contact with the charity was established before the challenge attempt, as a result of a family member being a former beneficiary of the charity.

29. 536-538: “Um, I don’t know. I don’t think I ever really consciously thought about it. It was just something that thought like a good thing to do. I think it was within my capability, but It will still stretch me.”

Challenges must be achievable but also testing. There is a fine line balanced between the two things. The most rewarding will be at the edge of what is achievable, but at the edge of one’s comfort zone.

30. 556-569: “Umm. Facebook, and justgiving. Because obviously I was updating the justgiving page and I probably hacked quite a lot of people off! Because whilst I was doing the walk I posted quite a lot... Well because you can link. If you

post on the justgiving you can link it to facebook cant you? So all my poor contacts were constantly inundated with it. Um, and, that was probably in terms of social media, as I said to you. I mean I don't know what came out of, the, directly out of the radio 2 thing. I don't know if anybody did donate or what have you. And there was a lot of advertising that went on, in terms of traditional, you know leaflet drops and donation forms and that sort of thing..."

There is a recognition among individuals that there is a significant amount of peripheral 'noise' in terms of general fundraising demands socially from one's network of friends. Individuals also recognise that there is a fine line to be trodden between keeping those friends and family updated, and posting too much.

31. 577-581: "Oh everyone was really encouraging, and they shared, they shared it with other people. Friends of mine seemed to, to be honest a lot of my friends went, oh god she's at it again (laughter). But generally people went, 'wow that's an amazing achievement, I don't know how you did it'. When all the time I'm going 'it's only walking, we can all do that' (laughter). So..."

Positive feedback from friends and followers is hugely boosting to morale, and validates one's efforts. Having people tell individuals that they would not be able to do it themselves, elevates feelings of achievement, satisfaction, and superiority.

32. 592-606: "I think it's just mind over matter, and, for me, I mean I don't think that what I did, is, in any way comparable to what the runners are going to be doing at the marathon. They have probably. They deserve far, far more plaudits than I do... You know that's genuinely how I see it. I haven't suffered. I didn't go through the pain element and I didn't do the training that they are all having to.

They are far more dedicated than I am. All I did was give up four days. You know. That's. It isn't comparable to what they're doing, in my mind."

All of these challenges are relative, and individuals who are good at one sort of challenge recognise that their aptitude is not universally transferable. It appears that they believe that they are being rewarded for going out of their comfort zone, and pushing their boundaries, and not simply completion of an arbitrary distance.

33. 613-620 "Oh well I was really pleased because the results for the PSPA.

Because it meant the fact that they were so interested and engaged, resulted in way more donations than I expected. And so that makes you feel quite proud of yourself... And that you have done something quite worthwhile and valuable for two charities."

Exceeding the donation target set for themselves by the charity is a huge morale booster, and encourages them to fundraise even harder. This is also accompanied by a great feeling of pride, and a responsibility towards one's supporters that the money is well spent, and that the charity is supported adequately.

34. 632-636: "Err. Well it's something. When you see things on social media where there is an obvious effort involved, I am full of admiration for them. Like I said with the marathon runners. You know I think, I know... I know the effort that went into just walking four days, and I can only imagine the effort that goes into more challenging events than that. "

Completing a challenge event makes individuals more likely to support others doing similar events, because it gives them an insight into how hard it is, and how much support from others means to those putting themselves out there.

35. 640-648: “So you know I’m fully admiring of people that do, you know, bigger challenges. And where I can I will donate. The problem is, you know, you can’t donate to everything... I think. There is. Whether you identify with the charity itself. Um, how well you know the person doing fundraising, and how important that charity is, to them.”

There is an awareness that individuals cannot donate to every cause they are asked to support, so some sort of rules system must be devised in order to determine which will be supported and which will not. Familiarity and scale of challenge appear to be factors.

36. 652-657: “And the, amount of effort, or an appreciation for the effort that they’re putting in to doing something. I’m more likely to sponsor someone doing, um, something that is putting them out of their comfort zone, than if... You know some people go off and mountain bike every weekend. To suddenly go out and say, I’m going out and doing something normal but I want you to sponsor me. That’s not challenging themselves sufficiently.”

Willingness to sponsor others is directly linked to the effort perceived by them required to complete the challenge that they have chosen. Individuals are more likely to support other people that they perceive to be going out of their comfort zones.

37. 661-663: “So I think for me, there needs to be a level of somebody doing something more challenging , and something that not everybody else is gonna do, that would then make me want to sponsor them.”

Novelty and how 'inspiring' a challenge is, also factor in to whether or not an individual is planning on sponsoring someone they know to fundraise.

38. 669-672: "Um, it was nice (validation from others), but that's not why I did it. What I did it for. I did it because I'd set myself a challenge, and because I wanted to raise some money. I think the fact that I, broke the target, was more important than people patting me on the back and saying oh gosh aren't you clever."

Whilst validation from others was pleasant and rewarding, ultimately there were more important reasons that the individual had for completing the challenge in the first place. The objective was not to receive validation from others – it was a welcome side effect.

39. 682-685: "Oh absolutely. And especially when I, er, when I said to them I was gonna do it... When I broke it down and said, it's eighty four miles, and I'm going to do it in four days. I think that's, people were noticeably... 'are you sure you're gonna do that?'. That then encouraged people to donate."

The perceived difficulty of this challenge helped the individual to convince others to support them financially. Contextualising the distance and overall challenge into terms that they were able to relate to.

40. 690-694: "Um, to be honest, they were very engaged with it. The, the longer I've been involved with them. The more interested they've been. In fact I felt slightly embarrassed by the amount of attention they were giving it. After the event they put stuff in the magazine and up on the website. They were posting, um, all the time I was walking as well..."

Constant attention with the charity being fundraised for kept them in the mind of the participant.

41.703-713: “But I think one of the reasons they appreciated it was that they’re a small charity, and, as a family, we are known by the charity. You know I’ve done quite a few sort of, I made gingerbread houses, and every one of those that I make and sell at Christmas, a proportion of the money goes to the PSPA. I’ve done, um, as I say cake sales, and other fundraisers, and I’ve volunteered for them and various other things, and so, it’s easier for them to engage with you if they know who you are. And I think that that’s one of the advantages the small charities have over the big charities like cancer research or that sort of thing. A lot of their fundraisers are, just fundraisers. I think for. For us, raising money for PSPA, we are people. Who are, wanting to do something for a specific charity for a specific purpose.”

Small charities are perceived as less wasteful and more grateful for the money raised. It is also easier to see exactly how the money is spent. Contact points with the charity before the fundraising challenge serve to educate the individual and build trust and a positive rapport.

42. 734-738: “When I went to drop this cash over at the office, because there was quite a lot of cash there, they needed a few people there to receive it. And, Andrew Simmons, the CEO, actually came down. And it turns out anyway because I used to run a countryside education centre next door to where one of their workers actually lived...”

'Thank you's' from senior members of staff in person have a significant impact upon those who fundraise for the charity, validating their efforts and strengthening the relationship between individual and organisation.

43. 742-749: "So she knew me, and then when Andrew came down and was sort of chatting. And then there was that element of, and then I had a message from Cameron, saying thank you and well done. And James is just on it all the time. You know, it's like I'm volunteering this weekend at the marathon, and there's constant emails, messages, and thanks for doing this, and this is what you need to know and everything. And, and I have to say I think, in the time I've got to know them, in the last twelve months, they've really upped their game in regard to how they treat their fundraisers."

Attention from specific individuals, and the personal touch of relationship fundraising, allows the relationship between individual and organisation to flourish and grow.

44. 765-776: "I think the problem they have, is that they're a size now where, if they take a massive step forward, then they, it's going to be hard for them to keep that family feel... I think that's a dilemma that most charities of their sort of size would face, I would imagine."

There is a recognition among individual fundraisers of both the merits and limitations of keeping a charity small and lean.

45. 794-801: "I think they, because there's a couple of things I said to them, and I said I don't know whether it's directly related, but the conversation I had had,

had come about because of the challenge I had done. And they sort of asked why did you do this, and had you thought about doing that. And he was interested in where I would go next, because they, for example people do the marathon this year, and then they'd contact them to see if they do the marathon again next year. And from my perspective I don't want to do that. You know I've done a walking challenge."

Just because individuals are motivated to do a particular sort of challenge once (e.g. walking/running), it might not necessarily mean that they want to do that sort of challenge again. It might be that they are looking for diversity of experience (with some consistency) rather than uniformity.

46. 805-812: "Tell me what I can do next. I wanna do something different. I've done a walk. And I think in their heads it was like obviously you're a runner so you want more running events. Or, you're a canoeist, or a kayaker and so you want more kayaking events. And I went no, just give me new experiences."

Whilst loyal to the organisation, organisations should bear in mind that many individuals are open to new experiences that encourage and foster personal growth, rather than the same thing over and over again. Rewarding those who go out of their comfort zone results in an individual being happier outside their comfort zone, and therefore an appetite for experiences which fall outside of this.

47. 818-821: "Yeah. And there is an element of selfishness to my fundraising I suppose. Because it's like, what do I want to do? What do I want to do that will challenge me? That I can also use to raise money. So I suppose in a way my

motivator is a challenge to myself, to which I can then attach a fundraising element.”

There is an inherent element of selfishness to completing fundraising challenges, and the fundraising comes secondary to that primary benefit (pushing oneself and expanding one's horizons.

48. 826-829: “Umm. I... Did it change during the fundraising campaign? Not... Not in a step change. I think it changed more after the event. But it, it was changing. Throughout. And they were definitely... And the closer the challenge came, the more, the more contact I had with them.”

Raising money for an organisation provides the opportunity for an individual and an organisation to strengthen their ties between one another.

49. 833-834: “So I think it was beginning to change, but I think the most significant change came once I'd actually completed it.”

The most significant change for this individual came after the challenge had been completed – the 'thank-yous' and confidence gained from completing the challenge.

50: 839-850: “Um, well I think that's what you. I think you want to know that what you have raised is appreciated. I wasn't expecting quite the enthusedness that I got. And I, I have to say I felt slightly embarrassed about the whole thing, because they did make quite a fuss of me. And it's like I've been saying. I did just put one foot in front of the other for four days. Um, and I didn't think it, I couldn't quite understand why they were giving me quite the plaudits that they were giving me. And then I started thinking, what was so significant about it and I

think it's just. Er. I don't know. I er. The fact that they said thank you, and the fact that they wanted to put it in the magazine. And on facebook. You know, they publicly put it on the facebook page, and said, oh this challenge has been completed. And I understand why why they do that because obviously every person that does a challenge, if you broadcast it, it might spur somebody else to do something."

Public recognition from the charity across multiple platforms validates the effort and publicly acknowledges the effort that the individual put into the challenge and that is was valued.

51. 854-859: "And so I get that, but um. As long as it's acknowledged I think that's it for me. I think if I'd done it and they hadn't written to me or they hadn't, said anything at all. I think I'd have gone, do you know, forget it, I don't see why I would support you, there are other charities out there who would appreciate it. But they don't make you feel like that. They make you feel like you want to keep on working with them."

Acknowledgement by the charity and a 'thank you' for fundraising efforts can be an essential part of a long and satisfied relationship with those who fundraise for them, ensuring that they are long term advocates and supporters, rather than one-time community fundraisers.

52. 867-869: "Well I'm maintaining the relationship even though dad died. And I think that. Um, I think there would possibly have been a tendency not to bother quite so much once he'd gone, because my connection had gone."

Keeping the connection with the charity alive is an indirect way of keeping a positive legacy and the memory of a loved one alive.

53. 878-887: “Um, I think. It, um, what I was doing came at the end of what has been quite a number of traumatic years. Not just in terms of Dad’s illness but just, personally anyway. And it just for me, it was part of a year of, recovery I suppose if you want, for me. So, it built confidence, it made me feel, valued. It confirmed that I wasn’t a million miles off, because I’m, the number of people that said, ‘you’re doing it in four days, are you sure?’ And it’s like ‘yeah I am sure’. It’s only twenty one miles a day. And actually I was right, it was only twenty one miles a day, and I did do it. You know, I’ve done duke of Edinburgh, I’m a (incomprehensible) leader, and assessor, and I’ve walked whole weekend routes in a day when I’ve done the assessments.”

After a period of feeling despondent and questioning one’s self worth, fundraising challenges are a great way of building confidence and reminding oneself that you are valued and capable of challenging positive things.

54. 891-894: “So I knew I could walk the distance, in a day, I didn’t know whether I could do it, continuously for four days, and it turned out, yeah I can. So I think actually, it did make me feel, yes I am resilient, I, do have the stamina required to do these things, and if I put my mind to it, yes I can do it.”

Completion of testing physical challenges proves to oneself that there is ability and self-worth there, and is evidence of what we can do when we put our minds to things.

55. 898-899: “Yeah it helped generally in my own self confidence, which is part of a, part of a process really.”

Building self-confidence later in life is possible through new experiences and pushing outside of one's comfort zone.

56. 904-906: “Um, I don't know... I, you feel satisfied, but actually, I'm sitting here now going ‘Hmm, should I have planned something else?’ But then, you move onto other things as well, don't you.”

When asked about plans for challenges after completion of their challenge, some participants feel pressure to do a further challenge, and ‘live up’ to the persona of an outgoing person that they have become in the eyes of those around them.

57. 910-918: “That you want to do. Like what you were saying. Do you want to... I'm probably half way through my life, if not more, and it's like ‘ok, now I need to do things, I need to do as much as I possibly can.’ (laughter) Does it always have to be fundraising? Possibly not. But it does mean, yes you can do fundraising, yes you can do significant things that do require an effort that other people can't do... And, that actually makes you feel, a bit, a bit good about yourself.”

An awareness of mortality spurs people into packing as many different things into their life as possible, and acting on plans or ideas that they might have been putting off.

58. 922-926: “And actually it makes you feel, you know, at fifty one now, you're not, actually, on the scrapheap. Because I think you tend to think ‘oh fifty one, how did that happen! How did I get there’ (laughter). And you can still do things,

just because you're a few generations older than, you'd like to be, or a few decades older than you'd like to be, you can still do stuff."

An awareness of age and mortality, and society and the media's depiction of those of that age, acts as a prompt to rebel against, and the subsequent satisfaction of proving these wrong is hugely rewarding and gratifying.

59. 948-952: "Saying I wanted to do something. The, the suggestion came from me. It wasn't like there was an organized thing going on. The fact that I had the opportunity, in terms of time, it wasn't great because of dad actually dying at that point. The charity didn't influence but it was, um, heavily involved once I said I was going to do it. They didn't come to me and say, oh, do you fancy doing a challenge for us."

Ownership of the challenge, and the idea of coming up with the challenge oneself is an important element for some fundraisers. Perhaps this is related to self growth – the idea that the charity is helping them to grow and in return the charity is taken along for the ride.

60. 964-965: "Um, not so much validation, but I suppose interest. Because if nobody was interested, and if nobody was donating. It would be hard to stay motivated."

Interest from others helps those completing challenges to stay motivated to complete their endeavor.

61. 969-971: “Because you’d be thinking well, why am I doing this. You know, having decided it wasn’t going to just be a walk, it was going to be a fundraising walk, I think, if nobody wanted to donate, that would have been a little bit hard.”

Having fundraising and spreading awareness at the centre of the participant’s goals related to the challenge meant that validation from others was essential to meeting those goals.

62. 975-978: “But I think as well I’m, you probably haven’t picked this up at all, but I’m quite an open individual. So people knew, about Dad, and about the illness and everything, so they knew that what I was doing was important to me, and they were responding, and I think that’s... It’s a two way street isn’t it.”

Embarking upon a challenging physical fundraising challenge appears to give those that do them permission to talk about challenging situations and also illness and loss related to the fundraising element of the challenge.

63. 983-989: “Um, I don’t think any different to what I’ve already said to you, in the fact that, friends had been very supportive anyway, but that was because they knew other things had been going on, and I think that was, that was what was so it was good for me. Was that I had a lot of support from a lot of people who had seen me through some, difficult, um, things over previous years. And they were going, ‘I cant believe you’re doing this, with everything that’s been going on. I cant believe you’re doing it.’”

Support from others related to attempting and completing the challenge is a huge boost for self esteem for participants, and a level of disbelief helps to make the individual think that they really are doing a special and hard-to-achieve challenge.

A public physical challenge is a great way of reminding an individual about how many people support them, and an acid test for who will come-out to help them strive to achieve their goals.

64. 993-995: “So, that’s not validation as such, more incredulity, is that why you’re doing this then, actually spurred me on, because I’m very much, if you tell me not to do something, then that’s exactly what I will do.”

Naysayers, and those that are skeptical, can serve as motivation for an individual to prove them wrong.

65. 1032-1044: “Umm... Not out... Was it outside my comfort zone. I, sort of don’t have much of a fear gene... So, walking Hadrian’s wall. I sort of think I would have done. Well Andrew came back to me and said, ‘do you fancy jumping out of an aeroplane’. And I said ‘yeah why not!’ And that sort of would put me more out of my comfort zone, but I’m still actually gonna go ‘oh, alright’. Because I wouldn’t go yes if I thought about the implications! Umm. Well if I say it didn’t put me out my comfort zone, it sounds like there wasn’t any real effort involved or any real challenge. But I suppose the challenge of, walking, for a long time, was less out of... It was more of a physical challenge than pushing beyond my comfort levels.”

Thinking too much about the challenge itself can be counter productive – reminding a person of the difficulty and scale of what is ahead. Distraction techniques and being blasé helps cement the commitment (until it is too late to back out), and keep people going to the end.

66. 1057-1060: “Well I felt, satisfied, you feel relieved, um, you feel, very grateful to the people that have donated. You feel that you’ve actually done something positive that may help somebody else, even in the long term, that means they might not have to go through what your family’s had to go through.”

The charity connection helps to justify the time and effort spent competing the challenge, and adds another level of meaning to the accomplishment. A selfish act becomes selfless.

67. 1064-1073: “Um, so there’s that sense of satisfaction that you’ve actually, hopefully made a bit of difference. And, I suppose it lasts for as long as you want it to. Because every now and then... Like now, I don’t think about it on a daily basis, but now we’re talking about it, I’m like, oh yeah, well this time last year, I was planning to do it. So when you, it jogs your memory a bit. And I sort of think, yeah I did do that, and people didn’t think I could, or people thought that that was a really big challenge, and I did it, even though they thought I couldn’t. So I actually did get up off my backside and do something. Because we’re all very good aren’t we at saying, oh I’ll do some fundraising, or I’ll do this, and actually you don’t get round to it because life gets in the way.”

Completing challenges helps individuals to become more opportunistic and less afraid of failure. Putting off challenges becomes easier as we grow up, and seemingly have great personal demands on our time, money and general capacity.

68. 1077-1088: “Well as I said it’s just like, and it’s not meant to be critical of people, because everybody’s got different, pressures and different things.

Because you can always do it tomorrow. But something comes up tomorrow, and

then something comes up after that, and before you know it, months and years have gone by, and you haven't done it. And I think I've changed my mindset. To a little bit, do you know, I'm gonna do it... And you know, like meeting up with friends? And you say to them, oh we must meet up sometimes. And I've now changed my way of thinking to say, yeah let's meet up, lets get a date in the diary."

Completing a tough physical challenge can result in a mindset shift from one of delaying tackling a tough challenge to one of embracing the challenge sooner rather than later.

69. 1100-1108: "L: I would do something... I would do something again. But as I've said, I don't think it would be a long distance walk because I've done that... It would be... It would be, I don't know what it would be to be honest! I might do a long distance walk abroad or something. Or, jump out of an aeroplane. I will do something else again, but at the moment I haven't thought about it consciously."

Elements of both novelty and familiarity are key desirable features of future challenge attempts.

70. 1113-1116: "Um, blisters? (laughter) Actually no I didn't, but I did have sore knees! I was, well, you're left with sort um, a relief, and satisfaction, and a bit more confidence. And as I said it's that satisfaction that you have done something that was, for somebody else."

Physical injuries, relief, satisfaction, and a 'warm glow' that results from helping others, are all results of completing a tough physical charity whilst fundraising for charity.

71. 1120-1129: “In life? That would be life itself to be honest (laughter). Well my next challenge is, for me, is project managing the restoration of a grade two listed cottage... Err, which is quite time consuming. Um, I’m getting myself on track because I’ve had a career change direction, and I’ve had a whole, life change, over the last eighteen months. So for me, it’s about keeping momentum I suppose. Keeping momentum and actually doing, um, doing the things that my instinct tells me are the right things to do.”

Taking on a demanding physical challenge and fundraising at the same time has can help an individual transition between two different chapters in life.

72. 1145-1156: “And now what I do is, I take opportunities as they come. And I take opportunities that I would never have said yes to. Before. Because I would have overthought them or whatever. So, with the hadrians wall thing, that was a question of, oh yeah, I’ll do something, and I’ll do a long distance walk, and I’ll raise money for PSPA. And I actually said that out loud to somebody. And at that point it became. Oh, now I’ve said I’d do it, I’ve got to do it. So, I don’t necessarily plan things. If something comes along, and I think ‘oh, I fancy that’, then I’ll do it.. Because you don’t, I’ve learnt that if you try and plan too much, then you’re missing out on a whole lot of other opportunities that you never knew existed.”

Spontaneity and being more comfortable with changing plans and ambiguity can be a result of completing a challenging physical challenge. Vocalising goals and ambitions to those close to us helps to cement commitment to a challenge.

73. 1161-1172: “Um, finishing, and opening a bottle of champagne at the end. And looking out over the estuary, and going ‘yeah, dad would have been pleased’.

Um, the people I met along the way. I, I said to somebody on day one, I was walking through the Yukon, and I walked for half a day with um, a Spanish drug dealer (laughter). And we just kept chatting because we kept taking photos of each other. And it turned out he was a drug rep! So he did sell drugs for a living, but just not the sort you imagine. And I would never have met him, had I not done that challenge. You know, the guy who stopped me on the way, coming in the opposite direction, and donated the money. Um. You know the fact that I managed to get them mentioned on radio 2. Um, and just being able to enjoy, a bit of piece of quiet after what was quite a tumultuous time. There was a big sense of calm. For the days that I was walking I have to say.”

Distance running can give those that do it the time and space to reflect on their lives, and some peace and quiet. Competing an activity that an individual thinks their parents would be proud of, also results in a hugely fulfilling experience.

74. 1182-1189: “Well as I said, it’s um, it strengthened it, and it made it more likely that, well I am volunteering at the moment. I’m not fundraising, but I am still going down to volunteer at the marathon again for them. So I think from that perspective, I, it has strengthened the relationship. Because the contact that I had with the people there, became more frequent, and therefore you feel more, not indebted, but a greater sense of responsibility and, to carry on with someone when you know them better, You’ve got more connection with them. And you want to do more for them.”

Increased contact time, and the increased frequency of contact, that accompanies fundraising for a charity, means that individuals who fundraise for a charity

become closer to them. Their investment of time also increases feelings of indebtedness and an obligation to reciprocate the effort that they put in for you.

75. 1212-1224: “Umm, well I think it’s. I think the connection of the charity. It made me feel that I’d sort of repaid some of the support that we had received from them. Because obviously when you’re receiving support. That’s a very one way street. And by doing, sort of fundraising. It meant that I was giving them something back, and allowing them to support somebody else... Um, and that, rebalances the relationship, it sort of equalizes the relationship I think. You don’t feel as indebted to them. Um, I think, um, if they gave me, I suppose there is an element of gratitude, because, the fact that dad was suffering from it, and receiving support from them, means that I wouldn’t have done that challenge, I think, had I not had the connection with the PSPA.”

Some individuals feel indebted to charities that have either helped themselves, or helped a loved one, and fundraising for them is a way of giving back and repaying this perceived debt to them.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (8). These challenges are often personal goals that are augmented by concurrent fundraising, rather than the other way around.
- (11). Different people respond differently to pressure in terms of time and distance targets. Self-imposed targets can represent false performance ceilings for some individuals, limiting or inhibiting their performance.
- (14). Dissatisfaction with current circumstances, and a frustration with the humdrum tedium of everyday life can push people to seek extraordinary experiences that are far from the norm, and uniquely stimulating.
- (21). The nature of the fundraising challenge being a physical test is important and meaningful, in an age where physical tests must be sought out rather than a part of our everyday existence. Perhaps this is what separates them from other tests and why people consider physical feats particularly exceptional.
- (25). Individuals who promise others that they will complete something view that promise as sacred, and this perhaps improves their odds of finishing – that they told others they would do something.
- (26). A significant part of this fundraising effort (interview 2) was to raise awareness of the disease. Could there be a dual aim here – to allow people more knowledge of the disease to help the beneficiaries of the charity, but also to help others realise what the participant has been going through,

and ultimately illicit better support and more sympathy for themselves? It is less uncomfortable to indirectly ask for attention than to request it directly – perhaps this a cultural feature of the UK.

- (38). Whilst validation from others was pleasant and rewarding (interview 2), ultimately there were more important reasons that the individual had for completing the challenge in the first place. The objective was not to receive validation from others – it was a welcome side effect.
- (57). An awareness of mortality spurs people into packing as many different things into their life as possible, and acting on plans or ideas that they might have been putting off.
- (64). Naysayers, and those that are skeptical, can serve as motivation for an individual to prove them wrong.
- (71). Taking on a demanding physical challenge and fundraising at the same time has can help an individual transition between two different chapters in life.
- (72). Spontaneity and being more comfortable with changing plans and ambiguity can be a result of completing a challenging physical challenge. Vocalising goals and ambitions to those close to us helps to cement commitment to a challenge.
- (73). Distance running can give those that do it the time and space to reflect on their lives, and some peace and quiet. Competing an activity that an individual thinks their parents would be proud of, also results in a hugely fulfilling experience.

Section 2 (experience – hot cognition):

- (17). Despite some challenges being deeply personal and not formally organized (and mass participation), those involved in the physical challenge and those who were interacted with along the way can really stick in people's memories.
- (18). Prolonged periods of time are spent on one's own, reflecting and thinking, giving individuals headspace and time to really reflect deeply about certain things, free from distraction. Support of an individual is also hugely important, and a great reassurance to those that may be on their own physically, but a phone call away in terms of help and advice and nutrition/logistics.
- (60). Interest from others helps those completing challenges to stay motivated to complete their endeavor.
- (62). Embarking upon a challenging physical fundraising challenge appears to give those that do them permission to talk about challenging situations and also illness and loss related to the fundraising element of the challenge.
- (65). Thinking too much about the challenge itself can be counter productive – reminding a person of the difficulty and scale of what is ahead. Distraction techniques and being blasé helps cement the commitment (until it is too late to back out), and keep people going to the end.

Section 3 (fundraising today):

- (16). Participants can be uncomfortable self-promoting, and more comfortable with indirect promotion from organisations, friends and families.
- (27). By wearing a branded t-shirt, the participant invites discussion from others that come across them. The individual welcomes attention as a way of sharing their story, and a welcome distraction to the effort of completing the challenge.
- (35). There is an awareness among the public that most individuals cannot donate to every cause they are asked to support, so each person devises some sort of rules system in order to determine which they will be support and which they will not. Familiarity and scale of challenge appear to be factors.
- (36). Willingness to sponsor others is directly linked to the effort perceived by them required to complete the challenge that they have chosen. Individuals are more likely to support other people that they perceive to be going out of their comfort zones.
- (37). Novelty and how ‘inspiring’ a challenge is, also factor in to whether or not an individual is planning on sponsoring someone they know to fundraise.
- (39). The perceived difficulty of this challenge helped the individual to convince others to support them financially. Contextualising the distance and overall challenge into terms that they were able to relate to also helped.
- (40). Constant attention from the charity being fundraised for kept them in the mind of the participant.

- (41). Small charities are perceived as less wasteful and more grateful for the money raised. It is also easier to see exactly how the money is spent. Contact points with the charity before the fundraising challenge serve to educate the individual and build trust and a positive rapport.
- (44). There is a recognition among individual fundraisers of both the merits and limitations of keeping a charity small and lean.
- (45). Just because individuals are motivated to do a particular sort of challenge once (e.g. walking/running), it might not necessarily mean that they want to do that sort of challenge again. It might be that they are looking for diversity of experience (with some consistency) rather than uniformity.
- (46). Whilst loyal to the organisation, organisations should bear in mind that many individuals are open to new experiences that encourage and foster personal growth, rather than the same thing over and over again. Rewarding those who go out of their comfort zone results in an individual being happier outside their comfort zone, and therefore an appetite for experiences which fall outside of this.
- (61). Having fundraising and spreading awareness at the centre of the participant's goals related to the challenge meant that validation from others was essential to meeting those goals.
- (66). The charity connection helps to justify the time and effort spent competing the challenge, and adds another level of meaning to the accomplishment. A selfish act becomes selfless.

- (75). Some individuals feel indebted to charities that have either helped themselves, or helped a loved one, and fundraising for them is a way of giving back and repaying this perceived debt to them.

Section 4 (the transformation):

- (4). Fundraising to raise money for an organisation that is battling the disease which a loved one has being diagnosed with, represents a way of 'taking control' and 'suffering in solidarity' with a beneficiary. Also the distraction required for a physical challenge - mindless and physical, can be a cathartic escape from the pain of grief and the frustration of anger. The physical challenge also represents a way of owning a part of life when it feels like other parts are outside of one's control.
- (5). The escape that physical exercise and an event can represent (to the individual) can be a welcome respite and relief from the stress and upset of caring for someone who was acutely unwell, or other acute stresses in someone's life.
- (6). There can be an element of 'proving the naysayers wrong' which is hugely satisfying to participants, especially when those close to them might have expressed doubts or concerns about their ability, or if in the past they might not have been considered 'sporty' in their friend groups.
- (7). For this individual (interview 2), this challenge was hugely emotionally charged. It appeared to represent a concurrent and mutual suffering, and an opportunity to 'say goodbye' to her father, by isolating herself from others and spending time reflecting about her father.
- (19). Those who take on tough physical challenges are able to view obstacles and challenges that motivate them to push further and

overcome adversity. A certain amount of pressure also helps individuals to focus and aim to hit or beat a target.

- (32). All of these challenges are relative, and individuals who are good at one sort of challenge recognise that their aptitude is not universally transferable. It appears that they believe that they are being rewarded for going out of their comfort zone, and pushing their boundaries, and not simply completion of an arbitrary distance.
- (47). There can be an inherent element of selfishness to completing fundraising challenges, and the fundraising can come secondary to that primary benefit (pushing oneself and expanding one's horizons).
- (53). After a period of feeling despondent and questioning one's self worth, fundraising challenges are a great way of building confidence and reminding oneself that you are valued and capable of challenging positive things.
- (54). Completion of testing physical challenges proves to oneself that there is ability and self-worth there, and is evidence of what we can do when we put our minds to things.
- (55). Building self-confidence later in life is possible through new experiences and pushing outside of one's comfort zone.

Section 5 (context):

- (2). Large challenges are often things that have been participants life goals or fantasies for many years before they take the plunge.
- (3). An awareness of what other fundraisers might have done, as well as the context of the challenge (in relation to other challenges) suggests that

there is regular comparison from the individual of their challenge to others challenges.

- (9). A large and different challenge is more likely to receive attention from others and press outlets. There is perhaps also an element of frustration at the lack of sympathy and awareness from others that leads to someone wanting to educate others about the disease and the charitable organisation, so that they are more aware of the pain that they are going through.
- (12). Flexibility in the challenge (being self ran and regulated rather than taking part in a formal organized event) allows self-regulation of performance and interim targets.
- (13). For some individuals, doubt by others is more likely motivate them to want to prove those with negative views wrong.
- (23). The participant (interview 2) states that it is important the challenge isn't something that they could do easily, and believes that the financial donations of others were in part to support an effort that was difficult. The difficulty of the challenge also instill a sense of pride in the participant – that they are willing to take on a tough test publicly. There is a certain satisfaction that some people take from being called 'mad' or 'crazy' by others – perhaps because this is a public recognition of being different to the norm in a good and brave way.
- (29). Challenges must be achievable but also testing. There is a fine line balanced between the two things. The most rewarding will be at the edge of what is achievable, but at the edge of one's comfort zone.

- (30). There is a recognition among individuals that there is a significant amount of peripheral 'noise' in terms of general fundraising demands socially from one's network of friends. Individuals also recognise that there is a fine line to be trodden between keeping those friends and family updated, and posting too much.
- (58). An awareness of age and mortality, and society and the media's depiction of those of that age, acts as a prompt to rebel against, and the subsequent satisfaction of proving these wrong is hugely rewarding and gratifying.
- (59). Ownership of the challenge, and the idea of coming up with the challenge oneself is an important element for some fundraisers. Perhaps this is related to self growth – the idea that the charity is helping them to grow and in return the charity is taken along for the ride.
- (63). Support from others related to attempting and completing the challenge is a huge boost for self esteem for participants, and a level of disbelief helps to make the individual think that they really are doing a special and hard-to-achieve challenge. A public physical challenge is a great way of reminding an individual about how many people support them, and an acid test for who will come-out to help them strive to achieve their goals.

Section 6 (legacy – cold cognition):

- (10.) Afterwards, attempts to normalize the challenge to other people are made in order to help make the challenge seem more approachable, and to assist others in taking the plunge to undertake a physical and

fundraising challenge, and to be less afraid of stepping out of their comfort zones.

- (20). Those who support participants are thought about after the challenge is complete, and help increase feelings of gratitude and satisfaction once the challenge is complete.
- (22). The physical effects of prolonged exercise after the event is finished make the relief of finish all the more pleasing, and act as evidence to oneself and others that the challenge itself was physically demanding.
- (24). Individuals who have a commitment to finish the challenge look for solutions to problems, rather than excuses to stop or finish. This constructive mindset is healthy and transferable to other situations after the fundraising challenge has finished.
- (31). Positive feedback from friends and followers is hugely boosting to morale, and validates one's efforts. Having people tell individuals that they would not be able to do it themselves, elevates feelings of achievement, satisfaction, and superiority.
- (33). Exceeding the donation target set for themselves by the charity is a huge morale booster, and encourages them to fundraise even harder. This is also accompanied by a great feeling of pride, and a responsibility towards one's supporters that the money is well spent, and that the charity is supported adequately.
- (34). Completing a challenge event makes individuals more likely to support others doing similar events, because it gives them an insight into how hard it is, and how much support from others means to those putting themselves out there.

- (49). The most significant change for this individual (interview 2) came after the challenge had been completed – the ‘thank-yous’ and confidence gained from completing the challenge.
- (51). Acknowledgement by the charity and a ‘thank you’ for fundraising efforts can be an essential part of a long and satisfied relationship with those who fundraise for them, ensuring that they are long term advocates and supporters, rather than one-time community fundraisers.
- (56). When asked about plans for challenges after completion of their challenge, some participants feel pressure to do a further challenge, and ‘live up’ to the persona of an outgoing person that they have become in the eyes of those around them.
- (67). Completing challenges helps individuals to become more opportunistic and less afraid of failure. Putting off challenges becomes easier as we grow up, and seemingly have great personal demands on our time, money and general capacity.
- (68). Completing a tough physical challenge can result in a mindset shift from one of delaying tackling a tough challenge to one of embracing the challenge sooner rather than later.
- (69). Elements of both novelty and familiarity are key desirable features of future challenge attempts.
- (70). Physical injuries, relief, satisfaction, and a ‘warm glow’ that results from helping others, are all results of completing a tough physical charity whilst fundraising for charity.

Section 7 (relationship with charity):

- (1). The connection with the charity was first established when a family member benefitted from help from the charitable organisation. An adult 'gap year' also provided this individual with an opportunity to do something out of the ordinary. The use of the term 'gap year' implies a level of freedom that is typically associated with a school age leaver.
- (15). Material and contact from the charitable organisation that includes stories of other fundraisers and physical challenges prompts personal comparison among participants with others.
- (42). 'Thank you's' from senior members of staff in person have a significant impact upon those who fundraise for the charity, validating their efforts and strengthening the relationship between individual and organisation.
- (43). Attention from specific individuals, and the personal touch of relationship fundraising, allows the relationship between individual and organisation to flourish and grow.
- (48). Raising money for an organisation provides the opportunity for an individual and an organisation to strengthen their ties between one another.
- (50). Public recognition from the charity across multiple platforms validates the effort and publicly acknowledges the effort that the individual put into the challenge and that is valued.
- (52). Keeping the connection with the charity alive is an indirect way of keeping a positive legacy and the memory of a loved one alive.
- (74). Increased contact time, and the increased frequency of contact, that accompanies fundraising for a charity, means that individuals who

fundraise for a charity become closer to them. Their investment of time also increases feelings of indebtedness and an obligation to reciprocate the effort that they put in for you.

D.3 Interview Number 3 Notes

Interview Script Highlights:

1. 160-182: "S: Um, so, I decided to the marathon... Well, the two things are kind of linked. My friend was running the marathon because she was turning forty this year. She asked me if I would run with her. And she asked me if I wanted to do it, and I said, absolutely not! ... She, and then she said that there is a charity that you really like, that is on the charity golden place page, and so, I don't know how much you know about the London marathon, but there's a sort of clearing system, for charities that have places but that don't have enough people to run for them...It's a great charity. And, I have a family connection to it. And it's one of those small charities that nobody really knows about, and so, they really need the money... So that was sort of what kicked it. I was sort of persuaded by a friend, that, to be able to raise money for the charity I really liked, was the deciding factor. "

Being asked by a friend or person who is close to them can prompt an individual to ask themselves whether they want to embark upon a challenge or not. Having a personal connection to the charity involved can be a huge incentive to fundraise for a particular charity. Often individuals might be asked multiple times whether or not they want to complete a challenge or not, and initially dismiss or refuse the challenge. Repeated 'asks' (from someone close to them) can increase the likelihood of an individual saying yes to a physical challenge.

2. 188-193: "Um, i... wanted to do it in... Well, I just wanted to finish. Then when I started training, we were training to do it in about four and a half hours... That was kind of the ideal, um, but that wasn't why I did it really."

The physical training required for an event often gives participants the chance to predict when they might finish and what the experience might entail, which leads to goal formation and the idea of targets about when they might finish and how they might perform.

3. 207-212: “Just! I did it in four twenty nine, so it was just underneath my goal, and I raised more money than... I mean the target I think was twelve hundred... And... I thought that, the place I work, Ernst and Young, they match fund up to five hundred. So I thought, worst case, I could always top it up by a couple of hundred if I didn’t get to it. And I was lucky that I just... I obviously just caught everyone’s generosity, and I smashed my target, and so...”

Individuals take the suggested minimum fundraising target very seriously, with some even willing to top-up the amount to the minimum target themselves if their fundraising falls short of what is suggested.

4. 218-234: “Yeah, i... Um, the friend that I run with, who I normally run with. We’d sort of planned to run the whole thing together. Then about twenty minutes in, he was really really suffering with the heat... It was a hot weekend, and with the heat. I think a lot of people just couldn’t handle it very well... So in the end he said, just run on, I need to take a break, basically. And because of that I ended up running on by myself. And because of that I sort of lost myself. I lost my pacers, and then I spent the whole race basically trying to catch the four thirty pacers. And in the end, just overtaking them to beat my time I wanted. So in a way it was good, because it gave me a target to keep distracted for the many hours I spent out there.”

Having targets can help keep individuals focused and distracted from other pains and stresses related to the task of completing a tough physical challenge.

5. 243-253: “Um, I feel great actually. I’d be interested to know how I’d feel if I’d did four thirty one. I’m really really happy to have done, the time I would have loved, and to basically not have to do it again! Which sounds terrible, but I’m completely and utterly satisfied with the whole thing, and it was amazing. More than anything, the London marathon’s just an amazing experience, and, the worst bit of it.. You might get to this in your questions... The real worst bit was the training. And you do it all by yourself, and it’s snowing and dreadful, but on the actual day, it’s actually amazing.”

Beating one’s targets is hugely satisfying. The toughest part of undertaking a physical fundraising challenge is often the training, and preparation required for a demanding physical event.

6. 268-273: “It’s about. I think it’s just. Well firstly, it’s a massive personal challenge. For anyone. Because no matter how fit you are, nobody can do it without any training. And I think that, the, well depending on how many weeks you train for it. Most people train for a minimum of three months. It’s a massive chunk of your spare time, if you’re fully employed or you’ve got kids, or whatever. You’re sacrificing quite a lot of things.”

One of the key features of undertaking a physical challenge such as a marathon is the demands on an individual’s time related to training.

7. 277-284: “And you’re going out and your running bloody miles in the rain. You know, it’s not... that’s not fun, and so it’s really personal... It’s one of those things, it’s a bit like revision... You’re either the person that sits down and does it, or you’re not, and that’s the challenge. And the day is sort of... The best bit of it!”

Training for a marathon can be a lonely and solitary activity. Many say that the race itself is the most fun part and a reward for all of the training.

8. 288-295: “And it is a challenge, and it’s the furthest you’ve run, it’s the point that you’re doing it for, and also, particularly London, it’s just an unbelievable event. There are people, you know, ten deep all along the course, and bands, and you know, so by that point. You’ve done all the hard work, and hopefully you’re enjoying it. It’s a real rollercoaster of sort of effort and reward.”

Training and the event itself is typically punctuated by both emotional and physical highs and lows, with huge effort put in early on, and rewards reaped later.

9. 305-307: “Ok, I am an enthusiastic person. Who, um, is relatively open to new things, and I enjoy challenges, and I enjoy setting myself goals I suppose, and trying to achieve them.”

Those who commit to completing a challenge for charity must accept the tough nature of their goal, and be willing to move outside of their comfort zone.

10. 330-335: “Er, well, I suppose one of the key features is how long it takes to train for. Um, and, um, how surprising, I suppose, the first time you train, um, I’ve never done anything like it, but it’s surprising in the things that are hard about it, and the things that aren’t so hard. I was surprised that it wasn’t actually as hard

as I thought it was gonna be on the day. Because of all the support and stuff. Um, I think that's it!"

Training and completing the challenge can be challenging in ways that participants are not able to predict. Often things that were perceived as easy turn out to be difficult, and things perceived to be hard are easier than one thought.

11. 340-350: "Um, well it was amazing! I hadn't really... I sort of fell into it, so it wasn't like it's been my life ambition... But it's certainly one of those things where I think, if you're somebody who is fit and exercises, I think it's always at the back of your mind... Well I certainly had... I always wanted to have done one. If that makes sense!

The marathon is an iconic distance that is well known in the fitness world, and many people who spend long enough in this realm recognise that completing a marathon is very much a 'bucket list' type activity that almost everyone would like to look back and say they had completed. It has a kudos and enduring cache attached to it that is undeniable.

12. 354-360: "And so, doing it and... Doing it properly in that, I mean doing it for a charity that is really going to value the money. And, training and completing it. I sort of set myself, I wanted to try and do it without stopping, and I managed to do that... And, it was just, it was brilliant. I'm so pleased to be honest, that I've done it. "

Participants are particularly keen for the charities that they raise money for to spend the money wisely, and to recognise the sweat and grind that goes into raising it.

13. 365-374: “Yes it did make me feel special. I felt special on the day because, you’re obviously part of this incredible group of people that have come together to do this thing, for very different reasons, we’re all doing, essentially the same thing... It’s incredible to be part of a global event. You know, it’s amazing to be part of something that is, you know, at the same time on the same day, elite runners are there, and tv cameras. You know it’s that kind of... It’s probably the only time I’ve participated in sport with more than 3 people watching... So it’s one of those amazing things, and also... Can you just remind me of the question please?”

Participants in the London marathon are diverse but united in a common goal – to complete the distance, and to raise money for their respective charities. This is a huge leveler, and each person there has worked tremendously hard to get in shape for such a leviathan distance. There is also the attention from the television cameras and crowd that is rarely seen at other running events that are open to the public to enter.

14. 384-391: “Yeah, so, personally, I felt special because, you know, I hadn’t realized how much family and friends would kind of get involved and come and watch. Because, you know, you train by yourself. Maybe with one other person. You give it your all, and you think that, on the day it will be a group. And actually... I don’t know if you’re married, but it’s a bit like when you get married. You think it’s about you, but then you get there and you realize, there’s a big group of people and they’re supporting you, and that’s a really special thing, and it doesn’t happen many times in your life.”

Completing a challenging physical event that garners support from friends and family reminds someone how valued they are by them, and provides them with an opportunity for the attention to be focused on them for once.

15. 396-407: “Um, I suppose the physical dimension of it, that is essentially the hardest part. And I say that because, um, no matter how fit you are, it’s not a normal thing to do. For a human body, I think. You know, I don’t think... Even if you’re a runner, you don’t normally run for more than, two hours, lets say. Even if you’re really into it! So I think it’s one of those things where you’re testing your level of humility, and, also because it’s quite hard to fit it into your normal life... You know. I got sick, and it detracts from your... All at once, everything is impinged by the fact that you’ve got to go and do a run, or come back from a run, or, whatever it is!”

The training element of completing a marathon has a significant impact on individual’s lives, and it is very difficult to survive a marathon completely unscathed. For this reason, the meaning behind completing the challenge is amplified hugely, because of the time, effort and sweat that has gone into it.

16. 412: “You become that really boring person that constantly talks about running.”

The large impact that running has on an individual’s life can ‘take over’, and many individuals talk a large amount about running and their fundraising journey. This can become frustrating for those around them.

17. 417-425: “Oh, massively important, Because I think I wouldn’t have asked somebody to sponsor me for something that I didn’t think was a sacrifice. You know, the sort of trade off sacrifice, for someone giving you some money, is really important when you’re fundraising... And particularly when I give to people if I think they’re doing something which is extremely difficult. I will always want to give them some money for that. “

Individuals assume that others will want to support them for the same reasons that they support others. Namely, doing something that requires ‘sacrifice’. This way an individual is exchanging something of value which they sacrifice, for support and delayed gratification through completing it.

18. 427-435: “(Thank you. Um, and, would you consider pain and effort to be part of the attraction to participating in this event?) Yeah I suppose so. I mean. I don’t think... I think it’s sort of a byproduct of it. That the pain and effort you’re prepared to endure, shows the people that you’re asking to support you that you’re committed.

The obvious pain and effort involved in completing a tough physical challenge shows supporters that an individual is committed to a tough physical challenge.

19. 443-449: “Ok, well, the pain, is... Persistent over the course of training. Because you’re constantly doing something that’s uncomfortable for you. And then the pain and effort of the actual day is, obviously that you’re... pushing yourself beyond your natural limit. And actually the real pain is two days after when you cant walk up and down the stairs, and that’s the most pain that you’ve

ever... There's a massive comedown, and you can't walk up and down the stairs.

So I would say, surprisingly, the pain comes after!

A large part of the pain and effort required to prepare for and complete a marathon related to the discomfort and moving outside of one's natural comfort zone. For many people, the real physical pain comes after training sessions and the big day itself.

20. 463-469: "But, just to go back to my thing about the fundraising. I think it was important... I think people automatically assume a level of pain with a marathon. So I think the fact that you're doing it, people know, that you're suffering a bit... Sacrificing something."

There is a widely held belief that a certain amount of pain and effort and sacrifice goes hand in hand with completing a marathon challenge, such is the power of how well it is known.

21. 479-488: "Yeah, definitely. And it's quite sweet having something... I think there were six or seven people running the marathon. And there was a facebook group, and we kind of, had a random connection to each other. And then running on the day, I went past a couple of other people who were in the Shaw trust vests. And it's like when someone's driving the same car as you. You know, you have a little moment, and you encourage each other. You do feel part of... You're both suffering for the same cause."

There is a special connection between those who fundraise for the same charity whilst running the London marathon. This community exists often on social media

and especially on the day itself. Those who run see themselves as 'suffering for the same cause'.

22. 503-506: "Um, a massive part I think. Because it is, the thing you're prepared to do in order to achieve a bit of fundraising. And it's also the thing that you do, and you endure that gives you sort of the most personal satisfaction. That you can do it, and that it is that hard. It's a thing you look back on and you're proud of. "

The satisfaction of completion comes from overcoming the difficult test that is the challenge, and hence, the fact that it is hard is central to the gratification afterwards.

23. 513-526: "(G: And the next question is, was It important to feel like you had suffered?) Um. Yes I suppose so. Because then you feel like you've done your best. I probably could have walked it, and it would have been much easier... But the point is to try and do it as quickly as you can. (G: Yep. Ok. Brilliant. And how did you experience suffering in this challenge, and what did it mean to you? Sorry, you just explained that it was, pushing to go as fast as you could..) Yep.

The suffering involved in a marathon is entirely self imposed, and intimately linked to the crux of the challenge, and subsequently the rewards that come with completing it.

24. 531-534: "I think, the, unexpected nature of the heat made it.. You know, I hadn't been able to train for it. You cant plan for that. On the day it was made

probably... Well I don't know how much harder, but it was made harder because, it was twenty six degrees..."

Unexpected weather and factors that are impossible to predict can bring unexpected elements of suffering to the challenge on the day.

25. 572-575: "Some friends of mine who can run a sort of three hour marathons, a lot of them didn't finish, just because they cant sustain that kind of intensity, whereas people running it at my pace, whereas actually it didn't make that much difference. I mean I'd love to say I can run a three hour marathon..."

Witnessing others suffering and becoming injured adds to the feeling of satisfaction and superiority that comes with completing a marathon, and makes completing the marathon seem like a greater challenge.

26. 584-586: "Oh, um, quite a big role. Because it was all desk-based, I suppose. And on social media you can share, sort of, your trust stuff. It gives people the context of a charity that isn't known."

Growing majority of fundraising campaigns are all controlled and coordinated remotely these days, from behind a computer screen or smartphone. Social media and this 'one step removed' approach to sharing things publicly allows individuals to share more intimate things with their communities and open-up more easily.

27. 591-601: "Er, they were astonished, I think (laughter!). And, hugely... You know, again, it's one of those things that, I'm not ancient, and I don't put things every day on facebook, but actually, at the time of the marathon, I was highly, um active, because I was continuously fundraising, and I was actually really nervous.

So they have this thing where it's like, five days to go, four days to go, and you can update your profile picture... And it's when it all begins. So I would say it definitely spiked my social media activity, around that week!"

Participant's social media activity spikes around the time of participation in the marathon. This can lead to an increase in pressure and nervousness about the upcoming event, but also an increased sense of support from friends and family. The marathon acts as a good excuse to share things and post more on social media platforms.

28. 606-608: "Oh it was great. Because so many people, sort of unexpectedly, were commenting and liking and talking about it. And I guess it is something that you are so proud of, that it's nice for it to be public."

Taking part in a london marathon allows for old friends and connections that might have lapsed to re-emerge, and gives opportunities for people to re-connect with old acquaintances – the marathon attempt is a great conversation starter.

29. 613-617: "Always interested. In it. Um, I think, it depends on what they do. I'm always quite interested, and if I think they're doing something that is not that difficult, then it sort of passes me by quite quickly. Whereas I'm always interested in the ones that, are difficult or complicated, or are personal. Because if you've lost a family member or something like that."

Willingness to give and perceived difficulty are intimately linked. A highly personal story also strikes a chord with prospective supporters.

30. 625-633: "(G: Brilliant. Thank you. And, how significant was the validation of others to your feelings after event?) Er, really significant actually. And again, quite surprising. Er, I hadn't, I kind of hadn't, I said before, I hadn't really thought through how public an event it is. Which sounds ridiculous, in retrospect, but you do all of your training, in kind of your own privacy, and you do it all in the comfort of your own privacy. And suddenly you do this massive event, and, suddenly people really... You know loads of my friends came, and had a massive banner. And my kids came..."

Actually running an event like the London marathon is hugely public, and results in an outpouring of both support and validation from friends, family, and members of the public, which is bound to boost feelings of self worth and superiority.

31. 647-652: "Yes I think so. Because it's not, um. I think people who know me would know that it's not that difficult for me. You know, I'm fit and healthy, it's not like I'm sort of sixty five and running my first marathon. But they also know that I have a job and three kids, and I don't have too much time. And so I think that they were surprised that I said I was gonna do it, and, you know, it was a massive commitment. To find the time to get it done."

Pursuing a challenge that is at the edge of one's comfort zone, and at the edge of what is possible (in terms of family, work, and other commitments) is seen as brave and impressive by friends and acquaintances. Time is at a huge premium for many people that are running a marathon, and simply fitting in the training and preparation is a challenge in itself.

32. 654-667: "(G: Awesome. Thank you. And do you think the charity could have done anything to make your experience any better?) No, I don't! ... No I don't think so. I didn't view it like that. It was a zero trade in that respect. I... It wasn't really for them to do anything for me at all. That wasn't why I was there."

There are very low expectations in terms things that the charity could do for the participants. Those fundraising for them see it as a zero trade, one way transaction in that respect.

33. 687-690: "Err, I suppose yes because, you become, you become sort of a person they know, and there's a facebook group, and they email you. And they're all... You know, it's really sweet, they're sort of checking up on you. Calling you up afterwards, and thanking you and sending you emails and stuff. So you have a sort of direct communication with them, whereas before you didn't. "

The more personal direct and frequent the communication between the charity and the fundraiser/participant, the stronger the perceived connection and relationship between them. For many people this is a contrast to the level of communication that they experienced with the charity before (indirect and not personalized).

34. 695-699: "Um. Yes I think so, because again for those reasons, you sort of feel like you've gone through something with them, and for them. And so you end up feeling more connected. And also, I suppose, being honest, I know the charity, but I didn't know the ins and outs of it. So in order to fundraise I found out more about it, so you can tell other people!"

Individuals feel more connected to charities because they go through an experience together with the charity, and on their behalf. Fundraising for a charity also

prompts those doing it to learn more about their operations, so that they are able to explain about the charity to interested friends.

35. 704-706: “Um, yes, it has changed me a little bit. I wouldn’t say it’s changed me as a person, but I’ve definitely taken something from it. And I’ve, I feel much better. I feel better about myself for having done it. I suppose.”

Completing a challenging physical event for charity not only boosts an individual’s self esteem, but also helps them to feel better about themselves and to grow as a person.

36. 711-716: “It’s really made me. Um, it’s something I’m really proud of. Like I said, I’m completely satisfied with the whole, um, experience... And I’m really really glad that I did it.”

Physical activity events represent huge opportunities to grow and achieve something that individuals will look back on with pride and satisfaction. Very few people who fundraise for charity regret doing so.

37. 721-724: “Yeah, I think so! I mean, it’s a shot in the arm, rather than... I suppose in the long term... I don’t say I have any up or down self esteem issues as it is, but it’s definitely something you do, and you can come away from it feeling good about yourself, and you can take a sort of bump from it.”

Completing a challenging physical event and fundraising for charity whilst doing so boosts individual’s self esteem.

38. 747-754: “Um, it was not important at all, until the day. And then on the day, it’s an unbelievable... I think it probably gives you a twenty five percent boost. In your... In the way you run... And that’s not just people you know... That’s people you see... I mean the minute you step out, onto the start line, someone is screaming your name.”

Having a garment with one’s name on it during the challenge day results in others knowing a strangers name and therefore being able to shout specific personal support to them, which is hugely motivating. This external support from both known and unknown people results in an enormous boost.

39. 762-770: “Um, it made me feel really valued actually. I was surprised... I was surprised by... How many of my friends came to watch, and sent cards, and took it on as something... You know, everyone know’s somebody... You know, we all know somebody that’s run the marathon, it’s not that unusual. But I was surprised by... Again, it’s something your friends come out for you. It’s a nice feeling.

The outpouring of support from friends and family and others makes individuals feel hugely valued and supported and loved by those that they know.

40. 797-807: “Um, I suppose so, because I wouldn’t have run this marathon if they hadn’t. If one of my friends wasn’t. And, I’m always kind of, on the look out , for something... There’s a guy at work who’s just done a trek. And I’m just on the lookout (laughter!). How long can I persuade my husband to let me go away to Nepal for three weeks next year! But, you know, it’s that kind of thing. If you see

a really cool challenge, that might influence me... And actually quite a lot of my friends have said, oh, I've put in for the ballot next year."

The fundraising efforts of friends undoubtedly influences what some people do in terms of the event or challenge that they choose to complete and fundraise during. Completing a challenge can also result in friends feeling motivated to do something themselves – i.e. if they can do it, then why cant i?

41. 817-829: "So, it was a genuine , right, start from scratch! I mean I could run, five miles, but I couldn't... Not comfortably run much further. And, because of that, I think, I've, I actually feel astonished, when I actually look back on it, that I did it now! I sort of cant believe that was actually me! ... It is a big thing. It's an amazing feeling to have done something that you do think it genuinely difficult. (G: And it's done, as well!)... Exactly! I don't need to do it again! Brilliant!

Completing a genuinely tough challenge is hugely rewarding. The further the challenge is outside an individual's comfort zone, the more rewarding completing it is.

42. 834-840: "Um, honestly, I think I'm still there, to be honest with you. I feel, um, unexpectedly really pleased with it. Which, again probably sounds really silly, because of course you're gonna be pleased with it, but it's a real. It's been a really amazing experience from start to finish, not just in the actual doing of it, but also in the sort of general swell of people supporting you and being part of an enormous event, and raising money for this charity that I really love, and just the whole thing has been a nice just confluence of good things."

The positive emotions that accompany finishing a tough physical challenge endure far beyond crossing the finish line. Crossing that finish line and the emotions that accompany it are a combination of so many different good things coming together, including helping other people, support and interest from others, and being part of a large international event.

43. 846-853: “Well I hope... That’s what’s so great. I sort of think, if you’re going to do something hard, and you’re going to raise a lot of money. Let it be for the one charity that genuinely thinks that nine thousand pounds is a large amount... If you raised that amount for cancer research, it’s a drop in the... It’s not even going to pay for their leaflets about it.”

Fundraisers are keen that the charity that they fundraise for genuinely appreciates the money raised, and that the money goes as far as possible in terms of impact. There is a perception that large international charities would not appreciate the money raised to the same extent.

44. 862-869: “But I do like a challenge. So last year, actually, I completed a Masters, which is a completely different thing! (G: How on earth do you do this, with children?) ... Well you sort of touched on it. Everyone thinks I’m a crazy person, so, I’m not obsessive about fitness or anything, but I do like to have something in the background that I’m working towards.

Those who complete challenges and fundraise whilst doing so are more likely to embrace other challenges in the future. Individuals also like to be thought of as ‘crazy’ by their friends and acquaintances. i.e. not normal but in a good way – above normal.

45. 878-880: “Um, exhaustion, quite a lot of pain. But beyond that, just an unexpected feeling of absolute contentedness from having done it. And done it in a way that I could be proud of.”

Negative emotions and physical results are eclipsed by feelings of pride, joy, and contentedness.

46. 885: “Oh! Wow... I don’t know. Actually. Like I said, I don’t have one at the moment. “

Understandably, not everyone after finishing is ready or wants to consider another ‘big challenge’ in their life immediately.

47. 890-903: “Um, I can... The first really vivid memory is coming into Greenwich park, and there just being tens of thousands of people. And suddenly it just dawned on me that this was absolutely massive. Which again is sort of a stupid thing, but genuinely, I hadn’t really at all thought, quite what I was doing, until the day that morning that I sort of got up and walked into the station. And there were just hundreds of thousand of people there. And then the real vivid memories are all along when I had people, when I saw people I knew... And you run past them for like five seconds, and they all go nuts, and then you go for like another hour without them being there, but then those moments really sustain you as you go. And then of course the end. You never think it’s gonna come, and it’s a really great feeling.”

The scale of the social gathering of the London marathon can be a little overwhelming for competitors at first. There is also a huge contrast between seeing

people that runners know, and then long periods of 'alone time'. The finish line is also an incredibly charged moment.

48. 908-910: "Yeah life affirming. I don't know how much it's changed me. Certainly in the short term. And I certainly won't ever forget it. Um... (laughter). But it's definitely life affirming in the sort of... It's great to do something difficult, and to do it well."

Running a first marathon is a life changing experience, the memory of which stays with participants forever, as the overcoming of a testing physical challenge, in the company of others, in order to help a greater cause.

49. 919-922: "Um, I think it, it... Um, I don't know what the right phrase is. Maybe it's proved the connection that I knew was there, and they perhaps didn't. You know it's one of those. Hopefully they know that there are people out there that are genuinely grateful for the things that they do."

Raising money for a charity demonstrates to the charity that an individual and their supporters genuinely care about and are keen to support what they do.

50. 932-944: "I don't think I would have done it, were it not for the charity connection. I think there are two sorts of people who do this kind of thing. One is, that they want to do it because they're keen on ultrarunning. And then there are other people who do it, because they have a reason to do it, and that's what keeps them going through. And I have to say that as you go out, like, for me, running in the snow, you know to get those miles in, I wouldn't have done that if I wasn't running for something... And I wasn't raising money for people, so...

Without the charity connection I think I would take a lot less out of this. And if I had done it at all, I would have done it in a less meaningful way, to me.”

Raising money for a charity gives individuals an extra reason to train and complete a demanding physical challenge. It also adds meaning to the attempt, and helps validate the resources and time that an individual has to put into completing it.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1). Being questioned by a friend or (person who is close to them) can prompt an individual to ask themselves whether they want to embark upon a challenge or not. Having a personal connection to the charity involved can be a huge incentive to fundraise for a particular charity. Often individuals might be asked multiple times whether or not they want to complete a challenge or not, and initially dismiss or refuse the challenge. Repeated ‘asks’ (from someone close to them) can increase the likelihood of an individual saying yes to a physical challenge.
- (50). Raising money for a charity gives individuals an extra reason to train and complete a demanding physical challenge. It also adds meaning to the attempt, and helps validate the resources and time that an individual has to put into completing it.

Section 2 (experience – hot cognition):

- (2). The physical training required for an event often gives participants the chance to predict when they might finish and what the experience might entail, which leads to goal formation and the idea of targets about when they might finish and how they might perform.
- (4). Having targets can help keep individuals focused and distracted from other pains and stresses related to the task of completing a tough physical challenge.

- (7). Training for a marathon can be a lonely and solitary activity. Many say that the race itself is the most fun part and a reward for all of the training.
- (8). Training and the event itself is typically punctuated by both emotional and physical highs and lows, with huge effort put in early on, and rewards reaped later – the epitome of delayed gratification.
- (13) Participants in the London marathon are diverse but united in a common goal – to complete the distance, and to raise money for their respective charities. This is a huge leveler, and each person there has worked tremendously hard to get in shape for such a leviathan distance. There is also the attention from the television cameras and crowd that is rarely seen at other running events that are open to the public to enter.
- (24). Unexpected weather and factors that are impossible to predict can bring unexpected elements of suffering to the challenge on the day.
- (25). Witnessing others suffering and becoming injured adds to the feeling of satisfaction and superiority that comes with completing a marathon, and makes completing the marathon seem like a greater challenge.
- (38). Having a garment with one's name on it during the challenge day results in others knowing a strangers name and therefore being able to shout specific personal support to them, which is hugely motivating. This external support from both known and unknown people results in an enormous boost.
- (47). The scale of the social gathering of the London marathon can be a little overwhelming for competitors at first. There is also a huge contrast

between seeing people that runners know, and then long periods of ‘alone time’. The finish line is also an incredibly charged moment.

Section 3 (fundraising today):

- (17). Individuals assume that others will want to support them for the same reasons that they support others. Namely, doing something that requires ‘sacrifice’. This way an individual is exchanging something of value which they sacrifice, for support and delayed gratification through completing it.
- (18). The obvious pain and effort involved in completing a tough physical challenge shows supporters that an individual is committed to a tough physical challenge. It is gratifying for supporters to feel like they are a part of helping another person better themselves.
- (20). There is a widely held belief that a certain amount of pain and effort and sacrifice goes hand in hand with completing a marathon challenge, such is the power of how well it is known.
- (26). A growing majority of fundraising campaigns are all controlled and coordinated remotely these days, from behind a computer screen or smartphone. Social media and this ‘one step removed’ approach to sharing things publicly allows individuals to share more intimate things with their communities and open-up more easily.
- (29). Willingness to give and perceived difficulty are intimately linked. A highly personal story also strikes a chord with prospective supporters.
- (43). Fundraisers are keen that the charity that they fundraise for genuinely appreciates the money raised, and that the money goes as far as

possible in terms of impact. There is a perception that large international charities would not appreciate the money raised to the same extent.

Section 4 (the transformation):

- (5). Beating one's targets is hugely satisfying. The toughest part of undertaking a physical fundraising challenge is often the training, and preparation required for a demanding physical event.
- (6). One of the key features of undertaking a physical challenge such as a marathon is the demands on an individual's time related to training.
- (10). Training and completing the challenge can be challenging in ways that participants are not able to predict. Often things that were perceived as easy turn out to be difficult, and things perceived to be hard are easier than one thought.
- (14). Completing a challenging physical event that garners support from friends and family reminds someone how valued they are by them, and provides them with an opportunity for the attention to be focused on them for once.
- (23). The suffering involved in a marathon is entirely self imposed, and intimately linked to the crux of the challenge, and subsequently the rewards that come with completing it.
- (30). Actually running an event like the London marathon is hugely public, and results in an outpouring of both support and validation from friends, family, and members of the public, which is bound to boost feelings of self worth and superiority.

- (35). Completing a challenging physical event for charity not only boosts an individual's self esteem, but also helps them to feel better about themselves and to grow as a person.
- (39). The outpouring of support from friends and family and others makes individuals feel hugely valued and supported and loved by those that they know.
- (41). Completing a genuinely tough challenge is hugely rewarding. The further the challenge is outside an individual's comfort zone, the more rewarding completing it is.
- (45). Negative emotions and physical results are eclipsed by feelings of pride, joy, and contentedness.
- (48). Running a first marathon is a life changing experience, the memory of which stays with participants forever, as the overcoming of a testing physical challenge, in the company of others, in order to help a greater cause.

Section 5 (context):

- (9). Those who commit to completing a challenge for charity must accept the tough nature of their goal, and be willing to move outside of their comfort zone.
- (11). The marathon is an iconic distance that is well known in the fitness world, and many people who spend long enough in this realm recognise that completing a marathon is very much a 'bucket list' type activity that almost everyone would like to look back and say they had completed. It has a kudos and enduring cache attached to it that is undeniable.

- (16). The large impact that running has on an individual's life can 'take over', and many individuals talk a large amount about running and their fundraising journey. This can become frustrating for those around them.
- (19). A large part of the pain and effort required to prepare for and complete a marathon related to the discomfort and moving outside of one's natural comfort zone. For many people, the real physical pain comes after training sessions and the big day itself.
- (21). There is a special connection between those who fundraise for the same charity whilst running the London marathon. This community exists often on social media and especially on the day itself. Those who run see themselves as 'suffering for the same cause'.
- (27). Participant's social media activity spikes around the time of participation in the marathon. This can lead to an increase in pressure and nervousness about the upcoming event, but also an increased sense of support from friends and family. The marathon acts as a good excuse to share things and post more on social media platforms.
- (28). Taking part in a London marathon allows for old friends and connections that might have lapsed to re-emerge, and gives opportunities for people to re-connect with old acquaintances – the marathon attempt is a great conversation starter.
- (31). Pursuing a challenge that is at the edge of one's comfort zone, and at the edge of what is possible (in terms of family, work, and other commitments) is seen as brave and impressive by friends and acquaintances. Time is at a huge premium for many people that are

running a marathon, and simply fitting in the training and preparation is a challenge in itself.

- (44). Those who complete challenges and fundraise whilst doing so are more likely to embrace other challenges in the future. Individuals also like to be thought of as ‘crazy’ by their friends and acquaintances. i.e. not normal but in a good way – above normal.

Section 6 (legacy – cold cognition):

- (15). The training element of completing a marathon has a significant impact on individual’s lives, and it is very difficult to survive a marathon completely unscathed. For this reason, the meaning behind completing the challenge is amplified hugely, because of the time, effort and sweat that has gone into it.
- (22). The satisfaction of completion comes from overcoming the difficult test that is the challenge, and hence, the fact that it is hard is central to the gratification afterwards.
- (36). Physical activity events represent huge opportunities to grow and achieve something that individuals will look back on with pride and satisfaction. Very few people who fundraise for charity regret doing so.
- (37). Completing a challenging physical event and fundraising for charity whilst doing so boosts individual’s self esteem.
- (40). The fundraising efforts of friends undoubtedly influences what some people do, in terms of the event or challenge that they choose to complete and fundraise during. Completing a challenge can also result in friends feeling motivated to do something themselves – i.e. if they can do it, then why cant i?

- (42). The positive emotions that accompany finishing a tough physical challenge endure far beyond crossing the finish line. Crossing that finish line and the emotions that accompany it are a combination of so many different good things coming together, including helping other people, support and interest from others, and being part of a large international event.
- (46). Understandably, not everyone after finishing is ready or wants to consider another 'big challenge' in their life immediately.

Section 7 (relationship with charity):

- (32). There are very low expectations in terms things that the charity could do for the participants. Those fundraising for them see it as a zero trade, one way transaction in that respect.
- (33). The more personal direct and frequent the communication between the charity and the fundraiser/participant, the stronger the perceived connection and relationship between them. For many people this is a contrast to the level of communication that they experienced with the charity before (indirect and not personalized).
- (34). Individuals feel more connected to charities because they go through an experience together with the charity, and on their behalf. Fundraising for a charity also prompts those doing it to learn more about their operations, so that they are able to explain about the charity to interested friends.
- (3). Individuals take the suggested minimum fundraising target very seriously, with some even willing to top-up the amount to the minimum target themselves if their fundraising falls short of what is suggested.

- (12). Participants are particularly keen for the charities that they raise money for to spend the money wisely, and to recognise the sweat and grind that goes into raising it.
- (49). Raising money for a charity demonstrates to the charity that an individual and their supporters genuinely care about and are keen to support what they do.

D.4 Interview Number 4 Notes

Interview Script Highlights:

1. 101-103: “We had a fundraising evening at a local rugby club. The capacity for that room was a hundred and fifty people. And those tickets were sold out six weeks prior to the event. ”

The challenge of fundraising can bring out the creative side of people, allowing them to raise funds in ways that work with what they enjoy and also what their friends and family might enjoy. Modern technology allows introverts to take a step back from the limelight, and extroverts the opportunity to put themselves out there in many different ways. Appropriate fundraising planning can also help fundraisers to reach their targets comfortably, and ahead of time.

2. 118-130: “There were other fundraising things we did, if you want to know the details, it wasn’t solely that night... Cakes, cakes were popular. One of our runners that ran with us, was a cake maker... Every two to three weeks, she’d make sixty cakes for us. Janine and another lady work at another place, and I work at a local council. So every two to three weeks, she’d make sixty cupcakes, and we’d sell them for about one pound each. ”

Community fundraising allows fundraisers to be hugely creative and play to their own unique strengths and capabilities. Grouping together with other fundraisers also allows them to pool their skills and explore a wide variety of different way of fundraising.

3. 138-139: “It was incredible. Because we only went out to get three, and so to get six and a half was amazing!”

Exceeding the target set for them by the charity is a huge psychological boost for those that are fundraising for them.

4. 154-166: “Well, hmm, you probably won't believe this. And I had no intention of running the marathon. I'm, I'm quite a worrier, I get anxious, and Janine and her friend were gonna run it anyway. And for example we knew in the July before the race that we had these place. So we had nine months in advance. And I thought, because I get uptight, well as I'm going to London, rather than watch her, 26 miles, 5 hours, waiting around, watching worrying, will she get there will she have enough energy, will she give up, will she manage it. Well there's only one thing for it then isn't there! I better run it myself... In a way George, to keep an eye on her. Can't get any closer to keep an eye on her.”

FOMO is a major driver of participation in challenge events for some people. The fact that they might be missing out on a unique experience and opportunity for growth.

5. 172-183: “It was £1000 each for the three of us, so three thousand pounds in total. We raised six and a half, and we knew, we knew, by February, prior to the April, that the three thousand pound was in the bag... Because we'd sold all those tickets... Well running such an extreme distance, and fundraising, it completely and utterly, for 6 months, completely took hold of my whole life.”

The fundraising part of a large physical challenge for charity can be overwhelming, and have a large disruptive impact on the lives of those who do so.

6. 187-194: “You know, you go to work, people are talking about it. You come home, you’ve gotta run, then you’ve gotta sell tickets, then, you know, it’s constant, err, and you know running three times a week, and you think, oh no I’ll have to talk about the flipping marathon again! ... You can imagine, cant you. It’s constant!”

Training for and running a london marathon can influence almost all aspects of a fundraiser’s life, from work to home life to social life, and beyond.

7. 198-211: “But we had a lot of good sources for fundraising, and cakes, and we had a lot of special gifts from hotels and local restaurants. We must have had in that raffle, no joke, sixty to sevelty bottles of alcohol? ... You know the bags, the sort of holders you get from tesco, which you can pick up six? We had to raffle them in sets of six, because there were so many bottles otherwise we’d have been there two days later! (G: Wow – that’s amazing! Umm, wow, that’s absolutely awesome. Congratulations, major effort, it must have been a serious relief to have it done?) Yeah, it was!”

Asking for support from friends which is not financial can be a major boost for a community fundraising campaign. E.g. prizes or gifts for a charity raffle etc.

Utilising an existing social group or structure can be hugely helpful for spreading the fundraising message to as many different people as quickly as possible.

8. 216-224: “Um, it makes me feel proud. I look at the photo that we’ve got on the wall, and think, how the hell did I manage it, but I do think, and this is another, pretty honest answer, all the training that we had put in. I feel it’s aged my body a bit. All the muscle and the strain, you know, for a strict 20 week training plan, I

feel it put a strain on my body. And I've run very little for about 13 months since.

Because I think, you know, it took it's toll!"

Photo evidence of the achievements act as lasting reminders of what a person is capable of. There is also often incredulity when an individual looks back over their achievements, in terms of disbelief about what they were able to achieve that is outside of the norm for them.

9. 233-241: "Yeah it was worth it, I've got a couple of long standing injuries, so it meant a lot, for example I got a leg length discrepancy. So my right leg for example is longer than my left leg... So in effect, my right leg does all the work, and the left leg gets it easy, because obviously, its shorter. Oh it took a pounding. And Being nearly fifty years ago, I should have done it when I was 20 years ago, not when I'm fifty!"

Many people who undertake tough physical challenges regret not doing them sooner. Marathon training and running is also not without risk of injury.

10. 248-255: "No, as I said, it was never the intention, and when Janine said she was doing it, I said I'm uncomfortable with her running it, and so I did it just to keep her happy! I felt nervous for her... And cause you see in the recent marathon, obviously this year in the heat, wasn't so warm last year, but there was a fatality this year wasn't there?"

Fatalities, injuries, and DNFs all serve to increase the mystique and perceived difficulty of a challenge for those that are able to finish it. They definitely help increase and reinforce the apparent toughness and gravity of the challenge to both participants and observers/supporters.

11. 269-283: “And the other thing is, how can I put it, all the training, all this fundraising, in the zone cant get away from it, cant talk about anything else. It’s the mental side... You know because ever, especially as you creep towards race day. You think, you know if I do one more run, is that going to be it? Is my knee going to hold up? Am I going to have to pull up? Should I do the 18 miles today? Should I rest? Have I got that fitness in the bank? ... And in work you’ve got “how many miles are you doing tonight?” How many miles did you do on Saturday? Is it going alright? “, and you think oh god just leave me alone.”

The attention that a public marathon and fundraising attempt can bring some people can become a little overwhelming and difficult to escape. It can seem to some participants that marathon training, fundraising, and running, takes over one’s life. The training period if also not unaccompanied by doubts about strength and underlying ability.

12. 291-301: “Ohh. Um. Erm. Well, I’ll describe myself as Janine would describe me. When I’m up, I’m full of beans and got a sense of humour. But when I’m in, when I’m down you cant talk to me, I’m in a mood. So I swing! ... Yeah, sort of. And It did wear me down, because you’ve got this thing coming closer and closer. And because you’re raising money for charity, obviously the added pressure you’ve done that, and you’ve still got to run this flip, run this 26 miles, and you don’t want to go back to work and everybody on that justgiving page and back to work and say I’ve failed.”

Fear of (public) failure is a major driving force and source of encouragement and motivation during both the training and run itself.

13. 320-325: “The training, the commitment, learning off others who’ve done it before. And being prepared for anything and everything on the day... Because you’re going into the unexpected.”

Part of the transformation involved in completing a marathon related to being able to deal with obstacles as and when they arise, and learning to be versatile and resilient.

14. 334-337: “I had a bit of a disaster, so I wasn’t happy to finish, but I had a little bit of a. I didn’t follow the plan! ... In that, when you train, obviously you follow the distance, you follow a plan, you take in energy drinks, you take your gels, you take plenty of fluids on board, make sure you’ve got plenty of snacks to boost your energy levels. And you stick to the plan, and you build up through training, so when it comes to the day, nothing is a surprise to you. You follow what you’ve been told, and you follow what you’ve done on your training schedule. But, I didn’t. And it nearly cost me the, er. We run twenty miles non stop, and everything went well, and I even if in the plan, if I was offered a lucozade sport at one of the energy drinks at one of the energy places, I’ve never taken lucozade sport while running before.”

Part of training for and completing the marathon is taking the rough with the smooth. The less savoury parts are looked back on as character building exercises, which serve to make the experience more memorable and more of a challenge to have achieved.

15. 355-367: “By twenty-two miles, I was feeling rather sick at the side of the roadside. And in that last six miles I stopped at least ten times. At the side of the road, just wanting to be sick. And the girls nearly killed me. And I shouldn’t have done it! And you know, when I got back to work the following week, the runners at work with me, said, well don’t you know, with lucozade sport, and I said to them what are you talking about? And they said it’s one of the most er, dehydrating drinks in the market, it sucks all the salts out of you, no wonder you were feeling dehydrated, and wretched at the side, I’m not surprised, don’t touch lucozade sport. And I said why the hell do they offer it to you then? And they said whats the matter, that’s what all the runners said.”

Running the marathon with other people increases the responsibility that each individual has to the others, in terms of completing the challenge and not dropping out. It is a motivating factor to keep going, so as not to let them down.

16. 380-395: “They were going bananas at me, because they were running in front of me and they hadn’t noticed that I’d taken this drink. So when they said what have you drunk, and I said lucozade sport, oh my god they nearly killed me. Because they wouldn’t leave me in those last 6 miles, they were stronger than me, the legs were ok, but every time I went to run, I was wretching! ... Couple that with the fact that the last six miles the sun was out and as you go towards the end of the course, there were very narrow bits with lots of spectators, and when you’re feeling ill and wretching, the girls are shouting come on ian pull your finger out, and because you’ve got your name on your top, right, and theyre going going come on ian come on ian, and all the spectators are shouting come on ian,

come on ian, not much further ian. You can do it ian not much further ian. Oh my god (laughter!).”

Enduring a challenging physical event in the company of someone else creates a unique bond between them. Supporting someone else, or receiving that support, and believing in them when they might not, is a gesture that stays with people for many years. Hearing others root for you is hugely motivating.

17. 401-407: “Yes. Yes. Yes. When I finished the marathon, the two girls were, by and large, ok. I could hardly stand up! I think it was all to do with this lucozade sport! But I managed to get back to the hotel, and the two girls were really ok, and they were sitting on stools. I couldn’t even get up on a stool! And I told them unless you get me to a restaurant soon and get me food, I’m gonna pass out! And we went to a restaurant pretty damn quick. I felt very light headed, and I’d put a lot of it down to this lucozade sport.”

Making it to the end of a tough physical challenge physically depleted, validates the difficulty of the test itself.

18. 417-426: “The difficulty of the task was, previously the longest distance that we’d ever run was a half marathon which was thirteen miles. And it as only in the last three weeks, four weeks of the training that we went over that 13 14 mile stretch. So it was only about a month before the marathon we’d even gone over the half marathon stage. And er, the last 6 miles of the marathon are not called the killer six miles for nothing! The training plan goes up to twenty, the training plan for a marathon. You realize that the mental physical insight needed to get you through those last six miles, the atmosphere, the environment etc. And it

was a task. I say do you know what I think my body has aged. I've felt aches in my body in the last 12 months that I've never felt before!"

Many people undertaking a marathon will not have run anything like that distance before in their lives, and so the attempt itself really is a journey into the unknown, with unexpected aches, pains, and challenges.

19. 446-464: "Especially as I've got a very elderly aunt that's based at home. And she was ninety five a few days ago. And I, er, am one of a small family. And she was absolutely scared to death that something was going to happen to me. She thought I was going to keel over. She was worried sick! For months! ... And I know someone that's done the London marathon this year and they was shopping with us a few weeks ago with this aunt, a couple of days after he finished, and he asked me, are you going to run a London marathon again, and what i answered, before I could answer she said, if he runs a marathon again I'll absolutely brain him... She was so worried on the distance, the commitment, the training that we'd done. You know she's quite an elderly lady. And things can go wrong. She has carers, it would have an adverse affect on her. So she was genuinely very concerned."

Running a distance event can be a cause of concern for friends and family, who can perceive it as risky and potentially dangerous.

20. 473-480: "Yes, yes, yes. Absolutely. I know someone that did it a few weeks ago, and he did every bit of his training, every bit of his running, all the weeks, he's gotta do it all himself. I couldn't have done it. Because you're in the zone, you're all in it together. You share all the positives, all the negatives. You share all

the concerns. And if there is a problem you think well how am I gonna get through it, what clothes am I gonna wear, what trainers do I need, what physio do I need do I need a chiropractor, all those things, er, well you bounce them off each other. And well it made life a lot easier.”

Engaging with other distance runners can be a great source of advice and encouragement. They also provide someone who can relate to the challenges and triumphs of the attempt, who someone can be on a level with.

21. 486-487: “Yeah. They were very conscious of it. Especially my elderly relatives. They were concerned to say the least.”

Running a distance event (especially if the participant is new to distance running and vulnerable in any way) can be a cause of concern for friends and family, who can perceive it as risky and potentially dangerous.

22. 491-494: “As I said, I think I should have done it a few years back. You see these people 80 or 90 doing it and you think oh, maybe I can do it. But you see the people on the day. Two people passed me on the day, George, one person was running with crutches.”

Seeing other participants overcome adversity whilst running is hugely motivating, and a source of strength to participants. Reminding them that relatively speaking, their excuses are weak.

23. 498-500: “and the other person passed me, and he was running backwards! Running backwards, and then I looked at him and I thought (laughter), what the hell! You had to see it to believe it! You cant imagine these things can you.”

Seeing other runners complete the marathon in more challenging circumstances (e.g. in costume, style, or with an injury) reminds participants how lucky they are to have their health, and how 'it could be worse'.

24. 506-519: “Yes, yeah, um, (hesitation). I work for social services. In the local council in Swansea. Err, and it was one. I wouldn't say it was a charity close to my heart. But what they are trying to achieve, which is obviously to, er, work with vulnerable adults with learning disabilities, getting them back on the ladder, back into work... And all the things that involves, you know, upskilling them, developing er, confidence, meeting other people. All those things that need some work, were things that I can associate with my job. I've gotta say, one thing, one reason that we did choose the shaw trust was because there was er, a lot of the major charities. Well with the shaw trust it was one of the lowest. One of the least. Most of them are around two thousand.”

The high required fundraising target for participants can be offputting for a number of people wanting to run the marathon or charity. Having low required fundraising amounts is attractive to particular demographics of individuals.

Relating the charity work to things that individuals are familiar with is also a way of helping individuals to relate to beneficiaries and become more sympathetic to the work that the charity does.

25. 528-543: “I would say, er, George, um, how can I put it. People were very generous. And when you do something that is a challenge, which this is, you see the best side of people. And people you didn't think would sponsor you. Were some of the people who'd sponsor you the most, you know, the largest amount.

You know people would come up to you at work. I don't see them every a of the week. Lets put it that way. And they'd seem really interested! And a lady come up to me and sponsored me, and she did this amount! ... You know it brings the kindness out of people... So you know people related to it in a very positive manner which we never thought they would. Does that make sense?"

Completing a challenging physical event and fundraising whilst doing so tends to show participants the best side of their friends and family, in terms of their support and generosity. This outpouring of support and generosity can be surprising and overwhelming to some. It also reconnects individuals with others that they may not see regularly, and provides topics of conversation and an excuse to engage with them.

26. 548-549: "Was it important? If I could have done it without suffering it would have been fantastic. But it was never going to be on. It was never gonna be on."
A certain degree of suffering is expected when it comes to running a distance event. Whilst most would choose to avoid this, the majority accept that enduring that suffering is all part of the greater ultimate reward of having endured and being able to call oneself a marathon runner.

27. 556-574: "Umm (hesitation). Yeah. I give you the kitchen sink, and even when I wasn't well I knew I was going to get to the end. And even though I knew we were going to suffer. That's why we do the training. Um, When we got back on top of the training. Which obviously it formed the main race. On the Saturday we'd do a main run which was anything from, I don't know, depends on the plan. Could have been 10, and then it went up to 19. Every Saturday afternoon was a

write off. And that, you just. Come home, have a bath. Sit in the chair and that was it... Your legs would literally sieze up! Unless you did something straight away, your legs would sieze up and you were on the setee for the rest of the afternoon, and every saturday was like that for, I don't know, at least half of a twenty week training programme. And so we knew exactly what was going to come. There were no surprises! We'd trained well! ... And we were confident!"

After making it through all of the training, individuals are determined to finish the race. This training commitment is substantial, and has a huge impact on free time that individuals would otherwise have had.

28. 578-588: "And the fear of not being, the fear of letting people down, when you've raised twice as much money as you were supposed to, sort of drives you on. And what was really, I don't know what Janine told you, but when we crossed the line, in, er, past Buckingham palace there. Somebody was watching back here in Wales, online, recorded a clip of us going over the finish line on her phone off the telly... After 10 minutes of finishing the race, they'd posted that video on facebook. So twenty minutes after the race, we relayed the last, I don't know however long it was , a hundred yards, in front of us, which was quite amazing!"

The fear of publicly letting donors and supporters down is massive, and a huge motivating factor.

29. 602-619: "A lot... A lot. Obviously most people are online now... So we did a lot of social. For example in fundraising. Online, through friends, on facebook. And you can imagine with three of us, and all our friends, it's quite a large audience. Once we started doing the longer runs, we started posting every

Saturday about the number of miles we did and linking up to the justgiving page.

We thought that um, human interest, people would take pity on us! Doing 18 miles on a Saturday on the pouring rain! ... And it worked!"

Sharing the challenges and tough parts of training is a hugely effective way of garnering support. Also, reaching out to more than one person's network of social followers increases the reach massively. Pity and shock tactics appear to be hugely effective, rather than only posting about the good bits.

30. 623-625: "And of course all the stories that people would write on social media wishing you well and encouraging you and pushing you along, was, was great motivation each week."

Comments and encouragement on social media is great motivation to keep going, and acts as positive reinforcement.

31. 631-640: "Ah it was a huge motivation (the reaction from friends on social media). Um, during the day, before the day, after the day. As I said, it took over. I'm assuming you're on facebook? Well, once you get addicted. You know. 962 comments about today. You know, likes, and comments and shares. And all the rest of it. And then I went into work on... Got back on the Monday and got back into work on the Tuesday. And I went into work and got a huge welcome at work... I had a huge welcome!"

The social validation from friends and family on social media and in person is a huge motivation for pushing through pain and completing a challenge. One participant described the like and comments flooding in as 'addictive'.

32. 644-650: “And everybody wanted to see the medal, and er, absolutely treated like royalty, and everybody wanted to speak to me, everybody wanted to see me. Everybody wanted to know the problems I had and everything... It was awesome! I’ve never been so popular in my entire life.”

Enduring artefacts from the day such as the medal serve as reminders of the positive experience and respect earned by others. Those following an attempt want to hear how challenging it was and what problems were encountered. One individual describes the return to work as “I’ve never been so popular in my life”.

33. 656-674: “I’m, I’m a lot more sympathetic than I was, especially when people are doing marathons. Because I know the sacrifice they’ve made and the efforts they’ve made to get to that point. I mean, consider, what is it, twenty six miles. I salute. You know someone at work is doing a charity or raffle because people were so generous to me, that I feel now I’ve gotta respect what they did and give them appropriate recompense like they did for me... You see I don’t think anybody in work sponsored me for less than ten pounds... It would be ten pound and upwards. (G: So now the bar is set, and you have to give everyone a tenner (Laughter)!) ... Yeah, so when they ask from me, I cant exactly give them a pound back! Because they remember. They have long memories!”

Completing a challenging physical event makes individuals more sympathetic to others to do similar things, because they are aware of the work and sacrifice that goes into an attempt. There is also now the feeling of obligation towards supporters in reciprocating the financial support that they kindly gave the individual.

34. 681-686: “Well, um, I’ve worked for a long time for my employer, and a lot of the people I’ve known a long time in a working capacity. And I’ve known them day out. And they’re not only work colleagues. They’re friends. Err, so, I’m, I’m more than happy to meet their efforts. And I’ve got to be honest, I haven’t forgotten. Once you do the marathon, particularly London, people do not forget. And I’ll give you an example.”

Completing a marathon is a highly memorable life experience that others around you tend to not forget.

35. 690-692: “When they run the London marathon this year. Several people came up to me and said, I wish you were running the London marathon this year, and I said no I don’t!”

Once a marathon has been completed, some people feel pressure to live up to that persona, and repeat the feat again, with some reporting that those around them asked if they would be participating in the marathon again the following year.

36. 696-710: “And one lady said to me. I’ve been thinking about you a lot this morning. I said, really? Tell me more! Yes, on the way into work, radio two, London marathon being promoted this morning. On Chris Evans’ show, and I was thinking of you and all you went through last year... It was, it sticks, it sticks with people. And in the end it did. And obviously a success. Right, the other thing, how can I put it. Lots of people. Lots of runners now it’s more popular than ever. Lots of people are running marathons where they didn’t think they would. But it’s the popularity of the marathon. It’s an everybody sort of, er, mindset. Because if somebody was to do a smaller marathon, you’d say, oh, they’ve done a marathon.

But if you do the London marathon, I don't think anybody would forget it, I don't think anybody at work would forget about it either!"

People are proud to know a marathon runner, and tell their friends so. The London marathon is also so much more high profile than any other run, and is instantly recognizable.

37. 715-723: "And of course, you mentioned social media earlier. You know you have memories pop up on your phone. Twelve months ago, or... (G: Nice! Have you been getting a few throwbacks?) Yeah, so, twelve months ago you did this. For example, people have been posting. Twelve months ago we were preparing for Ian's fundraising night. It would pop up on my phone the photo, now twelve months on. So People remember it sticks in their mind!"

The 'memories' or 'on this day' feature of social media sites keeps the memories, and how people reacted to the posts, alive on social media. This ensures that major life event stays fresh in the mind of the participant, a year on.

38. 733-737: "When I was aching and sore and thinking, what the hell did I do, when it was sinking in. For two or three weeks I was on sort of cloud nine. Because everybody wanted to talk to me, everybody wanted to listen to me, everybody wanted to congratulate me, and everybody wanted to see the medal. So as I said I was really popular!

A huge spike in popularity accompanies the completion of a major life achievement like a London marathon. This attention can make an individual feel valued and worth something. This spike wanes after several weeks, understandably.

39. 749-766: “Yes. Yes. I think people sort of, how can I put it. They’re british like we are, we’ve got the bulldog spirit. Havent we? If people see that you’re a trier, that you put the effort in, and striveing to achieve something... And then sort of, publicizing it on social media, I get the impression people will meet you half way, and support you, and get right behind you. I mean there was a lady in work, and she also runs, and she said, you know I was very worried. And she said to me, I woudnt worry about it ian. She said, there is absolutely no way you’re not going to finish. Whatever aches or pains, I’ve seen you over the last few weeks, and you will finish. And she was the first, I didn’t know that lady very well. And she was the first person to sponsor me. And I didn’t know her very well and she sponsored me, I think thirty pound... And I thought, you know, we’re on our way!”

Belief from those around you, especially those that individuals do not know particularly well, is a major boost. Those that are not so well known seem to be more sincere in their support, because there is perhaps the assumption that someone who knows someone well will support them regardless.

40. 772-780: “Um, we had regular updates from the charity. They were, from an early point, were, up to scratch. Knew that we were going well with the fundraising. And they were using our photos and stories to promote, um, the London marathon and the shaw trust runners out there. Especially on their website and social media pages... And any help that we needed, assistance or clarification or I don’t know the logistics or what we had to do on the day, um, they were more than helpful with.”

Charities taking an interest in individuals, and pushing their photos and stories, brings a sense of external validation to the fundraising attempt, and perhaps makes it appear more credible to friends and family and prospective supporters.

41. 785-791: “Errr, phew. Um, yeah, Ah. I would say so, because I knew where the money was going. The money went to a special school somewhere in the midlands area. And I saw photos of where the money was going and what it was going to achieve and the distance it would make to those people. Those lifestyles. And I did have the option, but i didn’t take it up, at the end, of the fundraising, the organizer offered me to go to one of those schools, and to meet some of those people, with the organizer, but I didn’t take up the offer in the end. “

The proactive step of the charity explaining where the money was going and how it was spent was a huge motivating factor for the runner. This financial accountability also helped cement a positive legacy of the run in the mind of those that fundraised, and created a lasting bond with the charity concerned.

42. 804-825: (G: “Would you say, do you think you changed as a person because of this marathon?) Err. Hmm. Ohw. Er, no. I’d have to say no. No. I’m still Ian. I’m still got very little sense. In three months. Three months I’ve got a half marathon signed up... Cardiff in October. Which will be the first time I’ve run. And which is the third largest race in the UK... After London and the great north run... Twenty five thousand people! ... It is big, but no, I wouldn’t say it’s changed me.”

For some people, the public nature of the event, and the kudos it has with others, is a major part of the appeal of running a marathon.

43. 830-845: “Yeah yeah. It has actually. It did give me confidence. And if you put your mind to something then you can achieve it. If you’re bloody minded and you focus, then you will achieve it. A few months after. I don’t know if it’s a coincidence. But probably it did give me a bit more confidence. I, we had a promotion at work. And I had a promotion at work. And I hadn’t had a promotion at work for what, six or eight years? ... But three to four months after the marathon I had a promotion. Maybe get up and go, confidence. I, how can I put it, an I can attitude rather than a can not perhaps made a difference it might have... Well if I can run a marathon then I can get through a job interview!”

This would suggest that the lasting after affects are more pronounced than the interviewee might originally have thought. The resultant boost in self confidence can have far a far reaching positive impact upon many other areas of life, including work. The ability to overcome a tough physical challenge empowers participants with a sense of ‘if I can run a marathon, then I can do anything’. This constant comparison relates to the fact that few things are tougher than running a marathon. And if a marathon is within reach, then many other less tough things are too.

44. 863-865: “Ah, popular. Very popular. Everybody made a big fuss of me, and people who don’t usually make a fuss of me made a fuss of me. And er, yeah, yeah. And a lot of people now know my name that didn’t before.”

Running a marathon or completing a challenging physical event for charity is likely to increase the individual’s notoriety both socially and in the workplace. This may also result in an increase in respect from coworkers and those in one’s social network.

45. 873-886: “Yeah. We’re part of a running group, people run all over the country, in different races or different lengths. And we get the feedback on social media of how well they did, or what the barriers were that they came up against and whether it was a good experience, bad experience and whether they would recommend it, and that can influence you. And obviously learning what they did. For example if they had a fabulous race, in Bristol last weekend. You think well hang on, Bristol isn’t that far from where I live, perhaps we can go up to Bristol for the weekend. We could run a race in Bristol because we know where they stay, we know where they stayed, we know the pros and cons of the event. It sounds a good thing well why don’t we do it... So yeah, recommendations and feedback from friends and other runners does play a part.”

Running a marathon introduces individuals to a completely new network of friends and acquaintances, in which distance running and training is sometimes the norm. This network can be an invaluable source of advice, encouragement, and comfort.

46. 889-893: (G: “Brilliant. Thank you. Um, and do you feel like the marathon was outside your comfort zone?) Yes. Yes. Definitely. Definitely a challenge. Every time you miss the training, you think, god, will that come back to haunt me. Will I have the fitness to do it.

For those for which running is outside their comfort zone, the pressure is felt more greatly, and there is an increased desire to ensure that training sessions are logged and completed studiously and fully.

47. 898-905: "(Sigh). Relieved! Relieved that, you know, twenty six miles, out of your comfort zone, and, how can I put it, there's a, twenty six miles is a long way, and many things can go wrong in twenty six miles. And as you've never run it before, and you don't go over twenty, you don't know how your body is gonna react. And at what point, and experience the crowd shouting, and an alien environment I've never run in. And you think, well I can, but can i. I know I can run 10, I know I can do 13, but if I go off too fast today and I get all caught up in the emotion, I know my race is probably gonna be done before I get to fifteen."

A large part of the growth related to completing a long distance run is often the fact that the distance is further and more testing than most runners have ever done before. It is a long event in which many things could go wrong, without adequate planning and preparation.

48. 909-925: "All those things. All those things you need to be reminded of. Keeping calm, keeping cool. I mean, for example, um, I don't know, I don't know if you've spoke to Janine and the other girl. Where the crowd was calling your names, I was making a point of going to the side and high fiving them, saying thank you and this that and the other. The girls were so focused on what they wanted to do, they wouldn't do that, because they thought they were using up unnecessary energy that might come back to haunt them in the last 6 miles. And they wanted to reserve the energy. That's how conscious they were about reserving energy. Because we haven't been here before. We haven't ever run this distance before. We don't know how we're going to react. And I'm going to reserve as much energy as I can without exerting myself more than I need to. And they said to me, at the end, one of the reasons that you were tired. You high

fired so many people... Saw so many people. You used energy up that you didn't need to use. And they may have had a point! "

Interacting with the crowd and supporters at a large event such as the London marathon can be a great source of strength and encouragement, but also a source of extra fatigue.

49. 930-936: "Yeah well, you know when people call your name? It's difficult not to react isn't it? ... Come on ian, you can do it ian, oh, ian you'll be fine and all this stuff! I've never had so much encouragement in your life."

Having one's name on a garment allows spectators to shout personalized encouragement, which is attention grabbing and prompts a positive reaction from runners.

50. 941-950: "Um, no. Not for me. One of the other girls is. Attempting to run the London marathon again if she goes through the ballot. She feels like she's got unfinished business. I don't. I feel like I've done it once... And the other thing is if you want to do it again, usually you want to do it better, and quicker and faster than before, and when you do that, um, you suddenly think, what could happen in twenty six miles. You put undue pressure on yourself."

Running a marathon distance for a second time, or completing the same challenge twice, brings with it a new set of pressures the second time around.

51. 954-955: "Yeah, I've been there and I've done it. I don't need to prove to anyone else I can run a marathon. The photos are up in the dining room."

Photographs from the event act as an enduring reminder of a major challenge in the bag. For many individuals, once is enough to prove to themselves and others that they have what it takes to run a marathon distance.

52. 964-979: “The longest I’d run now is half marathons. Um, but I’m really. I’m really struggling to get back into it. For all the reasons I’ve said really. Last year, the challenge was of that distance. It did hurt. It was taxing. It was physically and mentally draining. And by achieving that challenge I achieved that goal, and at the moment, I feel... Just that I haven’t got that much to prove! If you run twenty six miles, you think, I know I can do it. What am I going to do with myself now. I’m not going to do an ultra marathon! ... It just pales into insignificance. You put so much effort into something. You find struggle to top it.”

For some individuals, part of the deal with themselves that they make when they run a marathon is that they won’t ever have to run that sort of distance again.

53. 989-994: “Er, yeah, there was a couple of bits on the course. Especially where the crowds were. There were a couple of places. One was down near cutty sark. There were thousands of people. 10 deep and all calling your name. And again tower bridge. Packed and obviously it’s an iconic bridge. And Shaw Trust were on the bridge and took photos of us as we crossed that bridge and some of those photos are up on a frame in the dining room.”

The crowds in london are a major feature of the event. The charity presence there also brings a different additional dimension to it, by having them take photos there on the day.

54. 996-1022: (G: “Ah brilliant. Thank you. And would you describe it as a life changing and or life affirming experience?) Yes. I’d have to say yes. Because, how can I put it, for three to four months, life seems to be on hold. Because you talk marathon in the house. You talk marathon in work. You talk marathon when you go to the football. You talk marathon when you go see dad. And if it’s not the running, it’s the blooming fundraising! You ate marathon, you drunk marathon. In he end, we had to say in the house, we cant talk about the marathon again tonight. But it’s such a commitment you know. For example we wanted to do house improvements last year... But what with the training, you had to go through and the tiredness and he mental strength, you just cant face it. I think, you know when you run normally, in any race, you just gear yourself up for that you do your best. But the training for this, it’s just the unknown, and the fundraising. On top. Which was a job in itself... And everybody going on about it! Everybody was on about it all the time. And of course it’s going round in your head all the time! Are you running tonight, how far are you gonna run, how did It go tonight, were you comfortable, do you think you’ll be able to put more miles. How was your fundraising going, do you want raffle tickets, when are you gonna bring in cake! And you know, it was just relentless.

Completing a London marathon is a life changing event, in part because of the time effort and commitment it takes to get in physical shape to complete it, and also to raise the required funds.

55. 1024-1035: (G: “How much difference did it make that you were running for charity rather than, you know if you were running just if you had a ballot place?”) “Well, it just pushed us on even further. As you said, we raised double the

amount of money that we needed! The money was in the bank, basically with Shaw trust before we run the first hundred miles, hundred yards. In the marathon. So we'd done all our fundraising, we'd ticked all the boxes. Got all these goodwill messages, for a number of months, through all this day to day work, on social media, and almost the fear of failure was gonna drive us on!"

Raising money for charity whilst running a marathon introduces an extra element of fear of failure into it. Of all the people who could be let down, a charity is seen as the worst.

56. 1047-1055: "Of course I was worried about. You've got twenty six miles. Twenty six miles to think, oh I don't know where it is. If I get this wrong today, and let's hope that doesn't happen, I'll let all these people down, and I'll feel dreadful. And whatever happened with the heat and everything. And I'll let my two other runners down. And I'll let all the people that have supported me the last three months. And I'll let Shaw Trust down, I'm gonna feel, really feel like false. You know sort of claim the money. Almost by default haven't done it! I'd feel like a real failure to be honest because everyone was rooting for us, and so the thought of failure was, it really pushed us on."

The fear and real prospect of public failure is a huge motivating factor for participants. Saving face in front of so many people is a large part of the test and a huge motivator to prepare properly and complete the challenge to the best of one's ability.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (3). Exceeding the target set for them by the charity is a huge psychological boost for those that are fundraising for them.
- (4). FOMO is a major driver of participation in challenge events for some people. The fact that they might be missing out on a unique experience and opportunity for growth.
- (12). Fear of (public) failure is a major driving force and source of encouragement and motivation during both the training and run itself.
- (15). Running the marathon with other people increases the responsibility that each individual has to the others, in terms of completing the challenge and not dropping out. It is a motivating factor to keep going, so as not to let them down.
- (28). The fear of publicly letting donors and supporters down is massive, and a huge motivating factor.
- (30). Comments and encouragement on social media is great motivation to keep going, and acts as positive reinforcement.
- (31). The social validation from friends and family on social media and in person is a huge motivation for pushing through pain and completing a challenge. One participant described the like and comments flooding in as 'addictive'.
- (39). Belief from those around you, especially those that individuals do not know particularly well, is a major boost. Those that are not so well known seem to be more sincere in their support, because there is perhaps

the assumption that someone who knows someone well will support them regardless.

- (42). For some people, the public nature of the event, and the kudos it has with others, is a major part of the appeal of running a marathon.
- (56). The fear and real prospect of public failure is a huge motivating factor for participants. Saving face in front of so many people is a large part of the test and a huge motivator to prepare properly and complete the challenge to the best of one's ability.

Section 2 (experience – hot cognition):

- (10). Fatalities, injuries, and DNFs all serve to increase the mystique and perceived difficulty of a challenge for those that are able to finish it. They definitely help increase and reinforce the apparent toughness and gravity of the challenge to both participants and observers/supporters.
- (16). Enduring a challenging physical event in the company of someone else creates a unique bond between them. Supporting someone else, or receiving that support, and believing in them when they might not, is a gesture that stays with people for many years. Hearing others root for you is hugely motivating.
- (22). Seeing other participants overcome adversity whilst running is hugely motivating, and a source of strength to participants. Reminding them that relatively speaking, their excuses are weak.
- (23). Seeing other runners complete the marathon in more challenging circumstances (e.g. in costume, style, or with an injury) reminds participants how lucky they are to have their health, and how 'it could be worse'.

- (48). Interacting with the crowd and supporters at a large event such as the London marathon can be a great source of strength and encouragement, but also a source of extra fatigue.
- (49). Having one's name on a garment allows spectators to shout personalized encouragement, which is attention grabbing and prompts a positive reaction from runners.
- (53). The crowds in London are a major feature of the event. The charity presence there also brings a different additional dimension to it, by having them take photos there on the day.

Section 3 (fundraising today):

- (1). The challenge of fundraising can bring out the creative side of people, allowing them to raise funds in ways that work with what they enjoy and also what their friends and family might enjoy. Modern technology allows introverts to take a step back from the limelight, and extroverts the opportunity to put themselves out there in many different ways. Appropriate fundraising planning can also help fundraisers to reach their targets comfortably, and ahead of time.
- (2). Community fundraising allows fundraisers to be hugely creative and play to their own unique strengths and capabilities. Grouping together with other fundraisers also allows them to pool their skills and explore a wide variety of different ways of fundraising.
- (7). Asking for support from friends which is not financial can be a major boost for a community fundraising campaign. E.g. prizes or gifts for a charity raffle etc. Utilising an existing social group or structure can be

hugely helpful for spreading the fundraising message to as many different people as quickly as possible.

- (18). Many people undertaking a marathon will not have run anything like that distance before in their lives, and so the attempt itself really is a journey into the unknown, with unexpected aches, pains, and challenges.
- (24). The high required fundraising targets for participants can be offputting for a number of people wanting to run the marathon or charity. Having low required fundraising amounts is attractive to particular demographics of individuals. Relating the charity work to things that individuals are familiar with is also a way of helping individuals to relate to beneficiaries and become more sympathetic to the work that the charity does.
- (29). Sharing the challenges and tough parts of training is a hugely effective way of garnering support. Also, reaching out to more than one person's network of social followers increases the reach massively. Pity and shock tactics appear to be hugely effective, rather than only posting about the good bits.
- (36). People are proud to know a marathon runner, and tell their friends so. The London marathon is also so much more high profile than any other run, and is instantly recognizable.
- (37). The 'memories' or 'on this day' feature of social media sites keeps the memories, and how people reacted to the posts, alive on social media. This ensures that major life event stays fresh in the mind of the participant, a year on.

- (55). Raising money for charity whilst running a marathon introduces an extra element of fear of failure into it. Of all the people who could be let down, a charity is seen as the worst.

Section 4 (the transformation):

- (5). The fundraising part of a large physical challenge for charity can be overwhelming, and have a large disruptive impact on the lives of those who do so.
- (13). Part of the transformation involved in completing a marathon related to being able to deal with obstacles as and when they arise, and learning to be versatile and resilient.
- (14). Part of training for and completing the marathon is taking the rough with the smooth. The less savoury parts are looked back on as character building exercises, which serve to make the experience more memorable and more of a challenge to have achieved.
- (25). Completing a challenging physical event and fundraising whilst doing so tends to show participants the best side of their friends and family, in terms of their support and generosity. This outpouring of support and generosity can be surprising and overwhelming to some. It also reconnects individuals with others that they may not see regularly, and provides topics of conversation and an excuse to engage with them.
- (38). A huge spike in popularity accompanies the completion of a major life achievement like a London marathon. This attention can make an individual feel valued and worth something. This spike wanes after several weeks, understandably.

- (45). Running a marathon introduces individuals to a completely new network of friends and acquaintances, in which distance running and training is sometimes the norm. This network can be an invaluable source of advice, encouragement, and comfort.
- (47). A large part of the growth related to completing a long distance run is often the fact that the distance is further and more testing than most runners have ever done before. It is a long event in which many things could go wrong, without adequate planning and preparation.
- (54). Completing a London marathon is a life changing event, in part because of the time effort and commitment it takes to get in physical shape to complete it, and also to raise the required funds.

Section 5 (context):

- (6). Training for and running a london marathon can influence almost all aspects of a fundraiser's life, from work to home life to social life, and beyond.
- (9). Many people who undertake tough physical challenges regret not doing them sooner. Marathon training and running is also not without risk of injury.
- (11). The attention that a public marathon and fundraising attempt can bring some people can become a little overwhelming and difficult to escape. It can seem to some participants that marathon training, fundraising, and running, takes over one's life. The training period if also not unaccompanied by doubts about strength and underlying ability.
- (19). Running a distance event can be a cause of concern for friends and family, who can perceive it as risky and potentially dangerous.

- (20). Engaging with other distance runners can be a great source of advice and encouragement. They also provide someone who can relate to the challenges and triumphs of the attempt, who someone can be on a level with.
- (21). Running a distance event (especially if the participant is new to distance running and vulnerable in any way) can be a cause of concern for friends and family, who can perceive it as risky and potentially dangerous.
- (26). A certain degree of suffering is expected when it comes to running a distance event. Whilst most would choose to avoid this, the majority accept that enduring that suffering is all part of the greater ultimate reward of having endured and being able to call oneself a marathon runner.
- (27). After making it through all of the training, individuals are determined to finish the race. This training commitment is substantial, and has a huge impact on free time that individuals would otherwise have had.
- (46). For those for which running is outside their comfort zone, the pressure is felt more greatly, and there is an increased desire to ensure that training sessions are logged and completed studiously and fully.
- (50). Running a marathon distance for a second time, or completing the same challenge twice, brings with it a new set of pressures the second time around.

Section 6 (legacy – cold cognition):

- (8). Photo evidence of the achievements act as lasting reminders of what a person is capable of. There is also often incredulity when an individual

looks back over their achievements, in terms of disbelief about what they were able to achieve that is outside of the norm for them.

- (17). Making it to the end of a tough physical challenge physically depleted, validates the difficulty of the test itself.
- (32). Enduring artefacts from the day such as the medal serve as reminders of the positive experience and respect earned by others. Those following an attempt want to hear how challenging it was and what problems were encountered. One individual describes the return to work as “I’ve never been so popular in my life”.
- (33). Completing a challenging physical event makes individuals more sympathetic to others to do similar things, because they are aware of the work and sacrifice that goes into an attempt. There is also now the feeling of obligation towards supporters in reciprocating the financial support that they kindly gave the individual.
- (34). Completing a marathon is a highly memorable life experience that others around you tend to not forget.
- (35). Once a marathon has been completed, some people feel pressure to live up to that persona, and repeat the feat again, with some reporting that those around them asked if they would be participating in the marathon again the following year.
- (43). This would suggest that the lasting after affects are more pronounced than the interviewee might originally have thought. The resultant boost in self confidence can have far a far reaching positive impact upon many other areas of life, including work. The ability to overcome a tough physical challenge empowers participants with a sense

of 'if I can run a marathon, then I can do anything'. This constant comparison relates to the fact that few things are tougher than running a marathon. And if a marathon is within reach, then many other less tough things are too.

- (44). Running a marathon or completing a challenging physical event for charity is likely to increase the individual's notoriety both socially and in the workplace. This may also result in an increase in respect from coworkers and those in one's social network.
- (51). Photographs from the event act as an enduring reminder of a major challenge in the bag. For many individuals, once is enough to prove to themselves and others that they have what it takes to run a marathon distance.
- (52). For some individuals, part of the deal with themselves that they make when they run a marathon is that they won't ever have to run that sort of distance again.

Section 7 (relationship with charity):

- (40). Charities taking an interest in individuals, and pushing their photos and stories, brings a sense of external validation to the fundraising attempt, and perhaps makes it appear more credible to friends and family and prospective supporters.
- (41). The proactive step of the charity explaining where the money was going and how it was spent was a huge motivating factor for the runner. This financial accountability also helped cement a positive legacy of the run in the mind of those that fundraised, and created a lasting bond with the charity concerned.

D.5 Interview Number 5 Notes

Interview Script Highlights:

1. 175-205: “Um, I took up running quite late on. I didn’t start until I was, almost forty... I’d never run before, hated it in school... Err, gradually got a bit better and a bit better, distance wise... Did a few half marathons, which I thought I would never, ever be able to do... Then my friend who had also been on the same journey with me, we started around the same time, the same ability, um, started nagging me, very gently, about doing a marathon. And, she finally wore me down, the year before last, and we decided to apply for, London. And I thought if I’m gonna do a marathon then it has to be the length, and I’m not gonna do any other. It will be my one and only... (G: The big one!) Yeah. So we applied for the ballot, we didn’t get in with the ballot, but we found that we were so disappointed that we started looking for a charity place instead... So that’s when the Shaw trust came to our attention.”

Even those who hated running or exercise in early life can take to exercise and running in middle age and whilst older. As improvements are made, and the envelope is pushed, the prospect of a marathon becomes less ridiculous and even plausible. Close friends can be instrumental in getting individuals to consider the possibility of running a marathon. The demand for the London marathon also encourages charity runners and encourages runners keen to do the experience ‘no matter what’ to do so via running in a charity place.

2. 210-281: “Yes, yeah it was. We found that a lot of the charities wanted two thousand pounds each to be raised... And we weren’t sure whether we’d be able

to achieve that. So when we came across the Shaw trust, went in just a thousand each. We thought, if we pool everything together and we make a combined effort, then we should hopefully be able to reach the three thousand mark between us, so...”

Some charities are losing out on prospective community fundraisers, because the minimum stipulated amount to be raised is too high, and appears too ambitious for certain individuals. Smaller charities are able to attract fundraisers by having lower required fundraising targets for marathon runners.

3. 224-226: “We just wanted to finish with the marathon. We just wanted to get across the finish line. No, we didn’t have any time in mind. We just wanted to enjoy it, and finish, and get the medal, basically.”

For some individuals, just finishing the marathon is the goal. Certain things epitomise this finish and are held up as carrots by themselves psychologically for them to look forward to. For example, the finishers’ medal, and a photograph of them crossing the finish line.

4. 231-232: “We did! Got the t shirt, got the medal (laughter). Yeah. Yeah we did. It was a little harder than we expected, but these things often are, so, there we go!”

Enduring artefacts related to finishing include a t shirt, a medal, and photographs from the day. For many people, getting these symbolizes the challenge and externalizes it for others to see. The point of the attempt and the challenge is to get these, which are of huge personal and social value.

5. 237-240: “Oh, immense! It was just, it was something I never thought I would achieve in a million years, so... Yeah, I think it’s even better because of the money we raised as well. It just seems even more of a reward as well. You know, everybody put so much effort in, out of it, so yeah.”

The wording of this would imply that the money raised is secondary to the personal satisfaction and gain achieved by running the marathon. Achieving something that they never thought would be possible also serves to increase the value of the challenge and of finishing it.

6. 245-247: “Yes. It was really hard work, and it was very very stressful. There were quite a few sleepless nights, but it was definitely worth it. I’ve got no desire to do another one (laughter).”

The stress that people subject themselves to with regards to their fundraising journey can result in sleepless nights and significant angst. However almost all of those that do complete a marathon and fundraise whilst doing so would say that the stress and effort was worth it.

7. 253-256: “Um, personally, it was proving myself wrong. That’s what I continue to do with running, it’s just proving myself wrong. Because my head is telling me, ‘you’re stupid you can’t do that’, but I challenge myself, and over the years I’ve found that I can prove myself wrong, so, er, yeah.”

A number of participants like to challenge themselves and prove themselves wrong. To silence the voices in their heads that say they can’t, and to prove themselves and others that they have what it takes to do something extraordinary and far outside

of their comfort zone. Finishing a marathon encapsulates this spirit of bravery and betterment.

8. 275-278: “Yes, well I was surprised with how determined I was. I think it really brings out things in you that you never really knew about yourself, over the course of training and whatever. Because it’s not just that one day. It was a sixth month lead up to the day.”

The commitment to training and fundraising for a marathon extends far beyond the marathon day itself, for months beforehand. The journey itself can also be hugely reflective and cathartic, with participants learning things about themselves that they never previously knew, and exploring new sides of themselves.

9. 298-305: “It is. It’s a combination of the things you say. It’s iconic. It’s the London marathon. Everybody knows about it. We watched it year in and year out. You know, everybody knows somebody that’s done it... It’s just one of those things that you always see, but that you never think you could be part of.”

The London marathon is one of the most famous races in the world, and this is part of the appeal for some people. Being a part of something that seems to encapsulate such athleticism and grit, and is instantly recognizable to others as a badge of strength and determination.

10. 309-327: “Obviously the crowds... I knew that it would be fantastic support, because I know quite a few people that have done it. And they all said, you know, the crowd will you through, the crowd will get you through. It was just words of that point. But, you know, until you actually experience it... (G: It’s something

else?) Yeah. They cheer for you on the sidelines. It's just... Just immense! And towards the end, when people are, are really struggling then. My husband, he hit a wall about twenty miles in... And, he felt really ill, and he had a bit of sunstroke and whatever, but the encouragement coming from the sides, it was just, awesome... Um so, it was mainly the crowds that was the stand out thing for me."

The public nature of the London marathon, and the immense support from the crowds, is a huge feature of it. That sort of support can transform a horrible experience into one that is a struggle, but a brilliant one. Support from others can be hugely motivating and make such a difference to one's mindset.

11. 333-341: "Um, it was just ticking one of those boxes. We've all got our bucket lists... It was just, achieving something that I'd never, ever thought possible... And, like I say, proving myself wrong again."

The London marathon is a bucket list activity for some people, that represents bringing out the best in them, and really testing one's limits. Proving oneself wrong is something that can be done by running it, for certain people, especially those that perhaps didn't excel at physical activity when they were younger.

12. 346-356: "Yeah, I thought I was king of the world! Afterwards! You know you're walking on air! You can barely walk, but you're walking on air, you know. It's such an achievement that you want to wear that medal for, at least a fortnight... So yeah, people do ask you about it, even if they're not interested in running!"

The medal that is received by participants represents the entirety of the effort involved in running the marathon. Participants wear it with pride, and largely

enjoy the positive attention that it generates. Not being able to walk after the marathon is evidence to observers of what it took to complete the challenge.

13. 368-375: “Um, it wasn’t important that it was hard, I knew it was gonna be hard... I’d have liked it to be easier, but then it wouldn’t have been a marathon! But no, the whole, um, training for it, from start to finish, that was the hard thing. We were doing long runs from the September before until april every weekend. So, it was quite a commitment, especially having a family as well.”

Being hard isn’t necessarily seen as the attraction, but simply as part of the journey that is required to complete the challenge. Major sacrifices have to be made in terms of one’s social life and free time.

14. 379-385: “You’re out of the house for hours on end. On a Saturday morning or a Sunday morning, doing a long run, and you’ve gotta expect everyone else to pull their weight, you know... And muck-in, so, yeah. It was never gonna be easy, but, um...”

Training for a marathon puts pressure on friends and family, who might find themselves working hard to support them because a significant portion of their efforts are directed towards training and fundraising. These areas include cleaning and domestic chores.

15. 392-400: “(G: Would you consider pain and effort to be a part of the attraction to participating in the event in the first place?) Oh yes. Yeah, definitely. Yes, you know it’s no pain, no gain... Yeah, there’s gotta be some form of participation where you challenge yourself, and yeah, get it done.”

Part of the appeal of the marathon is the fact that it is a tough, and at times painful physical challenge. Being able to complete a marathon is evidence that a person is tough enough to endure the hardship required in training to get in shape and the struggles on the day to get to the finish line.

16. 413-445: “Er, I, personally I hit a wall about eighteen miles. (G: What was it like? I’d be really interested to hear about what it was like.) Well, you just want to stop really! And you just think, right, i just cant do this, there’s no way. There’s another eight miles to go. How the hell am I gonna do this! Um, but there’s lots of people behind you. You have a couple of energy gels, a bit of water, or whatever, and it all kicks back in again. You know, everybody suffers differently at different points... Personally for me that was mile 18. But after that then, things did get better. Um, my husband got worse! ... It was a good job that we didn’t hit it at the same time, and we had each other to encourage each other, you know... So if you were feeling particularly tired or whatever, you had the other two to say, come on, we can do it, or whatever. So, yeah... It was good in that aspect, as there were three of us together, and we decided we would start and finish together... So, yes. We got each other round.”

Part of the challenge of completing a marathon is dealing with the inevitable hardships and challenges that arise on the journey, including physically hitting the wall, lacking motivation, and becoming exhausted. Often other people and the support network of the individual is a key part of overcoming these challenges.

Finishing a marathon is evidence that an individual can achieve a difficult physical and fundraising goal, no matter what.

17. 450-462: “For me, yes. Um, I don’t think I would have enjoyed the experience as much if I was running on my own... And, I think it’s just... It’s given the three of us a bit of a bond. You know? We’ve all experienced that together. You know, the first one, and probably my last! My friend wants to do another, but, um, my husband and I, it’s our first and last. But yeah, we all experienced it together. It’s kind of... It brought us together like that... But yeah, personally, it definitely benefitted me having others with me.”

Those who run a marathon as a group share a unique bond with one another that is hugely powerful. Their achievements are intimately linked with one another.

18. 467-475: “Um. Yes, I think so. Because, especially as we were doing it for charity... We did, er put regular posts on facebook and our justgiving page and things like that, saying, we’ve done this run today, it was really hard. We suffered this, or we did that. And, it just kept people in the loop. And I think a lot of people that don’t run, and have never run, kind of appreciated it a bit more, what we put ourselves through. So I think so. Yes.”

Sharing the more challenging parts of the journey with prospective supporters is a good way of attracting financial support – through admiration and sympathy.

There is the message being peddled that the fundraisers are suffering but for a higher cause. The message, and how it is packaged (i.e. from someone who has not run before, but is embarking on that journey) has a huge bearing on certain people’s intention to donate.

19. 480-495: “We did various things, um. The main fundraiser for us was we had, um, a fundraising night in our local rugby club... We had a band, we had raffles.

So we charged something like ten pounds a head, and, we had about 160 people there... So it was a fantastic night. And we had a raffle and things like that on the night as well, so that raised more money... So I think from that alone we raised about 2500 pounds.”

Thinking outside the box and employing creative ways to fundraise that extend beyond online giving platforms can expand the total amount raised. Giving friends, family, and prospective supporters the opportunity to give more than one (through a number of different channels and for different things) allows individuals to maximize the return from prospective donors.

20. 497-505: “(G: Wow. Thank you so much. So yeah, quite a bit of effort to be honest?) Yeah, it was! For that particular event. You know, we’re not event organisers. And we have full time jobs as well, so... Quite a lot went into it as well, so. A lot of effort involved, and a few sleepless nights, but, it was well worth it.”

The stress of fundraising and training is so much that for some individuals it results in sleepless nights and significant anxiety. However the majority of people that experience this stress and anxiety argue that it is ultimately worth it.

21. 507-519: “(G: And would you consider your relationship with the shaw trust to be special because of this experience or not?) Um, yes I think so. I think If I was gonna do anything else in the future, I’d definitely fundraise for them. They were very good in the beginning. The contact, um, that they made with us. They kept wanting regular updates, and any help that we needed with fundraising they were there. To ask for. Balloons or banners or posters or ideas. Um, they

also had like a shaw trust page on facebook, so we were in touch with other people who were doing the same thing... Yeah so, it was very good.”

Positive initial communications with a charity can cement a positive relationship between community fundraiser and charitable organisation. Responding quickly and helpfully to requests, and creating online communities really helps to cement ties between individuals fundraising for a charity and the charity itself.

22. 521-529: “(G: Thank you. Um, and do you feel more connected to the charity because you did something difficult? Rather than something, er, rather than having a bake sale or something else?) I think so, yeah. Because there was so much effort involved.

The more effort that is involved in a fundraising effort, the greater the likelihood of an individual feeling more connected with a charity.

23. 541-551: “Yeah it’s a big commitment from us. Um, yeah, we’re kind of social runners that go for a couple of four five mile runs a week, so it was a huge challenge for us. The run. Um, long runs on the weekends and at least two others during the week as well... So, physically, it was, a big commitment, um, it did take it’s toll on all of our bodies! We were having physio sessions, and sports therapy sessions and chiropractors appointments, so, there’s been quite a lot of money spent on keeping our bodies moving! As well as, um, the actual training itself, so, yeah.”

The financial cost of training for and running a london marathon is not insignificant, with money often spent on food, therapy sessions, and general body

tlc. The commitment required from runners and the amount that a casual runner will have to 'step up' is major.

24. 559-565: "Because you can really, you know, say look what I've done for you. Saying, you know, I've put my body through this. Um, at the end of the day, it wasn't for Shaw trust, it was for me. But, they benefitted from it... So, and I benefitted from their place, so... We're all winners in the end!"

Runners often fundraise because it 'fits' with their desire to run the London marathon. There is a recognition that there is a mutually beneficial relationship there.

25. 579-594: "Well as far as I was concerned, every weekend was wiped out. From January to April, because of the long runs... We would do a long run, usually on the Saturday morning... Good for nothing on the afternoon. And then Sunday catching up on everything else on the weekend!... You know, you're basically giving up your weekends for, five months. So yeah, we did suffer in that way."

Training for a marathon requires individuals to commit to multiple long runs, which can take up time that would otherwise be spend on errands, chores and relaxing. The impact of long runs also impedes the ability of some individuals to do things afterwards (because of tiredness, aches, and pains).

26. 596-614: "(G: That's brilliant. Thank you. And, what role did social media play in your fundraising campaign?) Oh huge. Huge. I don't know how much we would have raised without it. Well, everybody's on it now, aren't they? ... So,

having the justgiving page, that helped. Hugely... And as I've mentioned, keeping in touch with Shaw trust as well... And being able to post on facebook and twitter and, whatever else. I don't know what we would have done otherwise. It would have been sponsor forms in work and that wouldn't have raised much at all (laughter).

Online giving platforms and social media are instrumental to modern community fundraising campaigns. Access to decentralized communities of friends and family is made easy and straightforward via these pieces of technology, and allows digital communication, collaboration, and support that is unrecognizable to giving 15 years ago.

27. 616-631: "(G: And, how were your activities related to finishing the marathon received by your friends on social media? How did it go down once you'd finished, and talked about it?) Oh, really good. Yeah. Um, I think I was still reading messages on the Tuesday after, you know? Everybody got behind us, because we'd had that fundraising event, and so many people had attended. There was a huge focus on it... And of course it was the first for the three of us, as well. And so it was a massive thing for our friends and our family, and so they really did get behind us."

Demonstrating to friends and family the effort and commitment that an individual (or group of individuals) has to a cause will help rally supporters around their fundraising effort. Physical events which promote interaction between fundraisers and supporters also forge personal and meaningful connections, which translate into engagement both on and offline. Reading messages of support afterwards helps confirm the notion that the fundraising effort was a good idea, and that what

an individual did was a positive good thing. Challenge attempts also serve to bring individuals and friends and family and communities together, helping them to unite around supporting a common goal.

28. 635-637: “Great! As much as, the, all the suffering over the months leading up to it. All the training, all the blood, sweat and tears. It was all worth it. Just for... All that feedback. Especially the feedback from Shaw Trust as well.”

Validation from others helps make the sacrifices and effort worth it for participants. The charity saying thank you formally also has a huge positive impact upon participants and increases the strength of connection between them and the charity (and likeliness of fundraising for them in the future).

29. 642-650: “Err. Fine, yeah! A friend of mine did a fundraiser too actually. He did the London marathon for, er, guide dogs... And, we really got behind him, because we experienced exactly the same things. We knew exactly what he was going through. And, how hard it was to raise the money. And he was doing it on his own as well. So, yeah. We tried to give him as much encouragement and help as we possibly could. Yeah.”

Running a london marathon and fundraising for charity whilst doing so increases the likelihood that individuals will support other people attempting the same thing, because they are able to relate to all of the hard work and effort that goes into both fundraising for one and training for one.

30. 656-660: “You know, just the fact that they’re doing it! We know exactly how much time and effort and emotion goes into it. So, it’s not just a case of, well I’m

raising money for whatever. You kind of... You separate yourself from that normally but, when you've experienced it yourself, you are minded more to help other people do it."

Relatability is key when it comes to supporting the fundraising efforts of others.

31. 662-676: "(G: Brilliant. Thank you. And, how significant was the validation of others to your feelings after the event? How important was, um, everyone saying well done afterwards, to you?) Um, yeah, it is, it's lovely to get some recognition, isn't it... You know, it's not the only reason for doing it. As I said, my reason was to prove myself wrong, and, say that I have actually done one, but it is lovely to get all that praise afterwards, because you don't in your normal everyday life... Yeah I cant lie, it was lovely."

Whilst recognition from others was not the only reason that this individual fundraised, it was a brilliant reward and undoubtedly pleasing to receive positive feedback and praise from friends and family.

32. 688-699: "Um, I think so. Yeah I think if we were doing a ten km or a half marathon, I think people wouldn't have been behind it so much, if that's the kind of thing you mean? ... But um, it's obviously an endurance thing, isn't it? Not so many people have done a marathon... So you'd expect it to generate more than your general fun-run then."

Interest and willingness to donate is intimately linked with how hard prospective supporters believe the challenge in question to be.

33. 701-727: "(G: Um, and, do you think the charity could have done anything to make your experience better?) Um, not really. As I say, they did have quite a bit of contact with us... We knew they were only a call or an email away, so... Um, if we ever had any problems we were always there to answer. They have somebody specifically, um, involved with the marathon who is on hand all the time... And they had groups out supporting us on the day. Which was lovely, because, um, you're emailing these people backwards and forwards and it's nice to put a face to a name and see them actually supporting and actually coming out on the day... They did also arrange a reception afterwards, which unfortunately we couldn't make because we were just too knackered (laughter)... But yeah that would have been lovely. To have met up with everybody and to have shared stories."

Personalised support from the charity is a huge boost for fundraisers. Also having a charity contact who has been through the same thing is massively reassuring.

Being easy to contact and quick to reply is a key sticking point for participants.

34. 733-734: "No, I think they've been doing it for so long now, they've got it off to a fine art. It's so organized, it's a well oiled machine shall we say!"

Charities who have supported fundraisers running marathons before are able to learn from their mistake and experiences, and support participants more effectively than those that haven't done so before.

35. 740-742: "We hadn't really had any direct experience of them. I knew they existed. Didn't know exactly what they did. But obviously, through this now, I'm

more aware of the work they do, and obviously, where the money has specifically gone.”

Fundraising for a charity educates those fundraising about the activities of the charity, because of the demands on them to explain to prospective donors and supporters how the money is going to be spent. Educating community fundraisers about how the money will be spent, and its possible impact, is an important part of supporting them to fundraise as well as they possibly can.

36. 752-753: “Yeah, as I say, we were in contact back and forth in the, whatever it is months leading up to it. So, you do get to know the people a bit better, yes.”

Regular interactions with a charity increases the level of connectedness that community fundraisers have with those that work for a charity, and also the charity itself.

37. 757-758: “Um, yeah, because I wasn’t aware of them before. Well I was aware of them, but I hadn’t had direct, dealings with them, shall we say.”

Providing reasons to fundraise for a particular charity can introduce new prospective fundraisers to the charity. Marathon running and discounted fundraising targets is a great way of introducing new community fundraisers to a charity.

38. 763-766: “Um... Oh...! (laughter) Well I went off running for a while (laughter!)> I’ve just started back, so...! I couldn’t be bothered to do it for a while. But no I think , your main attributes and what have you stay the same. You’ve just achieved something you thought you couldn’t before.”

For many individuals, the immediate changes that result from completing a marathon might be subtle. However the impact of competing something that first time runners thought might have been impossible for them before is profound.

39. 770-771: “Well, fantastic! Um, no, you just, it’s such a huge achievement that you never thought you’d have! Yeah, I’m still in disbelief. Really that I did it, so, yeah.”

Many participants look back in disbelief at their achievements, and what is possible if they put their mind to something.

40. 778-781: “(G: Sorry, would you say the experience has influenced your self esteem at all?) Um, yeah I think so, yeah. Yeah, you’ve gotta feel better about yourself after that, so, yeah.”

Running a marathon and fundraising for charity whilst doing so increases an individuals self esteem and has a positive impact upon their self image. It also makes them aware of what is possible by them with their time and resources if they put their mind to something.

41. 785-804: “(G: So, the question is, did anyone else influence you to take part in this challenge, or to fundraise for the Shaw Trust?) Yes! Er, my friend talked me into this, so yes! She’s responsible! (G: Brilliant. And so the Shaw Trust is through the clearing places?) Yeah my husband found it actually. I can’t remember exactly how he came about them, but there was a website called Crunch? ... Er, it was via that. Because we were looking for one where we could achieve it, rather than fall short of the target... And the fact that they agreed that they’d be able to

put the three of us through together. Because we didn't know who would be able to achieve that for the charity, so."

Subconsciously or not, friends and family can be hugely influential in an individual's decision to take part in a marathon. The CRUNCH website also plays an instrumental role in linking up runners with charities that have clearing places. Those that are determined to run a marathon and won't take the 'no' from the ballot as an answer.

42. 809-819: "Yeah. Um, you want to hear you're doing the right thing all the time, don't you? ... Our friends were fully behind us, they supported us... Yeah, friends. We've got quite a large group of friends that also run, because we belong to a running club. So, we constantly get encouragement from them that you're doing the right thing. That you're gonna enjoy it, and whatever."

Reassurance from friends and family during training is a huge motivation and encouragement for fundraisers.

43. 824-837: "Um, great! Because it's something else you can talk about... Bragging rights, definitely. Yeah, it's, it's great because you can also encourage other people to try it that haven't. Um, because you're in that position that they were in, a few years ago. Being talked into it. And then you're the one doing the talking into, and encouraging others to do it! So yeah, the friend that I was talking about just now, he said he was inspired by the three of us, and that's why he put into the year after. So, yeah, that's great... As far as I'm concerned."

Running a marathon results in significant social kudos, and 'bragging rights' among fitness minded friends. Running a marathon also results in that individual

being more likely to encourage friends and family and those that they meet to take part in a charity sport event.

44. 844-852: “Yeah I mean we took a big interest in friends, especially in the running group that included our friends. Um, the thing is, you don’t want to do too many things the same, because people get bored of attending too many things. If it’s the same old thing all the time! They’re not gonna support it. So we tried to do something different to what everybody else was doing at the time...

You are constantly taking advice from other people and their experiences.”

A twist on something familiar is a great way of garnering funds from prospective supporters. Those fundraising are acutely aware that the demand for funds and support are frequent in today’s society, and creativity and a genuine distinct and compelling story are needed to persuade people to support them and part with their money.

45. 863-864: “Yeah. Yeah! I think I was in disbelief for about three days afterwards. So, at least I can say I got this medal! And I crossed that finished line, so, yeah.”

A medal and that moment of crossing the finish line are both key parts of completing a marathon and summing up the entire journey positively.

46. 869-880: “Um. I felt very proud of myself. I never thought I would be able to do it. And I think, I was proud of the way that we all, committed to the training as well... We knew we’d only get out of it what we put in... So, not actually the day

itself, but the six months leading up to it, with these long runs and training sessions, then, yeah, I was very proud of the way that we handled it.”

Pride accompanies completing a marathon and a fundraising effort. The chance to reflect back on what an individual has achieved cements the positive nature of the experience, and increases their positive sentiment towards both it and the charity.

47. 893-903: “I’m not doing it for charity, but I am doing it to get myself back out there. Because I had fallen out of love with the running. A little bit... And I need to get back into it now. Because it’s so good for your mentally as well as physically. It’s, er, yeah... Definitely! Yeah it does clear your head.”

For many people, running results in feeling better, and a chance for some headspace from the modern ‘always on’ nature of life.

48. 912-913: “Fantastic memories really! The whole experience really. The weekend itself. You know, sharing that with friends, and family then.”

A marathon attempt generates huge numbers of positive charged emotional memories that are shared and connected with friends and family and a wider support network.

49. 915-923: “(G: And the next question is, what’s the next big challenge in life for you, would you say?) Oh, um! (laughter). Er, nothing physically like that, apart from the Cardiff half. But yeah, just general life really! (G: Exactly! Yeah just making it to the weekend, somehow?) Exactly.”

For many people, a return to normality after the demands of marathon training is very welcome. Their attempt was seen as a temporary push, to do something extraordinary.

50. 932-946: “Hitting the wall. And then the last.. It’s amazing how much you don’t remember! ... You get to the end, and you think, I don’t remember... My husband doesn’t remember seeing Buckingham palace!... He went straight past it! No, um, the stand out moment for me was, at about twenty three miles, I had no idea of the name of the pub. There was this pub with djs outside, and the crowd was about twenty deep, to the barrier, and they were just singing ‘I would walk five hundred miles’ and everybody was joining in, and it was just... It was one of those surreal experiences!”

Running the marathon generates many vivid multisensory memories related to unusual events and happenings from the day. Many of the most vivid memories involve human connections and highly visceral experiences.

51. 952-955: “(G: And would you describe the marathon as a life changing, and or a life affirming experience?) Yeah both I think! Definitely. It was such a massive thing for us to achieve.”

Running a marathon for the first time represents a significant life achievement and is both life changing and life affirming.

52. 957-969: “(G: Um, and how did this experience influence your connection with the Shaw Trust?) Um, I think I said earlier. I think If I was to fundraise again, I’d definitely approach them. And also, I have recommended going through them

to friends as well, that are interested in getting charity places to the marathon...

Because as I say, it's such an achievable goal, the thousand pounds. You don't think it at the time, but, um, it is quite easy to raise that amount of money. You'd never think it, but it I quite straightforward. But, um, yeah, I have recommended them to others, and, yeah."

Having a positive marathon experience with a charity increases the likelihood that an individual will fundraise for them again in the future, and also that they will recommend that friends also fundraise for them. They become positive ambassadors for both the charity, and the fundraising and physical challenge as a whole.

53. 971-979: "(G: Thank you. And is there anything they could have done to make the experience more significant to you?) No I don't think so. They covered everything really. They were always on hand, and easy to contact when they were there, and, anything we asked for, they sent us, and, yeah..."

Positive encouragement, availability, and organisation are key elements of ensuring that a charity supports those fundraising for them as well as they can.

54. 981-994: "(G: So how did the charity connection influence your change in self. So how you view yourself. So, what was the significance of the charity connection in this experience?) Um, I think it makes me even more determined, because you don't want to fail, because you're letting others down... Yeah, er, if you're just running as an individual, and you're not raising funds, then, yes it's very disappointing if you have to pull out, or, if you're feeling, like, i'm not really achieving this in the way I want to, but I could finish, then you might be tempted

to defer for a year or something like that, but, um, the fact that I was raising money for charity. It pushes you even more I think.”

Raising money for a charity whilst running a marathon gives the attempt a greater purpose. It creates pressure not to let vulnerable and needy people down, and pushes individuals to do their very best not just for themselves, but for other people too.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (3). For some individuals, just finishing the marathon is the goal. Certain things epitomise this finish and are held up as carrots by themselves psychologically for them to look forward to. For example, the finishers' medal, and a photograph of them crossing the finish line.
- (5). The wording of this would imply that the money raised is secondary to the personal satisfaction and gain achieved by running the marathon. Achieving something that they never thought would be possible also serves to increase the value of the challenge and of finishing it.
- (9). The London marathon is one of the most famous races in the world, and this is part of the appeal for some people. Being a part of something that seems to encapsulate such athleticism and grit, and is instantly recognizable to others as a badge of strength and determination.
- (11). The London marathon is a bucket list activity for some people, that represents bringing out the best in them, and really testing one's limits. Proving oneself wrong is something that can be done by running it, for certain people, especially those that perhaps didn't excel at physical activity when they were younger.
- (15). Part of the appeal of the marathon is the fact that it is a tough, and at times painful physical challenge. Being able to complete a marathon is evidence that a person is tough enough to endure the hardship required in training to get in shape and the struggles on the day to get to the finish line.

Section 2 (experience – hot cognition):

- (10). The public nature of the London marathon, and the immense support from the crowds, is a huge feature of it. That sort of support can transform a horrible experience into one that is a struggle, but a brilliant one. Support from others can be hugely motivating and make such a difference to one's mindset.
- (20). The stress of fundraising and training is so much that for some individuals it results in sleepless nights and significant anxiety. However the majority of people that experience this stress and anxiety argue that it is ultimately worth it.

Section 3 (fundraising today):

- (2). Some charities are losing out on prospective community fundraisers, because the minimum stipulated amount to be raised is too high, and appears too ambitious for certain individuals. Smaller charities are able to attract fundraisers by having lower required fundraising targets for marathon runners.
- (18). Sharing the more challenging parts of the journey with prospective supporters is a good way of attracting financial support – through admiration and sympathy. There is the message being peddled that the fundraisers are suffering but for a higher cause. The message, and how it is packaged (i.e. from someone who has not run before, but is embarking on that journey) has a huge bearing on certain people's intention to donate.

- (19). Thinking outside the box and employing creative ways to fundraise that extend beyond online giving platforms can expand the total amount raised. Giving friends, family, and prospective supporters the opportunity to give more than one (through a number of different channels and for different things) allows individuals to maximize the return from prospective donors.
- (23). The financial cost of training for and running a London marathon is not insignificant, with money often spent on food, therapy sessions, and general body TLC. The commitment required from runners and the amount that a casual runner will have to 'step up' is major.
- (24). Runners often fundraise because it 'fits' with their desire to run the London marathon. There is a recognition that there is a mutually beneficial relationship there.
- (26). Online giving platforms and social media are instrumental to modern community fundraising campaigns. Access to decentralized communities of friends and family is made easy and straightforward via these pieces of technology, and allows digital communication, collaboration, and support that is unrecognizable to giving 15 years ago.
- (30). Relatability is key when it comes to supporting the fundraising efforts of others.
- (32). Interest and willingness to donate is intimately linked with how hard prospective supporters believe the challenge in question to be.
- (34). Charities who have supported fundraisers running marathons before are able to learn from their mistakes and experiences, and support participants more effectively than those that haven't done so before.

- (41). Subconsciously or not, friends and family can be hugely influential in an individual's decision to take part in a marathon. The CRUNCH website also plays an instrumental role in linking up runners with charities that have clearing places. Those that are determined to run a marathon and won't take the 'no' from the ballot as an answer.
- (44). A twist on something familiar is a great way of garnering funds from prospective supporters. Those fundraising are acutely aware that the demand for funds and support are frequent in today's society, and creativity and a genuine distinct and compelling story are needed to persuade people to support them and part with their money.
- (54). Raising money for a charity whilst running a marathon gives the attempt a greater purpose. It creates pressure not to let vulnerable and needy people down, and pushes individuals to do their very best not just for themselves, but for other people too.

Section 4 (the transformation):

- (6). The stress that people subject themselves to with regards to their fundraising journey can result in sleepless nights and significant angst. However almost all of those that do complete a marathon and fundraise whilst doing so would say that the stress and effort was worth it.
- (7). A number of participants like to challenge themselves and prove themselves wrong. To silence the voices in their heads that say they can't, and to prove themselves and others that they have what it takes to do something extraordinary and far outside of their comfort zone. Finishing a marathon encapsulates this spirit of bravery and betterment.

- (8). The commitment to training and fundraising for a marathon extends far beyond the marathon day itself, for months beforehand. The journey itself can also be hugely reflective and cathartic, with participants learning things about themselves that they never previously knew, and exploring new sides of themselves.
- (13). Being hard isn't necessarily seen as the attraction, but simply as part of the journey that is required to complete the challenge. Major sacrifices have to be made in terms of one's social life and free time.
- (16). Part of the challenge of completing a marathon is dealing with the inevitable hardships and challenges that arise on the journey, including physically hitting the wall, lacking motivation, and becoming exhausted. Often other people and the support network of the individual is a key part of overcoming these challenges. Finishing a marathon is evidence that an individual can achieve a difficult physical and fundraising goal, no matter what.
- (22). The more effort that is involved in a fundraising effort, the greater the likelihood of an individual feeling more connected with a charity.
- (40). Running a marathon and fundraising for charity whilst doing so increases an individual's self-esteem and has a positive impact upon their self-image. It also makes them aware of what is possible by them with their time and resources if they put their mind to something.
- (45). A medal and that moment of crossing the finish line are both key parts of completing a marathon and summing up the entire journey positively.

- (48). A marathon attempt generates huge numbers of positive charged emotional memories that are shared and connected with friends and family and a wider support network.
- (49). For many people, a return to normality after the demands of marathon training is very welcome. Their attempt was seen as a temporary push, to do something extraordinary.
- (50). Running the marathon generates many vivid multisensory memories related to unusual events and happenings from the day. Many of the most vivid memories involve human connections and highly visceral experiences.
- (51). Running a marathon for the first time represents a significant life achievement and is both life changing and life affirming.

Section 5 (context):

- (1). Even those who hated running or exercise in early life can take to exercise and running in middle age and whilst older. As improvements are made, and the envelope is pushed, the prospect of a marathon becomes less ridiculous and even plausible. Close friends can be instrumental in getting individuals to consider the possibility of running a marathon. The demand for the London marathon also encourages charity runners and encourages runners keen to do the experience 'no matter what' to do so via running in a charity place.
- (14). Training for a marathon puts pressure on friends and family, who might find themselves working hard to support them because a significant portion of their efforts are directed towards training and fundraising. These areas include cleaning and domestic chores.

- (25). Training for a marathon requires individuals to commit to multiple long runs, which can take up time that would otherwise be spend on errands, chores and relaxing. The impact of long runs also impedes the ability of some individuals to do things afterwards (because of tiredness, aches, and pains).
- (27). Demonstrating to friends and family the effort and commitment that an individual (or group of individuals) has to a cause will help rally supporters around their fundraising effort. Physical events which promote interaction between fundraisers and supporters also forge personal and meaningful connections, which translate into engagement both on and offline. Reading messages of support afterwards helps confirm the notion that the fundraising effort was a good idea, and that what an individual did was a positive good thing. Challenge attempts also serve to bring individuals and friends and family and communities together, helping them to unite around supporting a common goal.
- (42). Reassurance from friends and family during training is a huge motivation and encouragement for fundraisers.
- (47). For many people, running results in feeling better, and a chance for some headspace from the modern 'always on' nature of life.

Section 6 (legacy – cold cognition):

- (4). Enduring artifacts related to finishing include a t shirt, a medal, and photographs from the day. For many people, getting these symbolizes the challenge and externalizes it for others to see. The point of the attempt and the challenge is to get these, which are of huge personal and social value.

- (12). The medal that is received by participants represents the entirety of the effort involved in running the marathon. Participants wear it with pride, and largely enjoy the positive attention that it generates. Not being able to walk after the marathon is evidence to observers of what it took to complete the challenge.
- (17). Those who run a marathon as a group share a unique bond with one another that is hugely powerful. Their achievements are intimately linked with one another.
- (28). Validation from others helps make the sacrifices and effort worth it for participants. The charity saying thank you formally also has a huge positive impact upon participants and increases the strength of connection between them and the charity (and likeliness of fundraising for them in the future).
- (29). Running a London marathon and fundraising for charity whilst doing so increases the likelihood that individuals will support other people attempting the same thing, because they are able to relate to all of the hard work and effort that goes into both fundraising for one and training for one.
- (31). Whilst recognition from others was not the only reason that this individual fundraised, it was a brilliant reward and undoubtedly pleasing to receive positive feedback and praise from friends and family.
- (38). For many individuals, the immediate changes that result from completing a marathon might be subtle. However the impact of completing something that first time runners thought might have been impossible for them before is profound.

- (39). Many participants look back in disbelief at their achievements, and what is possible if they put their mind to something.
- (43). Running a marathon results in significant social kudos, and ‘bragging rights’ among fitness minded friends. Running a marathon also results in that individual being more likely to encourage friends and family and those that they meet to take part in a charity sport event.
- (46). Pride accompanies completing a marathon and a fundraising effort. The chance to reflect back on what an individual has achieved cements the positive nature of the experience, and increases their positive sentiment towards both it and the charity.

Section 7 (relationship with charity):

- (21). Positive initial communications with a charity can cement a positive relationship between community fundraiser and charitable organisation. Responding quickly and helpfully to requests, and creating online communities really helps to cement ties between individuals fundraising for a charity and the charity itself.
- (33). Personalised support from the charity is a huge boost for fundraisers. Also having a charity contact who has been through the same thing is massively reassuring. Being easy to contact and quick to reply is a key sticking point for participants.
- (35). Fundraising for a charity educates those fundraising about the activities of the charity, because of the demands on them to explain to prospective donors and supporters how the money is going to be spent. Educating community fundraisers about how the money will be spent,

and its possible impact, is an important part of supporting them to
fundraise as well as they possibly can.

- (36). Regular interactions with a charity increases the level of connectedness that community fundraisers have with those that work for a charity, and also the charity itself.
- (52). Having a positive marathon experience with a charity increases the likelihood that an individual will fundraise for them again in the future, and also that they will recommend that friends also fundraise for them. They become positive ambassadors for both the charity, and the fundraising and physical challenge as a whole.
- (53). Positive encouragement, availability, and organisation are key elements of ensuring that a charity supports those fundraising for them as well as they can.

D.6 Interview Number 6 Notes

Interview Script Highlights:

1. 101-105: “Well I started off with a round robin letter at Christmas when I give out Christmas cards and just unashamedly gave the link to our justgiving page. And my daughter is very good with social media and so she got it on facebook. And I had numerous fundraising events in the house as well. Do you want to hear about them now or later?”

Fundraising as part of a group or with friends and family can be a hugely effective way of not only recruiting the skills of different people but also tapping into the multiple different groups of friends and acquaintances. For example, an older individual communicating and promoting the effort to their generation in the most effective possible way, and a younger individual recognising the preferred communication method and style of their generation and so tailoring communications to this group appropriately.

2. 110-116: “Okay we had our justgiving page which raised a lot of money, and then the round robin appeal at Christmas, and I had a fundraising afternoon tea, and I had a coffee morning and I just invited friends and friends were very generous. And then we did a bit in the local paper as well, and my husband at that point had a little hobby business, so that was also an interesting one for the paper, because they could take a slightly different slant to it. And so it was a lot of publicity in our local area.”

Involving the most possible diverse people in a fundraising attempt ensures that the team behind the effort have a wide range of skills and access to a wide range of

their friends, family and acquaintances. Different individuals will have different promotional skills and ideas to match different demographics.

3. 121: “Well, we were very touched, we’ve got wonderful friends.”

Fundraising for charity can remind individuals of the amazing invisible support network that surrounds them, including friends, family, and those simply wanting to support someone that is trying to help a charity.

4. 132-137: “Well my husband was diagnosed in March 2016 with CPD and we’d never heard of it. And then our daughter said she’d looked up the website. I think that was the first time we came across the website, through our daughter, and she said she wanted to fundraise for Dad, and she wanted to go up Ben Nevis, and so I said well if you don’t mind then I’d quite like to come with you because I like walking! And so we did it together.”

Google and search engines form a key part of the research that people do into both fundraising, illness diagnosis, and modern day health, wellbeing, and fundraising. Often google is the first point of call related to any enquiry. Fundraising for charity also can bring families together in a time of darkness, and allow them to share unique experiences with one another that are both generative, and that help them all to grow.

5. 142-147: “Well, I did a lot of training for it, in the sense that I did a lot of walking round the town, and went up a small local hill, a couple of local hills. I knew it would be quite a tough time. I knew I had to train for it. And I thought walking is also good for you mentally, because it was a difficult time, I had a lot of

worry. And so every afternoon I would try to just go out and walk. And so it was good for me because it gave me a positive focus.”

Training for a physical challenge at a challenging point in life can help to bring a positive focus to life. It is also an excuse to better oneself at a time when there may be other demands upon one’s time and capacity.

6. 160-165: “Yes I did. Far more than we. You know far more than we every expected to. You know, I, I think, I forget what the minimum was that we had to reach, we had to raise a certain amount by April. For. Because we were doing it through Global Challenges, and I remember saying to Fiona, you know that’s an awful lot money – we’ll never do that! And three weeks after setting up the justgiving page we had raised that amount of money already.”

Some individuals will unexpectedly reach their targets far before the deadline or expected date set by the charity. In this instance a stretch target might prompt them to maintain momentum and ensure they raise the most possible money for their effort. Surpassing the amount that an individual expects to raise prompts feelings of gratitude and surprise.

7. 169-172: “And it just kind of took off from there, so from the point of view of it being a personal challenge going up the UK’s highest mountain, in one piece, but now, and raising far more than ever expected, we achieved more than we had hope to do.

Expectation setting is a key part of preparation for both a physical challenge and fundraising effort.

8. 176-182: “Oh, (laughter), elated. We were absolutely elated. We were soaked at the end of it. Utterly soaked, but we were absolutely elated. It was a, a great feeling... (G: That’s awesome. Thank you so much. Um, and do you feel like your efforts were worth it?) ... Definitely. Definitely.

The feelings of elation and pride that accompany a successful challenge effort offset the almost inevitable feelings of pain and exhaustion and any negative memories from the day.

9. 184-195: “(Great. Um, and um, is there anything special about it being the UK’s highest mountain, for you?) Yep, well there’s a sort of symbolic thing about it. We knew it was going to be tough. Well a friend, a hill walker said, you will do this. He said it’s not a particularly difficult walk, but it’s long. And going down in many ways was harder than going up. Because it rained and the stones. There was a stone path all the way. And it was very slippery, and so it not easy at all. Um, but there was just that tremendous sense of achievement. And I put that photo of the two of us, me and my daughter, at the top of Ben Nevis, soaked to the skin, but grinning from ear to ear, and that is in our family calendar. And I still look back on it with a great sense of satisfaction.”

Many personal fundraising challenges are steeped in personal meaning, and symbolize a struggle that can be fought and overcome in search of better and brighter times afterwards. Photographs from the day serve as positive reminders of the time that adversity was faced head-on and overcome.

10. 200-204: “Oh er, (laughter), well I like to think I’m a positive person, we’ve got carers coming in five times a day for Andy my husband, and they have all said

how positive we are, and doing this challenge gave me hope. It was quite interesting because we now have Marie Curie nurses coming in, and I have been talking about my feelings because my husband is terminally ill, he's not well at all."

Completing a physical challenge and fundraising whilst doing so can give an individual hope that difficult and painful things can be overcome, and leave behind a positive legacy in their wake.

11. 208-214: "And so I've been able to talk about my feelings, and I was saying about the fundraising, and she said well that is actually, grieving... You know by fundraising, in many ways you are allowing yourself to grieve. But in a sort of positive way."

For some individuals, fundraising and undertaking a physical challenge whilst fundraising can be a kind of grieving. An ultimately positive expression of grief.

12. 218-226: "Because there's such a lot of negativity going on, I've got to confess that I went on the forum, on the PSP website, when we got the diagnosis, because I thought it might help. And I just thought I can't read this anymore, because it's so difficult, it was all about problems, all about awful things happening, and I just thought there is so much going on in our lives with my husband, that I thought I can't read this, I can't read about other people's problems, and so I chose actively to take a positive approach, and I felt fundraising for the future, because although it's not going to help Andy, I hope that in 20 years time there will be a cure, and so I feel that I'm doing something positive, at what is a dark time."

Fundraising can be a way of dealing with a negative and bleak situation in a positive and constructive way. In this way, the darkness of today can be replaced with more light in the future. Wanting to complete a physical challenge and to fundraise whilst doing so can be a reaction to a negative diagnosis, and the need to take control and take charge of a time which is apparently wholly bleak.

13. 254-260:” Well what got me up the mountain because it was not an easy walk. It was just long and it was hard and it was relentless, and I was surprised by the number of people going up it. It was a bit. Kind of like the great wall of china, not that I’ve ever been but I had this vision of hundreds, thousands of people on the great wall of china. Well whenever you look at this mountain path. There were people in front, people behind. And I actually found that very moving. And I thought, everybody going up this hill has a personal reason for doing it.”

The presence of other people in a physical activity challenge can be hugely uplifting and motivational – the knowledge that each and every one is striving to help a greater cause themselves, and that each has their own challenges and stresses to confront and overcome.

14. 264-271: “And there were a lot of groups. We were in a group of about 20, all fundraising for different charities. All very close to their hearts. And you feel you are doing something positive, because there is so much bad news at the moment, with people doing awful things to other people, and you have to remember there are good people out there, and so many things are going wrong that it’s terribly easy to focus on the negatives, but when I was on that hill, with so many people

in front and behind. And I just thought, there are so many good people out there, and that kept me going. On what was really a slog.”

Completing a physical activity event and doing so in the company of others can restore an individual's faith in humanity. That there are other people out there who are hopeful and generative and emotionally switched on. Especially at a time when there appears to be a future that is bleak and can only get worse. It also helps to shake an individual out of their current world and stresses and fears, reminding them that their life does not exist in a vacuum.

15. 276-283: “Well personally I have a big achievement, on the personal point of view, because, you know, I’m not a Monroe bagger, because, you know, Monroes are hills over three thousand feet. I’m not a Monroe bagger, but um, going up a Monroe is a sense of achievement. And you know, you think, ohh, I’ve done a hill over three thousand feet, or ive done a mountain. And so going up the highest mountain was symbolic, because, erm, my daughter did a very good write up on our justgiving page. And she said, we will find it hard, but for dad, my husband, um, daily living is even harder.”

Many individuals will undertake challenges for charity that are hugely symbolic – in this instance ascending a mountain that represented their struggle with her husband's illness and all that comes with that. Doing a tough physical challenge can also help an individual to be more compassionate and grateful – reminding them that they are lucky to be able to do active things, and that dealing with a debilitating condition can be far tougher than any climb or walk.

16. 287-292: “And you know, he’s got his own boulders to climb over and we know we can get up this hill, and get down, and have a warm bath and a drink and all that, but for him, there’s no respite. And he puts up very well, and so there is that symbolic thing going on. You know, you’re with the person who is struggling. I mean, my husband is not at all well, but I’m just with him on his struggle if that makes sense?”

Completing a physical challenge and fundraising whilst doing so allows some individuals to suffer and struggle at the same time as their loved one and this brings them closer together on an emotional and a spiritual level.

17. 297-311: “Well I don’t want to be big headed. I was bought up to be big headed, so I don’t think it made me feel special, because there are a lot of other people out there doing a lot of other things and, that are harder. And sometimes living is hard... I’m thinking of Syria, I’m thinking of what’s going on in the African continent. Of, you know these families who’ve lost kids on the streets in London because they’ve been shot... That’s infinitely harder than what we did. So I can’t say it made me feel special, no, but I just felt a sense of satisfaction for me.”

Completing a physical activity event for charity can be hugely satisfying and make someone massively internally proud.

18. 322-340: “Well I’ve thought about this. On my walks just lately in the afternoon preparing for this phone call, and I wouldn’t do, for example I decided, I wouldn’t do a bungee jump... I wouldn’t jump out of an airplane, I wouldn’t abseil, you know these are all physical things... But I thought I was capable of these things, and I felt by training for it, it was helping me personally. Because of

this whole thing of exercise is good for you. So because I was training it gave a focus to my day. Each day I could say, I am , you know my husband is not well, I'm having to do x y and z, but when he goes to sleep in the afternoon, you know he's exhausted, I can then go and do this for me, and that's a wee bit selfish, but it's also good for me, because, you know I am the main carer and I have to stay fit. Me being fit is very important for him, and I felt this is a way of staying fit as well."

The training involved in a physical activity event can provide a very welcome respite from the stresses and demands of everyday life, backed up by the fact that ultimately, it's for a greater 'good' cause. Exercise away from work also improves the quality of care and work once the individual returns to their normal duties. This fitness is often transferable to many other areas of life, and is accompanied by positive improvements in mental health.

19. 437-353: "That it was hard? Hmm (laughter), erm well. I've thought about that as well, because I've done other fundraisers as well which were easy and have brought in a lot of money. Erm and I suppose I might be the sort of person who likes a challenge. I think I have that in my psyche. But at the same time, as I say I wouldn't jump out of a plane. I need to be quite secure that there is a group of people around me that if there was a problem, are there for me and can support me. So I like to challenge myself but in a safe way if that makes sense?"

It is important for the personal growth of the individual doing the challenge that the challenge is hard and tough – a real challenge. It should be at the edge of what is achievable.

20. 358-363: “Erm, well yes I think probably. Because of what my husband is going through. I felt I was kind of walking with him. You know when you’re slogging up the hill, or coming down the hill, on wet stones. And your knees are sore, because they were sore. And my knees are old. And you feel well, ok, this is sore, but it’s nothing compared to what Andy’s going through. So, um, probably, suffering a wee bit, helped me, helped me, deal with what he’s going through.”

Suffering whilst completing a challenge can help individuals have greater sympathy for others – including those that are suffering from disease and illness and circumstance, and also those that are suffering in other ways. Having a charitable focus also is a great motivational distraction, and a good way of putting excuses to stop to bed.

21. 374-380: “Well, I hadn’t thought about it until the Macmillan lady said doing this fundraising was actually grieving, and so I think probably with hindsight, erm, going through all that pain. And there was pain. And there was at one point just before the top, and it was by that point that we were surrounded by mist and we couldn’t see anything and it was wet, and I hadn’t had enough to eat, my blood sugar was low, and I said to Fiona our daughter, I said, you go on, I cant. I’ll wait here, I just cant do it.

For some individuals, completing physical activities for charity can be intimately linked to grieving – a different sort of pain. The physical pain that they are going to is representative of the pain that they are putting up with in other areas of life, except that in this instance, the pain is generative and leads to ultimately positive outcomes for both the individual and the charity involved.

22. 384-395: “You know I didn’t have enough. You know I knew my blood sugar was low. And she said Mum, you’ve got to. And she hauled out the jelly babies and stuffed my mouth full of jelly babies, and then you’ve got through it. And we got to the top. And I have this cracking photo obviously. And I can send you it if you would like? (G: Yep please do!) Ok, I will, and it’s us at the top of Ben Nevis, we couldn’t see a thing because there was mist. And most hills I go up I like to have a view, but there was no view. I mean we were soaked to the skin. My waterproofs were no longer waterproof.

Extreme weather present during challenge attempts can transform positive experiences into deeply challenging experiences. Photographs of the less savory parts of the challenge make for a much richer story afterwards and more varied positive memories from the experience.

23. 399-409: “But there was this huge sense of elation. And I suppose you could say it’s your endorphins it’s a chemical thing. But it was just this feeling we’d done it for Andy... We’d done it for PSPA. We’d raise awareness for PSPA, because I’m very keen to raise awareness. Because it’s such a rare condition and I want people to know about it. They need money for research. The only way you can get money is by fundraising. And so there is all that going on. I don’t know if I can break it down into its component parts. But it was a way of dealing with a difficult situation and finding positivity in it.”

Fundraising for charity whilst completing a tough physical challenge can represent a positive way of dealing with a difficult situation, uniting family and friends around a positive common goal, despite tough and bleak circumstances.

24. 418-425: “Well going up it with Fiona our daughter was very, actually moving. Um, because it’s tough. And so going up with my daughter was a real, I mean we are close but really bonded us. Because we supported each other. You know, she was feeding me jelly babies when I thought I cant go on any more, she kept me going when we were going down. Because I’d eaten all the jelly babies (laughter). And so our blood sugar was low. And she fell and you know she cried when we got to the bottom just from exhaustion. And I was supporting her. So it was a real kind of family thing. We were really bonding as mother and daughter.”

Sharing tough physical experiences with others can generate deep and intimate bonds between people, who have both been subjected to the same physical and mental hardships on the day. It also provides opportunities for family and friends to spend time with one another and ‘get on a level’. The quiet time and boredom filled with catching up and spilling hearts out.

25. 429-440: “But also, meeting the other people. We were with a group of fundraisers. There was one woman who had a very rare ovarian cancer. And she was terminally ill but fit enough to go up, you know during the day. And sharing experiences with her, this very brave woman, who was hopefully going to do a whole lot more, you know fundraising, and walking, for her charity, it, I’m going to sound a bit soppy, but you feel your connecting with humanity. And er, you know realizing what it is to be human, because we’re being flooded with horrible news at the moment. Im just thinking don’t watch the news because it’s all horrible. And you do find yourself thinking what’s life all about. But when you go out there, on this sort of thing. You suddenly realize, well this is what it’s all

about. It's about connecting with people, looking after people, supporting people, that's what it's all about and that's what it was for me."

Completing a physical challenge for charity allows individuals to meet other fundraisers and share experiences and stories with them. It allows them to connect with the best that humanity has to offer, and be made aware of other positives and negatives in the world around them.

26. 445-462: "(G: Um, er, the next question is, was it important that others were aware of the pain that you went through with this event?) Well no, I don't think so because, it wasn't easy (laughter)... Well I mean I'm quietly chuffed that my daughter who is, thirty years younger, and erm she couldn't get up the office stairs the next day because she was aching so much, and I cut the grass, and I told her that, and I think that was a case of, because I trained for it... You know my legs were ok. But I recovered quite quickly because of my training, and so I did go ha ha when she couldn't get up the stairs, but I wouldn't have said that to her face, I just said that to my friends. It wasn't easy, but we did it."

Older individuals that complete tough physical challenges delight in outperforming younger individuals and other people, proving their worth and fitness against others many years younger. This can quietly be a huge mental boost for them.

27. 467-483: "Ok. Well, we started with, it was Fiona, who started with a justgiving page, set it up, and then she posted that on facebook... So we scooped up people you know from her friends and then my friends. And then I unashamedly targeted people. I wasn't intending to do a round robin Christmas letter, we do a sort of newsy letter each Christmas. Erm, but then I thought I

think I will, and I will put a link of our justgiving page. And so I did that unashamedly. And that raised a lot of money. And then in , I think January, I had a coffee morning in the house. And that was maybe about 14, 15 people, and we got quite a lot of money from that, because friends, well our friends are very generous. And then I had a, well it was meant to be a garden party, but it ended up in the house. And I just targeted all our friends via email, I said we're having a fundraising garden party, with prosecco, and blah blah blah, and do come along. And they were very generous with donations. Friends came up from Edinburgh. We live in the north of Scotland."

Utilizing multiple different forms of communication to connect wit family and friends far and wide provides individuals with multiple different opportunities and methods to donate. Selling goods and experiences as part of the fundraising effort is also a great transactional way of getting others to support. Almost always, perceived fundraising effort is rewarded and welcomed by family and friends, especially if there is a compelling story behind it, and the individuals involved are putting themselves out there.

28. 487-502: "And they came up from Edinburgh, you know my uni friends. And I have to say, We have a big circle of friends and they're very loyal... And then we got the bit in the local paper. We did the Keith paper, which is a small circulation, but we also had a bit in the evening journal. And, which is northeast of Scotland... And in addition, another friend, Jane, said I would like to walk up Ben Nevis too. And so she did her own wee walk. But she couldn't do it the same day because there were full. So she walked up on Sunday. But she was doing her own wee

separate fundraiser. But its still, you know it just shows the commitment of our friends.”

Local press is often keen for any sort of copy and happy to help fundraising promotion and efforts. Completing tough physical challenges for charity can also inspire those around the individual to start and complete their own fundraising challenges – ‘if they can do it then why can’t I’.

29. 508-520: “(G: And it sounds like you’re a bit inspirational, locally, it kind of catches on?) Well, I think, well, yes. And I think, I’ll be honest, Because we live in a small community, people know you, and then friends of friends know of you. You are more likely I think to, I think bring in more money than say if you lived in London, where you’re one of many... And I think that is the advantage of that. And then my sister who lives in Orkney got donations from her friends and family for our trek as well, so everybody was very supportive. But I think, I’m a great believer in community, and in small communities.”

Small communities can be great at rallying around fundraising efforts. Everyone knows one another and the events and story involved provide fuel for conversation and an excuse to get together and collaborate and see one another.

30. 534-538: “Oh gosh. Well I think. Yes, yes, I think. Oh dear. Well, it’s very special to me because of what Andy’s going through. And they are a small charity, and I’ve met David Mills a support worker, I’ve met him at an event in Inverness, and everybody else is kind of through email or on the website. But you do feel yes, you do feel they’re very, ahhhh, committed. Sort of like, yes.”

Personal connections at a charity can help to improve the quality of an individual with a charity hugely. Charity workers being seen to be committed and honorable is essential to trust with donors being maintained.

31. 546-553: “I feel connected to them because of what my husband is going through... The challenge is just a means to an end. The most important thing is that I, I want to carry on raising funds. That was not a one off. I know I want to raise as much money this year as last year. Because that was amazing. But even just a few hundred pounds. It all helps.”

The legacy of an individual can be carried on in a positive way through fundraising to beat the cause that took them. A symbolic immortality can live on through fundraising and an organisation.

32. 572-577: “No it’s not at all. It’s absolutely not an ego trip... I did this, firstly for Andy, and, in order to raise money for PSPA, and so Andy is my number one. He is my number one.”

The assumption that many fundraising challenges are ego trips is absolutely debunked by certain individuals with close personal ties to the charity and cause involved. Each individual attempt must be taken on a case by case basis.

33. 583-591: “Erm, well it’s just, I suppose I like, erm, I mean as I get older I think it’s important to stay fit and stay well, and so keeping fit is quite important for me. I am fit at the moment and I want to stay fit for as long as possible. So, it was important for me on a personal level that it was physical. But at the same time I knew it was something I could do. As I said I wouldn’t, erm, I wouldn’t do a rock

climb, I don't think I would go cycling in Cambodia, I know there is a challenge out there. But I just felt, I felt it was doable, but I was pushing myself, and I think I like to push myself. And that's probably my make up. Yep I think that's in my psyche. I do like to push myself mentally and physically."

The fitness gains involved in training for an completing a physical challenge for charity are added incentives for people to get involved in one.

34. 593-596: "(G: That's brilliant, thank you very much. Um, and was it important to feel like you had suffered?) Well, (laughter), it was in solidarity with Andy.

Suffering is a key part of the experience for some individuals – allowing them to feel closer to loved ones or causes.

35. 602-608: "Well they were gobsmacked, everybody was gobsmacked that we had raised so much money. Um. They were. And I, we were. We hadn't expected to make so much money we really hadn't. And er... It is a hell of a lot of money, much more than we had been expecting."

Surprise and disbelief from friends and family about both the amount raised and the challenge itself is hugely gratifying and rewarding for those that are fundraising.

36. 612-625: "Well, I am very very very touched by the generosity of friends and family. And it keeps us going. Because when you're going, when Andy is going through this very difficult experience, knowing that so many friends are thinking of us, and showing it, um, and showing it, well they're showing it through monetary donations, but they're also showing it through saying, hey we're

thinking of you and giving you a hug. The whole thing, you know it's not just the money, it's the support, moral support, coming up the house with soup and stews and that so I don't have to cook, I am hugely appreciative of our circle of friends and our family... If we had only raised £300 pounds say, I would still have been hugely appreciative."

The support and generosity shown by friends family and supporters towards an individual who is undertaking a tough physical challenge is hugely touching. It can be likened to them reaching out and giving them a hug and keeping them in their thoughts. Those who fundraise are hugely grateful to everyone who supports them.

37. 631-635: "Erm yes, not as often as I was with the facebook thing. I've kind of gone off facebook. There's another girl in Keith who has MS, and I am now, I have supported her on several occasions, kind of because I know what she's going through, and its possible that I might not have been so aware of it had I not seen what's going on with her husband."

Being supported by friends and family increases the likelihood that individuals will support others in the future, because they are more sympathetic to the effort it takes and the struggles involved in training and fundraising.

38. 640-658: "Because I know it's hard, erm, well I know its not the money thing. It's what they are going through. What she's going through, with MS. Because it's also a progressive neurological disorder. And I know how hard it is, so er, I suppose by supporting her, the last fundraiser, which I saw on facebook, I'm kind of saying you know here's the money but it's also saying I know what you're going through because we're also going through it too, and I'm here for you... And

another friend, when her mother was dying, when her mother died, they had marie curie nurses in... And she did a fundraiser, and we know how marie curie nurses as fiends. Well if she was doing a fundraiser again, I would be giving her a lot more money. Than I did the first time. Because I'm very appreciative now of what they do. So I think it makes you more aware of what the people who are doing the fundraising are going through physically and mentally."

Fundraising whilst undertaking a tough physical challenge for charity makes individuals more aware of what other fundraisers and friends and family go through when they fundraise. Supporting those who fundraise is often a symbolic and highly charged message – saying 'I'm here for you and will do what I can to help'.

39. 667-671: "Well, that didn't bother me, really. That was just. I did it, and, you know even if they'd said, oh, you know, ben nevis isn't all that hard, it wouldn't have bothered me, because it was my challenge, you know it was just my challenge. They all said, you know, well done. You know, but ultimately it was something for me and something for Andy."

Individuals often have highly personal reasons for completing physical challenges for charity, and whilst external validation is nice, it is not a deciding factor in terms of whether they will decide to do it, or decide whether or not it has been worth it.

40. 677-680: "Yes, I think so, erm, they knew it was difficult, and I think, but having said that, you know, they've been equally supportive when I've had a coffee morning, or an afternoon tea with prosecco, erm, so I don't know if, I think they would have supported me anyway."

Many friends and family will support an individual who is fundraising regardless of what the activity is if the story is compelling enough and the connection strong enough.

41. 682-698: "(G: Brilliant. Thank you. And, um, and what do you think the charity could have done to make your experience better?) Nothing, I think the charity was just absolutely fine. I don't think they could have done anything to make it better. It was global adventure challenges who were really organizing it and providing the support. (G: Ah ok, that was the next question actually...) They were really first class. (G: Ok great! Sorry yeah, and so in terms of the event organisers is it sort of similar, similar response?) Yes, I would happily do another challenge with them. You know, I thought the health and safety was good, they were highly organised, I felt totally safe in their hands, and I would definitely do another challenge with them."

An experienced team organizing the event itself, and an experienced charity with that type of fundraising, is something that individuals value hugely – the belief that they are in safe hands and that they are valued and listened to.

42. 708-715: "I don't think so. I was, proud of how much we'd raised, but then other people have also raised lots and lots of money, and then I was also already very committed to them... And so even if I was just raising fifty pounds, I would still be committed to them."

Many individuals are committed to their chosen charities for hugely personal reasons, and very little could change this.

43. 720-727: “Um, Well, I got support from them I think. I cant remember it was over a year ago. They were very... When I raised the money they were saying ‘blimey that’s a lot of money’... But at the same time that has not really played any part in how I view the charity.”

Whilst thank-you’s are hugely welcome and very warmly received, ultimately responsible use of the funds and a commitment from staff appears to be more important in the eyes of the fundraisers.

44. 732-740: “(G: Would you say your experience brought you closer to the PSPA?) No, I don’t think so. Because, err, no, I think I was already. Well wait a minute, did it bring me closer? Well... I think I was already committed to fundraising for them. Fiona, our daughter mentioned it. She said mum you must look at this website, and she kind of introduced me to the charity. So maybe it did cement it a little... Maybe it did!”

Completing a physical activity for charity is bound to bring individuals closer to the charity involved in terms of getting to know people, getting to learn more about their work, and keeping them both in each other’s minds.

45. 743-747: “(G: Do you think you’ve changed as a person because of your experience?) (Laughter) oh ho. No, I think I’ve changed as a person because of what my husband is going through.”

Undertaking a major challenge for charity often accompanies or proceeds a major life change, which ultimately results in changes in the person completing the challenge afterwards.

46. 756-775: “Um, I was quietly chuffed I think. That I did it. Because it was hard, and I hadn’t done a hill walk for some time. And I was unsure about it. Because on the day we arrived the weather was not good. We turned up at the hostel, and the guy at the front desk said, if I was taking a group out, I wouldn’t be taking them out in this! ... That was on Friday. It was a poor forecast. I was nervous about this... Um, but then you just kind of have to cope because you’re there. And then I said to myself, if the guys leading us think we shouldn’t be out there on the hill. I have utter faith in them. If they say we need to go back, I will trust their judgment. Because it was not the best of weather forecasts... So, I conquered my fear.”

Overcoming fear and perceived danger and physical hardship serves to make the feeling of pride afterwards even greater. A huge amount of trust is also put in those that organize formal challenge events – that they will keep them safe and that things have been properly thought through.

47. 777-785: “(G: Would you say the experience influenced your self esteem at all?) Um no, because I think I’m... the older I get, er, I think the wiser you get. And I think no. I... There are other things. I think my self esteem is quite ok... And I think it was ok before and I think it was ok after!”

Those who undertake physical challenges whilst fundraising learn and grow through the experiences that they have. The further outside their comfort zone the experience is, the more they learn and grow.

48. 793-815: “(G: How important was validation from others throughout the fundraising, and throughout the challenge attempt? Well the fact we were getting

so much money, which was a bit shock. Because we had to raise a minimum amount, as I said before, by april. And I said to Fiona, I don't know how we're going to do this. We'll have to fundraise at home. And we'd raised that amount and more, three weeks after putting up the justgiving page... So that was, a big boost... So when you get a big boost like that, it just makes you want to keep... Keep putting it out there... I was thinking, maybe we can get a wee bit more. You know, I was kinda confident that we could do two thousand pounds. And Fiona said 'Oh mum, that's a lot of money.' But I thought 'we can do it'. But I didn't expect to raise so much."

Achieving success early on in a fundraising campaign can be a huge morale boost, and motivate those fundraising to keep going and exceed original targets.

49. 820-827: "Well, it's just the same, nothing changed. They just said respect and then we got on with our lives. Because we've all kind of got stuff getting on. Everybody, when you get to a certain age, kind of things happen. And everybody in my group of friends has got stuff going on. So you don't keep bringing it up... And you just kind of move on."

There is a shelf life to the glory and positive feelings that accompany completing a tough physical challenge for charity. Eventually the story fades out of conversation and becomes less prominent in the minds of friends and family.

50. 829-836: "(G: And , do your friends fundraise as well?) Um, some of them. My friend Sheena fundraised for Marie Curie, after her mum's cancer... And er, but it's just Sheena I think. Yes."

Having friends and family that fundraise can be a useful source of both inspiration, motivation and knowledge about how best to go about it.

51. 855-859: “Well she had a walk up a hill as well. She did it with her grandson. And I had said to her, oh that would be a good one to do. Go up (incomprehensible). It would be a good one to do. I might think about that. So I suppose she did inspire me. But I cant say... I suppose it was really our daughter. She was the one who got me going on this.”

Subconsciously or not, friends and family are a huge influence in what we decide to do and what we perceive as a valuable use of time and effort. Fundraising for charity can inspire others to do so as well, with individuals able to copy as much or little from the attempt as possible, and also put their own twist on the challenge.

52. 864-889: “Well when we arrived on the hostel on Friday, I did feel I was out of my comfort zone... I was nervous, and I’d been kind of following the weather forecast on the met office all week. And I could see Fort William. And I could see it was getting worse. The wind was getting worse... And I just, I was nervous. I wont pretend I wasn’t. But when you’re in a group of people, and you’re being led by responsible leaders, you know that there is a health and safety aspect that these leaders will follow, because they have to... And so there was a security in that. And so I had, because I had hill walked before, and I liked hill walking, I wasn’t totally out of my comfort zone. But the weather worried me, and going downhill, because my knees are not good. And I knew there would be pain, but at the same time I thought I can do this. But I wouldn’t, I wouldn’t bungee jump, I wouldn’t jump out of a plane, I wouldn’t cycle round Cambodia, because, it

doesn't, ummm, what's the word I'm looking for? It's just not in my psyche. I think I pick something I knew I could do, but that stretched me a bit, and that I liked doing. I wouldn't want to do something I didn't like doing."

Most people who undertake difficult challenges and fundraise whilst doing so derive elements of satisfaction and joy from some part of their challenge, and use whatever the source of this joy may be to motivate them.

53. 896-907: "(G: How did you feel about yourself after finishing, and how long did that feeling last?) Oh it lasted quite a while, because it had been difficult. And there was just this quiet satisfaction that I had done something, quite difficult... I didn't like to brag about it too much. I have good friends, who has been up Ben Nevis a couple of times. Who has done lots of Monroes. I knew that for her it wouldn't have been such a challenge. But for me, it was. But at the same time, you don't like to keep, bragging about it, because it's not in the Scottish Psyche."

A huge feeling of pride and satisfaction and self confidence accompanies completing a testing personal challenge, regardless of the social and societal context.

54. 912-913: "I would like to do another challenge. I can't do it this year, my husband is not well I can't leave him. But I would like to do another challenge, yes."

Many people are limited by family and work constraints that limit the number of big physical challenges that they are able to commit to each year.

55. 919-939: “Well it actually... Err hmm. What was I left with afterwards? Well it... Well... Oh. Just a feeling that we’d done it, I guess. And the fact that I’d done it personally for me but also that I’d raised so much money for the PSPA. Because I’ve kind of made it my mission to raise awareness, in a quiet way... And so I felt, that by talking to other people on our trek. About what my husband’s going through, the point is, you feel you’re kind of getting it out there in a quiet way... This is a horrible disease, it needs support, this is a good charity. Because I feel that a lot of the cancer charities, I’m not belittling cancer it’s horrible, but there’s a lot of money that goes towards cancer research. And I think progressive neurological disorders are kind of the poor relation... And so it’s kind of my mission, in a quiet way, to carry on fundraising for them.”

There is a perception that large high profile charities have an unfair portion of money directed to them from those that fundraise for them by doing challenge events. Smaller charities are perceived as more needy and more generally overlooked, and therefore more grateful for any funds raised for them. There is a perception that funds raise for smaller charities will have a greater ultimate impact upon beneficiaries.

56. 942-965: “(G: What would you say is the next big challenge?) Well I would like to do Hadrian’s wall... Which global adventure challenge do. And, there are several reasons, because, when my husband was a child, he went on holiday with his parents... To the area of Hadrian’s wall. And I had been, revisited the camp, you know some of the archaeological remains, you know when we were on holiday in that area. So there is that personal thing. And, I want to do that, but it won’t be this year.”

Many physical challenges are closely linked to the stories of individuals, and long held aspirations and associations.

57. 958-982: "(G: What are the most vivid memories or moments that you can remember from the challenge?) Well it would have to be the photo taken at the top... And you will see from our faces (laughter), our elation. Um, the most vivid memories? I would like to say the view, but when we got to the top... For me the most enjoyable bit of getting to the top of the hill is the view. But there wasn't a view... And maybe that's symbolic I don't know... You know, you maybe think you've achieved something, but the pain is still there even at the top of the hill... And that's kind of symbolic of what Andy's going through... Because there's no cure. There's no..."

The moment of completion of a challenge can be the culmination of months of work and effort an hard work, and encapsulate the completion of struggles that extend far beyond physical training. This moment can be hugely emotionally charged.

58. 986-999: "But it was the bonding with other people, it was the meal afterwards. We all had in a hotel. We shared our pain, we shared our elation. You know we were there for each other, and there was just this tremendous group dynamic. And, one of the leader's said. Because he's, you know the next day he's up the hill with another group. And he just said, you know this has been, maybe he says that to every group, I don't know, but he said this has been the best group. You have all supported each other. And it was this group thing. You know, she urged me on, and she urged me on as we got to the bottom, and she was actually crying. And there were a couple of people who fell, because it was

slippy... And you pick them up and support them, and there was all this, you were there for each other. You're not there on your own, you're there for each other."

There is a tremendous sense of community and camaraderie between those who complete a tough physical challenge in each others company. They have shared the highs and lows of the journey with one another, and witnesses what each of them have gone through to achieve their goals.

59. 1018-1032: "Well I think since Andy's diagnosis, I have looked at life in a different way. Because it makes you realize the importance of every day... And so going up that hill, Fiona wrote, as I said before, a very very good piece, you just keep going one foot, you put one foot in front of the other, one at a time. Up that hill. And it's kind of become a metaphor for life. When things become hard. And they are very hard at the moment and they are getting harder. Um, you just do this one step at a time... One day at a time, and it kind of affirmed how I feel about life. You know because life is tough."

Training for and overcoming a challenge can result in a mindset shift that is applicable to life. In the way that tough things are tackled one step at a time, and with the support of friends and family. Individuals learn that life is tough, but that there is reward and beauty in suffering and perseverance.

60: 1036-1040: "It was cathartic, you're right... It was cathartic, that's a good word."

Completing a tough physical challenge for charity can be a hugely cathartic experience for individuals, giving them headspace to work through problems, and the time and space to think and reflect.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (12.) Fundraising can be a way of dealing with a negative and bleak situation in a positive and constructive way. In this way, the darkness of today can be replaced with more light in the future. Wanting to complete a physical challenge and to fundraise whilst doing so can be a reaction to a negative diagnosis, and the need to take control and take charge of a time that is apparently wholly bleak.
- (16). Completing a physical challenge and fundraising whilst doing so allows some individuals to suffer and struggle at the same time as their loved one and this brings them closer together on an emotional and a spiritual level.
- (26.) Older individuals that complete tough physical challenges delight in outperforming younger individuals and other people, proving their worth and fitness against others many years younger. This can quietly be a huge mental boost for them.
- (39.) Individuals often have highly personal reasons for completing physical challenges for charity, and whilst external validation is nice, it is not a deciding factor in terms of whether they will decide to do it, or decide whether or not it has been worth it.
- (51.) Subconsciously or not, friends and family are a huge influence in what we decide to do and what we perceive as a valuable use of time and effort. Fundraising for charity can inspire others to do so as well, with

individuals able to copy as much or little from the attempt as possible,
and also put their own twist on the challenge.

- (52.) Most people who undertake difficult challenges and fundraise whilst doing so derive elements of satisfaction and joy from some part of their challenge, and use whatever the source of this joy may be to motivate them.
- (56.) Many physical challenges are closely linked to the stories of individuals, and long held aspirations and associations.

Section 2 (experience – hot cognition):

- (3.) Fundraising for charity can remind individuals of the amazing invisible support network that surrounds them, including friends, family, and those simply wanting to support someone that is trying to help a charity.
- (8.) The feelings of elation and pride that accompany a successful challenge effort offset the almost inevitable feelings of pain and exhaustion and any negative memories from the day.
- (11.) For some individuals, fundraising and undertaking a physical challenge whilst fundraising can be a kind of grieving. An ultimately positive expression of grief.
- (14.) Completing a physical activity event and doing so in the company of others can restore an individual's faith in humanity. That there are other people out there who are hopeful and generative and emotionally switched on. Especially at a time when there appears to be a future that is

bleak and can only get worse. It also helps to shake an individual out of their current world and stresses and fears, reminding them that their life does not exist in a vacuum.

- (20.) Suffering whilst completing a challenge can help individuals have greater sympathy for others – including those that are suffering from disease and illness and circumstance, and also those that are suffering in other ways. Having a charitable focus also is a great motivational distraction, and a good way of putting excuses to stop to bed.
- (22.) Extreme weather present during challenge attempts can transform positive experiences into deeply challenging experiences. Photographs of the less savory parts of the challenge make for a much richer story afterwards and more varied positive memories from the experience.
- (34.) Suffering is a key part of the experience for some individuals – allowing them to feel closer to loved ones or causes.
- (35.) Surprise and disbelief from friends and family about both the amount raised and the challenge itself is hugely gratifying and rewarding for those that are fundraising.
- (53.) A huge feeling of pride and satisfaction and self confidence accompanies completing a testing personal challenge, regardless of the social and societal context.
- (57.) The moment of completion of a challenge can be the culmination of months of work and effort an hard work, and encapsulate the completion of struggles that extend far beyond physical training. This moment can be hugely emotionally charged.

- (60.) Completing a tough physical challenge for charity can be a hugely cathartic experience for individuals, giving them headspace to work through problems, and the time and space to think and reflect.

Section 3 (fundraising today):

- (1.) Fundraising as part of a group or with friends and family can be a hugely effective way of not only recruiting the skills of different people but also tapping into the multiple different groups of friends and acquaintances. For example, an older individual communicating and promoting the effort to their generation in the most effective possible way, and a younger individual recognising the preferred communication method and style of their generation and so tailoring communications to this group appropriately.
- (2.) Involving the most possible diverse people in a fundraising attempt ensures that the team behind the effort have a wide range of skills and access to a wide range of their friends, family and acquaintances. Different individuals will have different promotional skills and ideas to match different demographics.
- (4.) Google and search engines form a key part of the research that people do into both fundraising, illness diagnosis, and modern day health, wellbeing, and fundraising. Often google is the first point of call related to any enquiry.
- (6.) Some individuals will unexpectedly reach their targets far before the deadline or expected date set by the charity. In this instance a stretch target might prompt them to maintain momentum and ensure they raise

the most possible money for their effort. Surpassing the amount that an individual expects to raise prompts feelings of gratitude and surprise.

- (7.) Expectation setting is a key part of preparation for both a physical challenge and fundraising effort.
- (15.) Many individuals will undertake challenges for charity that are hugely symbolic – in this instance ascending a mountain that represented their struggle with her husband’s illness and all that comes with that. Doing a tough physical challenge can also help an individual to be more compassionate and grateful – reminding them that they are lucky to be able to do active things, and that dealing with a debilitating condition can be far tougher than any climb or walk.
- (23.) Fundraising for charity whilst completing a tough physical challenge can represent a positive way of dealing with a difficult situation, uniting family and friends around a positive common goal, despite tough and bleak circumstances.
- (27.) Utilizing multiple different forms of communication to connect with family and friends far and wide provides individuals with multiple different opportunities and methods to donate. Selling goods and experiences as part of the fundraising effort is also a great transactional way of getting others to support. Almost always, perceived fundraising effort is rewarded and welcomed by family and friends, especially if there is a compelling story behind it, and the individuals involved are putting themselves out there.
- (28.) Local press is often keen for any sort of copy and happy to help fundraising promotion and efforts. Completing tough physical challenges

for charity can also inspire those around the individual to start and complete their own fundraising challenges – ‘if they can do it then why can’t I’.

- (32.) The assumption that many fundraising challenges are ego trips is absolutely debunked by certain individuals with close personal ties to the charity and cause involved. Each individual attempt must be taken on a case by case basis.
- (40). Many friends and family will support an individual who is fundraising regardless of what the activity is if the story is compelling enough and the connection strong enough.
- (48.) Achieving success early on in a fundraising campaign can be a huge morale boost, and motivate those fundraising to keep going and exceed original targets.
- (55.) There is a perception that large high profile charities have an unfair portion of money directed to them from those that fundraise for them by doing challenge events. Smaller charities are perceived as more needy and more generally overlooked, and therefore more grateful for any funds raised for them. There is a perception that funds raise for smaller charities will have a greater ultimate impact upon beneficiaries.

Section 4 (the transformation):

- (4.) Fundraising for charity also can bring families together in a time of darkness, and allow them to share unique experiences with one another that are both generative, and that help them all to grow.

- (5.) Training for a physical challenge at a challenging point in life can help to bring a positive focus to life. It is also an excuse to better oneself at a time when there may be other demands upon one's time and capacity.
- (19.) It is important for the personal growth of the individual doing the challenge that the challenge is hard and tough – a real challenge. It should be at the edge of what is achievable.
- (21.) For some individuals, completing physical activities for charity can be intimately linked to grieving – a different sort of pain. The physical pain that they are going to is representative of the pain that they are putting up with in other areas of life, except that in this instance, the pain is generative and leads to ultimately positive outcomes for both the individual and the charity involved.
- (24.) Sharing tough physical experiences with others can generate deep and intimate bonds between people, who have both been subjected to the same physical and mental hardships on the day. It also provides opportunities for family and friends to spend time with one another and 'get on a level'. The quiet time and boredom filled with catching up and spilling hearts out.
- (33.) The fitness gains involved in training for an completing a physical challenge for charity are added incentives for people to get involved in one.
- (45.) Undertaking a major challenge for charity often accompanies or proceeds a major life change, which ultimately results in changes in the person completing the challenge afterwards.

- (46.) Overcoming fear and perceived danger and physical hardship serves to make the feeling of pride afterwards even greater. A huge amount of trust is also put in those that organize formal challenge events – that they will keep them safe and that things have been properly thought through.
- (47.) Those who undertake physical challenges whilst fundraising learn and grow through the experiences that they have. The further outside their comfort zone the experience is, the more they learn and grow.
- (58.) There is a tremendous sense of community and camaraderie between those who complete a tough physical challenge in each others company. They have shared the highs and lows of the journey with one another, and witness what each of them have gone through to achieve their goals.

Section 5 (context):

- (9.) Many personal fundraising challenges are steeped in personal meaning, and symbolize a struggle that can be fought and overcome in search of better and brighter times afterwards.
- (13.) The presence of other people in a physical activity challenge can be hugely uplifting and motivational – the knowledge that each and every one is striving to help a greater cause themselves, and that each has their own challenges and stresses to confront and overcome.
- (18.) The training involved in a physical activity event can provide a very welcome respite from the stresses and demands of everyday life, backed up by the fact that ultimately, it's for a greater 'good' cause. Exercise away from work also improves the quality of care and work once the individual returns to their normal duties. This fitness is often transferable to many

other areas of life, and is accompanied by positive improvements in mental health.

- (25.) Completing a physical challenge for charity allows individuals to meet other fundraisers and share experiences and stories with them. It allows them to connect with the best that humanity has to offer, and be made aware of other positives and negatives in the world around them.
- (29.) Small communities can be great at rallying around fundraising efforts. Everyone knows one another and the events and story involved provide fuel for conversation and an excuse to get together and collaborate and see one another.
- (36.) The support and generosity shown by friends family and supporters towards an individual who is undertaking a tough physical challenge is hugely touching. It can be likened to them reaching out and giving them a hug and keeping them in their thoughts. Those who fundraise are hugely grateful to everyone who supports them.
- (38.) Fundraising whilst undertaking a tough physical challenge for charity makes individuals more aware of what other fundraisers and friends and family go through when they fundraise. Supporting those who fundraise is often a symbolic and highly charged message – saying ‘I’m here for you and will do what I can to help’.
- (41.) An experienced team organizing the event itself, and an experienced charity with that type of fundraising, is something that individuals value hugely – the belief that they are in safe hands and that they are valued and listened to.

- (50.) Having friends and family that fundraise can be a useful source of both inspiration, motivation and knowledge about how best to go about it.
- (54.) Many people are limited by family and work constraints that limit the number of big physical challenges that they are able to commit to each year.

Section 6 (legacy – cold cognition):

- (9.) Photographs from the day serve as positive reminders of the time that adversity was faced head-on and overcome.
- (10.) Completing a physical challenge and fundraising whilst doing so can give an individual hope that difficult and painful things can be overcome, and leave behind a positive legacy in their wake.
- (17.) Completing a physical activity event for charity can be hugely satisfying and make someone massively internally proud.
- (31.) The legacy of an individual can be carried on in a positive way through fundraising to beat the cause that took them. A symbolic immortality can live on through fundraising and an organisation.
- (37.) Being supported by friends and family increases the likelihood that individuals will support others in the future, because they are more sympathetic to the effort it takes and the struggles involved in training and fundraising.
- (49.) There is a shelf life to the glory and positive feelings that accompany completing a tough physical challenge for charity. Eventually the story fades out of conversation and becomes less prominent in the minds of friends and family.

- (59.) Training for and overcoming a challenge can result in a mindset shift that is applicable to life. In the way that tough things are tackled one step at a time, and with the support of friends and family. Individuals learn that life is tough, but that there is reward and beauty in suffering and perseverance.

Section 7 (relationship with charity):

- (30.) Personal connections at a charity can help to improve the quality of an individual with a charity hugely. Charity workers being seen to be committed and honorable is essential to trust with donors being maintained.
- (42.) Many individuals are committed to their chosen charities for hugely personal reasons, and very little could change this.
- (43.) Whilst thank-you's are hugely welcome and very warmly received, ultimately responsible use of the funds and a commitment from staff appears to be more important in the eyes of the fundraisers.
- (44.) Completing a physical activity for charity is bound to bring individuals closer to the charity involved in terms of getting to know people, getting to learn more about their work, and keeping them both in each other's minds.

D.7 Interview Number 7 Notes

Interview Script Highlights:

1. 115-124: “But yeah, a combination of enjoying the experience, the atmosphere, the fact that I can support good causes that I feel passionate about, which is animal welfare charities... Well there is probably an element of vanity as well, I like to keep fit and keep my weight down as well. I like to look good and such like, so yeah, there’s always that element to it too. That’s why I run fundamentally, it’s to work on my fitness and weight as well yes.”

Choosing to undertake a physical challenge whilst fundraising for charity can originate from a variety of different places, and the motivation for doing so can include a number of different factors. The training involved for completing a marathon can include an element of vanity – namely that running helps an individual to stay in shape, and completing marathons results in kudos and praise from others.

2. 132-134: “No, um, like I said, I reached my fitness peak in my forties and now I just like to get through things. I always like to get a good time but I don’t think I’ll ever be as good as I was say 10 years ago.”

Some individuals doubt that their abilities as runners can improve significantly once they pass middle age. Whilst there may be some truth to this, there is also the issue of this becoming a self fulfilling prophecy.

3. 139-142: “Well I knew I hadn’t done as much training as I should have done for this one, so I was just happy to get round it without stopping which I did do, I

think maybe the last few miles I shuffled rather than run, but I didn't stop and walk which was a goal I didn't stop and walk at all."

Many individuals accept that the best they can hope from themselves is simply that they do their best in the circumstances and with the training that they have under their belts. For many runners this might include not stopping or not walking.

4. 147-152: "Yeah. Without. I've had a leg injury for some time. Just, a runner's injury... So it had been playing me up, and I took some painkillers the day before just to kind of get them into my system, so... Between that and red bull before I started, I managed it."

Injuries among runners are common, and it is often a case of managing the injury rather than thinking that they will be completely free from any niggles or discomfort.

5. 158-160: "Um, yeah, pretty good! I was quite impressed with myself that I managed to get through it, but I'll tell you something. I'll never do another marathon again. That's definitely my last."

For many people, the reward of finishing a difficult physical challenge is the promise to themselves that they will never have to do it again.

6. 164-166: "I didn't enjoy that at all. It was a little bit of a, like torture. The heat was horrific, my body was really slow, and, I was really quite nervous. More sore than normal."

Conditions on the day such as weather can transform a reasonable experience into a highly uncomfortable experience that has the potential to be dangerous from a health point of view.

7. 170-173: “Yeah. I think because I got the ballot place and they really are like hens teeth, I thought, I need to do it because it’s so difficult getting a place through the ballot. And then my partner says look, you’ve got to do it. It’s really rare to get a ballot place.”

Many people who manage to secure a ballot place for the London Marathon will still fundraise, especially if they have ran the marathon before for a particular charity.

8. 177-179: “I decided before I even did it that it would be my last marathon. I’m not enjoying them as much as I used to. Um, I preferred my ten kms, my shorter runs these days.”

For some people, running marathons and distance events can take its toll, and their desire to continue to complete them wanes over time.

9. 184-186: “I mean I didn’t raise that much for animal free research this time, but, I made my mind up that I wasn’t going to stop fundraising for them, so I suppose just over two hundred pounds is better than nothing.”

Many individuals will excuse a poor fundraising effort for a charity by telling themselves that they have raised significant amounts for that same charity in the past, therefore lessening the blow.

10. 191-206: “I think it’s all kind of linked to my self esteem and my mental wellbeing... And my lifestyle really. I lost my dad six years ago, and my mum two years ago... And the bereavement took a toll on my mental health. And everything that was involved, and then being unwell... And I think, fundamentally, maybe I should have said this at the beginning, I think I run because I try to keep myself sane and manage my stress levels etcetera.”

Many people link completing challenge events and physical activity events to their self esteem and mental health. Running and exercise can be a brilliant way of managing stress and coping with issues in other areas of life.

11. 210-211: “Yeah. And the losing weight and the keeping fit, that all kind of follows. But mentally it’s all about headspace really. To try and feel better.”

A number of benefits to completing a physical activity challenge for charity include training side effects such as possible weight loss, an increase in fitness, and the headspace that structured training and running allows.

12. 216-232: “Um, I think I’m quite tenacious. If I get an idea into my head, I keep going at it... There was quite a few times where I just thought, do I really want to put myself through another marathon... And there was an underlying push there in my head saying look, well don’t back out now. Even if you get through it in ten hours, still do it... But yeah tenacious. I like to see things through. I sort of describe myself, when I do a run like a marathon, I like to describe myself as a steam engine. I may be slow but I’ll keep going regardless of how long it takes!”

Completing tough physical challenges holds a mirror up to individuals and forces them to confront their weaknesses and draw upon their strengths – ultimately a

test like a marathon is own to the individual and no one else. Having these testing experiences can be cheering for someone who might at times experience self doubt and crises of confidence.

13. 238-248: “Um. It’s just such a mammoth achievement... I think for London in particular there’s something really really different compared to any other marathon I think. I love London as a city, the atmosphere, I’ve been down there. The crowd on the day is absolutely awesome. Just people from mile 1 right back all the way along to mile twenty six. It’s just absolutely incredible. And I just love it basically. And although it was gonna be my last one, I would recommend anyone who wants to do one as London being their first marathon.”

London marathon as an event is unique in terms of atmosphere and the level of support that the runners receive from spectators. Many runners would recommend London as a first marathon because of the level of energy the crowd gives to runners.

14. 257-279: “Just, um, another one for the scrapbook I suppose! I’ve been approached by the local primary school to go and speak to the assembly on what’s called growth mindset... How to, how to actually stick to something. What’s involved in sticking to a challenge of this enormity. Just to talk to the children about my experience of training for the London marathon and doing the London marathon... You do get quite a bit of kudos for having done a marathon. Because not many people in this society take on a challenge like that... So it’s good for your self esteem, it’s good for your confidence, it’s good for your, your general... Your being I suppose, yes.”

Completing a tough physical challenge and fundraising whilst doing so teaches individuals the value of seeing something difficult through, and the kudos received afterwards from others forms part of the reward. Many people inspire others around them to take up challenges by showing them that if they can complete it, then why cant others. Completing tough physical challenges for charity has a positive impact upon self confidence and self esteem which transfers over to other areas of life.

15. 284-288: “Oh yes, definitely. I mean, I wasn’t, I wasn’t bad at school, but I wasn’t... I didn’t excel at anything. But, running... The thing I love about running is that... Obviously if you’ve got the physical make up, obviously people in wheelchairs and what not are different, but if you’ve got two legs, and your general health, anyone can run. Even those that aren’t in general good health.”
Running is a hugely accessible sport for anyone that is brave enough to give it a try. This inclusive nature leads to a hugely diverse field of individuals, which in turn is inspiring both inside and outside of the group.

16. 292-310: “The running club that I’m a member of, we organize these couch to five kms. And you do have some people coming along that haven’t done any exercise. And I think it’s the inclusivity... It’s basically for everyone and anyone... You know, pretty much anyone can put on a pair of trainers and run. That’s what I love about it... Well I mean any running club that’s worth their salt will try and encourage beginners to come along, people who’ve never ran before. Even if you’re not in a running club, so what, you just put on your trainers and get out the house and you run with a friend etcetera.”

Many individuals who run and fundraise become staunch ambassadors for both running and fundraising and encourage others to do so based upon their positive experiences of doing both. This can result in a knock-on effect in communities with others becoming enthused to complete challenges and do good at the same time.

17. 314-315: “Yeah, running’s just part and parcel of who I am. It kind of becomes a little bit part of your identity. You’re a runner, that’s what you do.”
For some runners, being a ‘runner’ becomes part of their identity, and running as an activity part of what they do.

18. 321-342: “The physical? Oh yeah, I did do some training but nowhere near enough... Still a lot more than most people I guess. In terms of keeping fit and being out there and exercising. Yeah, I mean I think on this time out compared to previous marathons, it was my slowest marathon, but, I knew I wouldn’t get a great time, I just wanted to get round it. With most of my races these days are ten kms, or even half marathons that I push... And when I go out with the running club, the, we tend to train just for an hour or so, so it’s kinda like a ten km distance each time I’m out with them during the week so. Yeah I find it exceptionally difficult. I er, gosh, struggled to walk for about a week afterwards!... Just, er, the soreness in your legs and suchlike. But saying that I got round it. And that was the big achievement for me. Was just get round it without injuries stopping me from completing it and suchlike.”

Being sore after completing a tough physical challenge is often worn as a badge of honour – showing others that the individual did something so tough and gnarly that they are still feeling the effects of it many days later.

19. 351-367: “Um, there’s always a level of pain. I’ve lost toenails and stuff... And war blisters and such like. But that’s just common amongst runners. That constant movement of feet against the trainers and suchlike. Um, yeah definitely. It’s part and parcel, hopefully not too much pain, but a level of pain that you just expect. And definitely in the effort. You see I mean amongst runners I’ve heard them say... In the first half of the marathon is physical, and the second half you’re on mentally... A lot of it’s about your motivation. Your legs might not be willing after mile seventeen, but as long as your head’s going there... And it’s a very true saying. It’s as much about your mental stamina, as it is about your physical stamina I’ve found.”

Many runners talk about ‘war wounds’ such as blisters and lost toenails with pride – evidence that they have pushed themselves and that they are able to tolerate a certain level of pain. This pain is expected when it comes to distance running. A significant part of the challenge is the mental side of things. Staying motivated and understanding how to ensure that one’s body keeps going and is properly fuelled and looked after.

20. 372-385: “Well I mean after the marathon you struggle to even sit down. Your legs are so sore, your thighs are so sore. It seems to affect your thighs more than anything else. I mean, I’ve seen a podiatrist a number of times, because... That’s just kinda part and parcel of... Getting all the hard skin off your feet as well as sorting out your toenails etcetera. I don’t know if that’s marathon related, but hopefully the podiatrist will be able to advise on that... Well yeah I mean it’s... It’s

pain that you can do without but it is just a part of doing that race I think. You never come out of it completely unscathed!"

There is an understanding that completing a marathon distance run will always result in some level of discomfort afterwards. Participants are happy to share with others the details of these discomforts and their advice about how to remedy them.

There is a degree of pride associated with understanding these pains and being able to offer advice to other runners.

21. 390-399: "Um, well, I went to my running club the Wednesday after running my marathon, and I met another fellow running from the club that did the marathon as well, and you don't go into that much detail you know. I just said, it was really hard, but, we both got through it. You know, I didn't really share that much detail about the experience, because we kinda think, well that's what happens. I'm quite a private person in some respects. Maybe I put on a bit of a front with other people, saying, maybe it was hard but I got through it, but quietly I was really panicking before the marathon. You know I was thinking I'm not actually going to be able to achieve this. There's always a level of self doubt, but I sometimes surprise myself."

Many individuals will feel pressure when confronted with other runners, and feel the need to 'save face' by not bragging to them about training or their effort. Those that are part of that group are less easily impressed, and so it is seen as perhaps more crude and a little more tacky to milk it too much.

22. 408-423: "To a point. I obviously shared a lot more with my partner than with other people... I mean my partner's great. My partner knows that it's a

mammoth achievement, and that there is always a level of pain and discomfort...

But I give a lot of support to my partner to, so... But I speak a lot with my partner about the ins and outs of it, than what I do with just acquaintances. So..."

Those closest to an individual completing a difficult physical challenge will bear the brunt of any ranting or emotional offloading that they feel the need to do. In most cases, it is expected that any partners or other family members can expect the same level of support from the individual in the future if they were to need or request it.

23. 428-452: "Well, I support that charity anyway... I'm a volunteer for them, I do, awareness raising stalls, and if I wasn't a runner, I'd still support the charity and do things for them in other ways... Because I'm a lifelong vegetarian, and, more recently vegan... I've always been an animal rights activist... I've always been against vivisection, which has been something that animal free research is trying to promote. But in a more positive way. They're offering a solution that's an alternative to vivisection which is great... So yeah, I think the charity maybe views me as special, because I'm sure they don't have many folk that do half marathons and marathons for them."

For many individuals, fundraising for a charity is closely linked to volunteering, activism, and other close ties that they have for the charity. Individuals align with charities that reflect their values, and view supporting and advocating for their charity as a badge of honour and something to be proud of. Feeling like a supporter who goes above and beyond other supporters ('I don't think they have many people that run marathons for them'), again is a way of making a supporter feel special, and like they go above and beyond what others do to support their charity and promote their beliefs.

24. 456-457: “I’d like to think that I’m a valued supporter, but I’d support them either way, but I’d support them whether I was doing races or not.”

Some individuals do not require the excuse of an event to support a charity, and the physical activity challenge is something that they do on top of their existing support. Many people view the charities that they support as part of their identity, and a way of expressing their beliefs is to support a charity.

25. 462-464: “Yes I think so. It’s kind of like, going up a notch. It’s not just being a regular supporter, as important as that is. You’re doing something a little but extra special for them too.”

Some individuals view those who complete tough physical challenges for their charity as a ‘notch above’ regular supporters. The fact that they are willing to suffer and endure for their charity and beliefs.

26. 473-492: “Yes, I’m fifty three right now, and I’m not... Maybe a stone or two heavier than a few years ago. There’s always that worry. You know, am I fit enough. Can I do it. I can run and run and run, but if you’re not doing well you can still put the weight on. But I think the age as well. I think the... Certainly, I’m fifty three as well and I like whisky. And also, girls of my age, I’m going through the menopause. And your metabolic rate slows down as you get older, which can affect your weight which can then affect your fitness level... And that was a worry for me. Can I do it, can I get through it physically, can I actually manage that sort of distance... And how I actually tend to manage it, on the actual experience, is I keep thinking, well that’s just another mile, just another mile to go. If I thought,

god I've got twenty six and a bit miles to run, it just becomes unmanageable. So I tend to think, just get through each mile. Just get those legs going. Mind over matter as they say. "

For some individuals, completing tough physical challenges is an act of defiance against old age, and the stereotypes that some associate with old age. Individuals talk of 'chunking' the task of both training and completing a marathon, and fundraising, in order to make achieving the ultimate goal more manageable. A positive experience of this tactic can lead to learning that is transferable to other areas resulting from a successful fundraising marathon experience.

27. 496-523: "And the other thing, I don't know if this is another question that you might ask... The downside of doing the London marathon is it's winter training. And certainly up in Scotland, it's pretty cold in winter. More so than down south... Quite unfun running weather!.. And there was a few Saturdays in February march I was out training, and it was just miserable!.. And you're running in the snow and the wind, and rain, and it's just not a pleasant experience. And I didn't really know any other people doing marathon training, and I was always on my own. Which kinda affects your motivation as well. Sometimes it's easier to train with other people that are doing that sort of distance... That are running your kind of pace... But yeah. It was er..."

Training and fundraising with likeminded people who are in a similar situation to each other can be a huge benefit to someone trying to tackle a tough physical fundraising challenge. One major part of the test of completing the London marathon is the timing – that is requires extensive training in the winter months which can be less than pleasant in the UK.

28. 527-536: “Oh gosh yes. Absolutely. That’s part and parcel. If you’re not absolutely knackered and sore and just hating it afterwards, then you think well what was the point!... Maybe it is a little masochistic. You know I speak to people at work that don’t run and, then they think I’m crazy doing marathons. And I think if you’re not a runner and you haven’t done a marathon, you just don’t understand why folk would put themselves through that.

Part of the satisfaction that is derived from finishing a marathon comes from an ending of the pain that builds up as the journey wears on. There is a suggestion that distance runners ‘get’ one another, and that those outside of the group would understandably find it hard to understand why an individual would put themselves through something like that.

29. 541-547: “: I mean I think. You know it’s all relative. I could never do one of those crazy skydives or parachute from a plane... I’m just not good with heights and I think it’s suicidal. But then maybe people think the same about marathon runners!”

Many individuals recognise that all physical challenges are relative, and that a shorter distance to one person might be the equivalent physical challenge to a longer distance to another in terms of exertion and the grit, determination and fitness required to finish.

30. 552-571: “Um, more so the half marathon. Because I really didn’t plug it. But I came off facebook, um, a number of months ago, so I didn’t really use social media for the London marathon. I came off it because I just thought there was so

much garbage on it. On facebook. And I know there's pros and cons with that, because it has got it's benefits, but I just um, sometimes it's really inappropriate, and you make friendships with people you wouldn't normally be friends with, and, it just doesn't feel natural... Maybe it's a generational thing, but it just wasn't for me, so I came off it. I didn't really do any fundraising as I say, for the London marathon, because it was more of a, just me doing the run, and, the charity said they would do the fundraising on my behalf... And I'm sure if I had facebook still, I might have raised more money for them, but that wasn't the main issue for me. It was just the run the marathon one more time."

Some individuals are not happy with being on social media, which appear to have the potential to hamper fundraising effort considerably in this digital age. There is a recognition that someone running a marathon is a possible money-spinner for a charity, and a source of good PR, and so in some instances, charities will relish the possibility to have an individual run a marathon for them, because it makes them look good to the public.

31. 576-586: "Oh yes, I mean I've had a lot of folks saying, absolutely brilliant well done! People just think it's... I have a friend down south and she always sponsors me for my charity events, and, she um, I think she gave a donation of fifty pounds. I mean she's really kind, really generous... But she just thinks it's awesome every time I do a race like this, because I suppose it is quite a significant challenge. And, both her and I are big animal lovers, and we're both veggies, and so we understand why it's important to raise money for animal right charities."

Many supporters will support regardless of the nature of the challenge, because they believe in fundraising for the charity in question and will support any related effort. Communities such as vegetarians and animal lovers are keen to further their causes, and be a part of anything that might help to do this.

32. 591-600: “Yeah, I think you feel good about yourself. There’s worse things you can do I guess. No I guess it’s an activity that people have respect for, and they think it’s a really positive thing. And, it’s always nice to get great feedback from folk and be told that you’ve done something really spectacular etcetera. And yeah, marathons do make you feel special, because as I said earlier. There’s not many people that do marathons, so you are kind of up there in the minority.”
Completing a marathon makes individuals who have not done so before feel like they are in an elite ‘minority’ that is special, who are capable of doing something genuinely impressive and spectacular. Completing a marathon for charity undoubtedly results in individuals feeling better about themselves afterwards, and represents what the vast majority of people would class as a good use of one’s time.

33. 610-620: “Oh, what makes me? Um, it would definitely be the charity that they’re er, fundraising for. I’ve actually said to people before, who are fundraising for cancer research uk, sorry, I cant give you a donation, because they’re one of the big vivisection charities... So I feel quite strongly about the type of charity people are fundraising for. And I’ll only ever really... I’ll only ever donate to people who are doing an event for an animal rights charity. Because I think they’re the ones that are often forgotten about amongst all the big fundraising activities that go on.”

There is a perception among certain members of the public that large cancer charities are not in need of further funds, and that donations to those charities could be better spent. Individuals support charities whose values align with their own. Many individuals will only support others whose charitable beliefs and values align with their own.

34. 629-642: “Oh the validation? Yeah, yeah. I suppose it’s never quite as powerful as when you’ve done your first marathon... But it still matters. Yes, I mean it’s, it’s nice that folk acknowledge it, but as I said beforehand, I kinda knew it would be my last marathon. So it was almost like, well that’s fine, I’ve done it, and I’m glad that I’ve done it... But the very first one can never really repeat the first experience. The very first one, I got loads and loads of praise and people telling me how awesome I was etcetera.”

The impact and validation that results from completing an individual’s first marathon is a unique and special memory and hard to replicate. The validation and feeling of achievement that an individual gets after completing their first marathon diminishes after each subsequent marathon finish.

35. 648-649: “Oh yeah. I think when people hear you’re doing a marathon they’re more willing to put their hands in their pocket. Oh yeah, absolutely.”

Completing a challenging physical activity for charity such as a marathon increases the likelihood that people will support them, as opposed to a less demanding physical challenge.

36. 658-661: “Um, yeah, I could have gone back onto facebook and really plugged it, but I didn’t do that, because that was never the main reason for doing the London marathon. And I could have badgered more friends, but I made it clear to animal free research UK that I couldn’t do that so...”

Those fundraising for charity recognise the importance of sharing their attempts on social media, and providing those that are following them with regular updates. Charities recognise that fundraising and the way that individuals would like to fundraise must be lead by them.

37. 676-704: “You know what, if I had one thing to change... It would be the fact that they don’t send the number out beforehand. That annoys me. Because it means you’re having to spend more time in London which costs more money... And it’s never a cheap experience. I mean I came home with an overdraft of nearly a thousand pounds, and that was London alone. And we only went down for two nights... But, there’s getting time off work. There’s transport, flights down to London, getting to the airport. Getting to the hotel from the airport. Then you’re going to the expo on the Saturday. And you’re having to pick up your number, and that’s more travel. And then you’re there and you’re buying things, because that’s what they want you to do...Yeah, it’s a really really expensive experience, but, had they sent the number out beforehand it could have saved a lot of money for individuals, having to go down for so long. You know, I thought about going down for one night, but you couldn’t do it with one, er, in one night, because you have to collect your number the day before the marathon.”

The cost of both entering and completing the London marathon is significant, and extends beyond the entry fee for the event itself to cover expenses whilst in london

before and after the event. For competitors that hail from far away, this can mean significant travel, accommodation and living costs, that are hard to avoid. Some of this cost revolves around having to pick up one's race number the day before – this interviewee suggested that the organisers could perhaps send out race numbers to competitors before the start of the event.

38. 713-729: “Um, maybe... They were very grateful. I got a lovely card from them and a little certificate... I think if anything it's probably just made it better. But because I'm a volunteer, I feel valued anyway by them, because the fundraising person is always in touch asking how things are going and I do other things for them. I collect money for them through collecting cans... So I'm often in touch with them sending them money down etcetera through the collecting cans. It's just one of those charities that, I just wish more people would fundraise for because, when I talk about cancer research uk that's just one example, but, I do have a big issue with them because, a lot of folk that are fundraising don't know where their money is going.”

Physical artefacts such as a thank you card and a certificate serve as reminders for individuals about how much the charity involved appreciates their help and fundraising efforts. Connecting with the charity in multiple ways (e.g. through volunteering and fundraising) strengthens an individuals relationship with that organisation.

39. 733-740: “They just want to enter a challenge, but, I don't think that torturing animals is the way forward. I think animal free research uk are trying to find out is the way forward, but, because it's such a minority charity, people just think

that they don't do anything of any value, or, they've not heard of them, it's a shame... So I try and raise the profile of them, certainly north of the border."

Some individuals equate smaller charities with a smaller impact. For those that support smaller charities, simply raising the profile of the charity concerned is often one of their objectives.

40. 745-754: "Yeah probably! Um, the fundraising woman, Danielle Goodwin, she's, she's very supportive, and, she's always so grateful for anything you do for the charity and any fundraising. Yeah, it's one of many charities I support but I do particularly volunteer for them because, they have been lacking in profile up here and I try to do my best to raise awareness for them... And I didn't feel not valued before the marathon, but, yeah, I think maybe I have gained a little bit more kudos with them."

Relationships that individuals have with specific individuals who work at charities can be key, helping the supporter to humanize the organisation, and put a face to what they do. Feeling like an individuals' feat it impressive to those that work at the charity also makes fundraisers feel better about themselves, and builds their esteem and confidence (therefore making them more likely to attempt challenges in the future).

41. 759-772: "Um, maybe if it had been my first marathon I could have answered that differently, but, um, yeah, I think. One of the main things is sort of recognising my limitations more than anything else. As I said at the start, I've been running for about twenty years, and I am starting to get get niggles and injuries... And I am starting to think hang on, this isn't what it's about, you aren't

getting any younger. You put your body... It's changed me accepting the fact that I don't want to end up with knee and hip replacements by the time I'm sixty... So I'm just sticking to the shorter, the much shorter runs now."

Experienced runners are aware of the risk of injury that comes with regularly running long distances. Individuals become more aware about what they are capable of as they become older and what is within their limits in terms of acceptable risk.

42. 777-783: "You do get a real sense of achievement, and I think the fact that this primary school... You know I don't see it as a big deal anymore because I've done so many many marathons, but I think the fact that a teacher from a primary school had heard that I'd done the marathon, and she has, really, gone out of her way to ask me if I can go in and speak to them in their assembly next Friday about, as I say, growth mindset and what it means to do a marathon etcetera. It sort of links into growth mindset."

Many individuals who fundraise for charity by completing a testing physical challenge see real evidence of their attempts directly inspiring others around them to make positive changes within their lives, and see their friends and those around them, holding them up to others as an example of a positive thing to do.

43. 787-790: "And when you see other folk valuing that sort of experience, that have never done a marathon, you think, maybe I am... Maybe I should give myself a bit more praise than I do. Because it is quite a spectacular achievement. So yeah, without a doubt you do feel good about yourself."

The reaction of others helps individuals to contextualize the scale of their fundraising and physical achievement, and serves to remind them that completing marathon distance length challenges or longer is a feat worthy of being very proud of.

44. 802-806: "(G: Would you say this experienced your self esteem at all?) Oh yes, absolutely. Yeah... Yeah it does"

Fundraising for charity and completing challenging physical events boosts self-esteem.

45. 811-822: "Certainly my partner had um, because I was in two minds whether to do the marathon this year, I just didn't think I was fit enough this time round. And my partner really pushed and said go, you've got to do it, this if your last one. But the charity, I mean... When animal research UK have heard that I was doing the marathon they said look, we'll do the fundraising for you, but you cant not fundraise for an animal charity because, it's something that you feel passionate about, and a marathon, you know, the London marathon, is like the marathon. And so it was a combination of both and um, the support from my partner as well as the um, the promise from animal free research UK that they would fundraise for me, if they could use me doing the London marathon to, to promote their fundraising which was fine, because, that's not a problem, it's a charity that I support."

There is a PR value for charities for them to have individuals running marathons for them. It demonstrates to the public that there is trust in them and to a certain extent this can have a knock-on effect from others. Close partners and family can be

hugely influential with regards to deciding which charity to fundraise for, and whether or not to complete a challenge in the first place.

46. 827-828: "(G: And, how did doing the London marathon make you feel in your friend groups?) Um, well, this is gonna sound really peculiar, but, I don't have a lot of friends that are not runners."

For some individuals for whom running is a significant part of their life, the majority of their friends are runners.

47. 843-845: "No, no. I mean, I'm not aware of any friends that run, for animal welfare charities. Although I've got friends that do run. Vegans and animal rights activists like myself, so... Sorry I'm not quite sure if I answered your question."

For many individuals, it is important to feel like they are the only one within their friendship group that occupies their niche, and stands for what they do.

48. 850-852: "Oh yeah. Yeah definitely. A marathon is something that you just don't do very often, so when you do do it, you really need to train for it. Because I would never normally run that sort of distance on a training event. I'm not that keen a runner!"

A marathon distance is far beyond what the average person is able to complete without specific dedicated training for it.

49. 857-865: "Um. It's just that major sigh of relief after I finished the marathon. Absolutely. I was just so glad to have got through it. And, er, to still be in one piece. Because of the journey home we had to go back on the Sunday. There

wasn't really any time to relax and have any kind of post marathon, um...

Celebrations, yes. It was a case of getting our luggage from the hotel, rushing out to heathrow, and then flying back to Aberdeen.”

For many individuals it is a huge relief to complete a marathon, and crossing that finish line represents completing what they publicly promised to do, and a relief of the pressure that fundraising brings to the experience.

50. 869-876: “Yeah, yeah. The problem with the London marathon is, it's always when the English schools are off, but not when the Scottish schools are off, and my partner's a teacher, so... Um, we had to get back for the Sunday night, so, unfortunately we couldn't make up a long weekend of it because of the school situation up here.”

Unfortunately the timing discrepancy between Scottish school holidays and English school holidays puts pressure on those travelling down as Scottish teachers to ensure that their weekend is compact. Not being able to celebrate fully afterwards can represent a missed opportunity to really let the impact of the achievement sink in.

51. 882-891: “Erm. Yeah, you feel quite good for certainly a few days. And even now it's like, you get a warm cozy glow when you look at your photographs and your medal, cos... Because it is an achievement just to get round. I recognise that. I always said I'd love to do a four hour marathon, but I think I've just accepted that I never will. Because it's been four hours and six minutes, and I don't think I'll do better than that!”

Runners who complete multiple marathons inevitably become competitive with themselves in terms of bettering previous experiences. E.g. running faster times, or being able to endure tougher courses. The resultant positive feeling that accompanies finishing a marathon lasts for multiple days, and this can be partially replicated by looking back and reflecting upon memories from the day. Charities would benefit from being mindful of this.

52. 903-905: "That's an organized race, and I've got a half marathon in stonehaven on the, the first of july, but I'll never do another marathon again, no, I've made up my mind."

For some individuals, completing a marathon is something that they are keen to do once, but not more than that.

53. 931-932: "I don't really have anything on the horizon. I. Just. I run, and I do races, but it kinda becomes the norm. It's not necessarily exceptional."

For those who exist in a context where they are surrounded by runners and athletic and adventurous people, running long distances can seem to become mundane and not out of the ordinary.

54. 936-941: "Yeah I don't think I've got anything... Just to get through my next ten fifteen years of working and retire happily without any health issues I suppose!... I mean I think challenges sometimes come in everyday formats."

Many individuals who fundraise and complete difficult athletic challenges for charity recognise that all challenges are relative, and sometimes simply 'getting through' apparently everyday tasks can represent achieving significant goals.

55. 950-960: "Um. Yeah. Just, er, run past the Grenfell fire men. They were running in full kit. That was quite emotional... And you see so many folk in fancy dress, and, you think, how on earth are they gonna get round this sort of distance. And one of the things about the London marathon, is, you sort of go through the landmarks, and tower bridge, and you just feel like a little ant. It's just such a mammoth structure. And yes, lumps come to your throat all the time with the marathon. And in some respects I think it's quite a spiritual journey, not just a physical journey. Literally."

For some individuals, completing a marathon, and the fundraising and training that precedes it, can seem almost like a spiritual journey. Viewing other runners that are dealing with more challenging circumstances than the individual can also be motivational ('if they can do it wearing that, or dealing with those circumstances, then I can of course do it as I am now').

56. 965-967: "Oh god yes. Absolutely. Um, that's, that's why I do these sort of events. It's all about just, being a better person as much as you can be, but, for yourself more than anything else."

Many people complete challenging physical activities and fundraise whilst doing themselves to better themselves primarily. Helping others along the way is concurrent and an additional reason to keep going.

57. 976-999: “I just wish you know, if it had been different circumstances, er, I think if I hadn’t raised the money for them in October, I would have gone full steam ahead and really gone out my way to raise thousands for them doing the marathon. But you get to the point with fundraising where, because I’ve been doing these for a long time now, and I’ve raised lots of money for animal welfare charities. You get to a point where, I call it fundraising fatigue... You just get what I call scurrered with it! You know it takes up a lot of time, a lot of energy, and in the past I’ve organized quiz nights, and bingo nights, and car boot sales and then... Again, I’ve got a daughter, I’ve got pets. I’ve got a full time job. And then there’s the training for the event itself. With the running. It takes up a lot of time and energy and it’s almost like those days are gone now. And I’ll still fundraise for animal free research uk, but in different ways... But not anything huge, like raising thousands for them by doing a marathon because you’re... It’s a double edged sword. You’re taking up the time to do the marathon but its also taking up the time to do all the training for the event. And I’m er, just kind of consolidating life a bit now, and just enjoying the time that I do have at the weekends. To do everyday things. Rather than kinda going out your way to make extra time for things that you wouldn’t normally do.

Those who are heavily involved with a charity as long standing volunteers and community fundraisers can experience fundraising fatigue, whereby other areas of life can be neglected because of the effort an resources that fundraising consumes. Clearly this is not sustainable in the long term. Charities must be mindful of individuals who might be susceptible to this.

58. 1004-1024: “Oh no, they’ve been absolutely brilliant. I, I was the only person in the London marathon that was running for them so... So I didn’t necessarily expect them to turn up en masse and wave me on but, I did notice that about other charities. For the bigger charities like macmillan and leukemia research blah blah blah. All the big charities, they had huge amounts of supporters, um, waving flags and holding balloons and obviously it’s like a full time job really for these big charities because, I’ve heard that the London marathon is a major fundraiser of the year for a lot of big charities, so, I guess it’s all hands on deck. They send all their supporters out to encourage the runners as they’re going along the route. I mean animal free research uk, I wouldn’t expect them to do that. Because they’re a much smaller charity and as I say, I was the only person doing the London marathon for them... But yeah, Danielle Goodwin was awesome. I got regular emails and lots of encouragement from her, so no, I don’t think there was anything more they could have done or what I would have expected them to have done.”

Individuals recognise that smaller charities do not have the resources to support runners to the same extent as larger charities. However personalized support and encouragement can go a long way towards compensating for this.

59. 1033-1045: “Just more committed to raising money for them in the future... I just think. Because I think they so appreciated what I was doing, it made me kind of realize how stuck for money they were compared to these bigger charities... It made me realize , gosh, they really do need every penny that folk can fundraise for them. Yeah, definitely. Just almost more committed to helping them out in the future.”

Those who perceive charities to be in need of the funds that they raise are more committed to fundraising for them in the future. A lack of support from a charity can actually sometimes translate into positive sentiment towards the charity from the community fundraiser, because it helps to reinforce how strapped for cash they might be.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) Choosing to undertake a physical challenge whilst fundraising for charity can originate from a variety of different places, and the motivation for doing so can include a number of different factors.
- (26.) For some individuals, completing tough physical challenges is an act of defiance against old age, and the stereotypes that some associate with old age. Individuals talk of ‘chunking’ the task of both training and completing a marathon, and fundraising, in order to make achieving the ultimate goal more manageable. A positive experience of this tactic can lead to learning that is transferable to other areas resulting from a successful fundraising marathon experience.
- (56.) Many people complete challenging physical activities and fundraise whilst doing themselves to better themselves primarily. Helping others along the way is concurrent and an additional reason to keep going.

Section 2 (experience – hot cognition):

- (4.) Injuries among runners are common, and it is often a case of managing the injury rather than thinking that they will be completely free from any niggles or discomfort.
- (6.) Conditions on the day such as weather can transform a reasonable experience into a highly uncomfortable experience that has the potential to be dangerous from a health point of view.
- (13.) The London marathon as an event is unique in terms of atmosphere and the level of support that the runners receive from spectators. Many

runners would recommend London as a first marathon because of the level of energy the crowd gives to runners.

- (19.) Many runners talk about ‘war wounds’ such as blisters and lost toenails with pride – evidence that they have pushed themselves and that they are able to tolerate a certain level of pain. This pain is expected when it comes to distance running. A significant part of the challenge is the mental side of things. Staying motivated and understanding how to ensure that one’s body keeps going and is properly fuelled and looked after.

Section 3 (fundraising today):

- (7.) Many people who manage to secure a ballot place for the London Marathon will still fundraise, especially if they have ran the marathon before for a particular charity.
- (9.) Many individuals will excuse a poor fundraising effort for a charity by telling themselves that they have raised significant amounts for that same charity in the past, therefore lessening the blow.
- (23.) For many individuals, fundraising for a charity is closely linked to volunteering, activism, and other close ties that they have for the charity. Individuals align with charities that reflect their values, and view supporting and advocating for their charity as a badge of honour and something to be proud of. Feeling like a supporter who goes above and beyond other supporters (‘I don’t think they have many people that run marathons for them’), again is a way of making a supporter feel special, and like they go above and beyond what others do to support their charity and promote their beliefs.

- (25.) Some individuals view those who complete tough physical challenges for their charity as a 'notch above' regular supporters. The fact that they are willing so suffer and endure for their charity and beliefs.
- (30.) Some individuals are not happy with being on social media, which appear to have the potential to hamper fundraising effort considerably in this digital age. There is a recognition that someone running a marathon is a possible money-spinner for a charity, and a source of good PR, and so in some instances, charities will relish the possibility to have an individual run a marathon for them, because it makes them look good to the public.
- (31.) Many supporters will support regardless of the nature of the challenge, because they believe in fundraising for the charity in question and will support any related effort. Communities such as vegetarians and animal lovers are keen to further their causes, and be a part of anything that might help to do this.
- (33.) There is a perception among certain members of the public that large cancer charities are not in need of further funds, and that donations to those charities could be better spent. Individuals support charities whose values align with their own. Many individuals will only support others whose charitable beliefs and values align with their own.
- (36.) Those fundraising for charity recognise the importance of sharing their attempts on social media, and providing those that are following them with regular updates. Charities recognise that fundraising and the way that individuals would like to fundraise must be lead by them.

- (39.) Some individuals equate smaller charities with a smaller impact. For those that support smaller charities, simply raising the profile of the charity concerned is often one of their objectives.
- (45.) There is a PR value for charities for them to have individuals running marathons for them. It demonstrates to the public that there is trust in them and to a certain extent this can have a knock-on effect from others. Close partners and family can be hugely influential with regards to deciding which charity to fundraise for, and whether or not to complete a challenge in the first place.
- (57.) Those who are heavily involved with a charity as long standing volunteers and community fundraisers can experience fundraising fatigue, whereby other areas of life can be neglected because of the effort and resources that fundraising consumes. Clearly this is not sustainable in the long term. Charities must be mindful of individuals who might be susceptible to this.
- (59.) Those who perceive charities to be in need of the funds that they raise are more committed to fundraising for them in the future. A lack of support from a charity can actually sometimes translate into positive sentiment towards the charity from the community fundraiser, because it helps to reinforce how strapped for cash they might be.

Section 4 (the transformation):

- (5.) For many people, the reward of finishing a difficult physical challenge is the promise to themselves that they will never have to do it again.
- (11.) A number of benefits to completing a physical activity challenge for charity include training side effects such as possible weight loss, an

increase in fitness, and the headspace that structured training and running allows.

- (12.) Completing tough physical challenges holds a mirror up to individuals and forces them to confront their weaknesses and draw upon their strengths – ultimately a test like a marathon is own to the individual and no one else. Having these testing experiences can be cheering for someone who might at times experience self doubt and crises of confidence.
- (14.) Completing a tough physical challenge and fundraising whilst doing so teaches individuals the value of seeing something difficult through, and the kudos received afterwards from others forms part of the reward. Many people inspire others around them to take up challenges by showing them that if they can complete it, then why cant others. Completing tough physical challenges for charity has a positive impact upon self confidence and self esteem which transfers over to other areas of life.
- (17.) For some runners, being a ‘runner’ becomes part of their identity, and running as an activity part of what they do.
- (29.) Many individuals recognise that all physical challenges are relative, and that a shorter distance to one person might be the equivalent physical challenge to a longer distance to another in terms of exertion and the grit, determination and fitness required to finish.
- (34.) The impact and validation that results from completing an individual’s first marathon is a unique and special memory and hard to replicate. The validation and feeling of achievement that an individual

gets after completing their first marathon diminishes after each subsequent marathon finish.

- (43.) The reaction of others helps individuals to contextualize the scale of their fundraising and physical achievement, and serves to remind them that completing marathon distance length challenges or longer is a feat worthy of being very proud of.
- (44.) Fundraising for charity and completing challenging physical events boosts self-esteem.
- (49.) For many individuals it is a huge relief to complete a marathon, and crossing that finish line represents completing what they publicly promised to do, and a relief of the pressure that fundraising brings to the experience.
- (51.) Runners who complete multiple marathons inevitably become competitive with themselves in terms of bettering previous experiences. E.g. running faster times, or being able to endure tougher courses. The resultant positive feeling that accompanies finishing a marathon lasts for multiple days, and this can be partially replicated by looking back and reflecting upon memories from the day. Charities would benefit from being mindful of this.
- (54.) Many individuals who fundraise and complete difficult athletic challenges for charity recognise that all challenges are relative, and sometimes simply 'getting through' apparently everyday tasks can represent achieving significant goals.
- (55.) For some individuals, completing a marathon, and the fundraising and training that precedes it, can seem almost like a spiritual journey.

Viewing other runners that are dealing with more challenging circumstances than the individual can also be motivational ('if they can do it wearing that, or dealing with those circumstances, then I can of course do it as I am now').

Section 5 (context):

- The training involved for completing a marathon can include an element of vanity – namely that running helps an individual to stay in shape, and completing marathons results in kudos and praise from others.
- Some individuals doubt that their abilities as runners can improve significantly once they pass middle age. Whilst there may be some truth to this, there is also the issue of this becoming a self fulfilling prophecy. The challenge for charities is to consider how to keep giving individuals reasons to run the marathon when their apparent performance might only appear to be waning.
- Many individuals accept that the best they can hope from themselves is simply that they do their best in the circumstances and with the training that they have under their belts. For many runners this might include not stopping or not walking.
- (10.) Many people link completing challenge events and physical activity events to their self esteem and mental health. Running and exercise can be a brilliant way of managing stress and coping with issues in other areas of life.
- (15.) Running is a hugely accessible sport for anyone that is brave enough to give it a try. This inclusive nature leads to a hugely diverse field of

individuals, which in turn is inspiring both inside and outside of the group.

- (20.) There is an understanding that completing a marathon distance run will always result in some level of discomfort afterwards. Participants are happy to share with others the details of these discomforts and their advice about how to remedy them. There is a degree of pride associated with understanding these pains and being able to offer advice to other runners.
- (21.) Many individuals will feel pressure when confronted with other runners, and feel the need to ‘save face’ by not bragging to them about training or their effort. Those that are part of that group are less easily impressed, and so it is seen as perhaps more crude and a little more tacky to milk it too much.
- (22.) Those closest people to an individual completing a difficult physical challenge will bear the brunt of any ranting or emotional offloading that they feel the need to do. In most cases, it is expected that any partners or other family members can expect the same level of support from the individual in the future if they were to need or request it.
- (27.) Training and fundraising with likeminded people who are in a similar situation to each other can be a huge benefit to someone trying to tackle a tough physical fundraising challenge. One major part of the test of completing the London marathon is the timing – that is requires extensive training in the winter months which can be less than pleasant in the UK.

- (35.) Completing a challenging physical activity for charity such as a marathon increases the likelihood that people will support them, as opposed to a less demanding physical challenge.
- (37.) The cost of both entering and completing the London marathon is significant, and extends beyond the entry fee for the event itself to cover expenses whilst in London before and after the event. For competitors that hail from far away, this can mean significant travel, accommodation and living costs, that are hard to avoid. Some of this cost revolves around having to pick up one's race number the day before – this interviewee suggested that the organisers could perhaps send out race numbers to competitors before the start of the event.
- (41.) Experienced runners are aware of the risk of injury that comes with regularly running long distances. Individuals become more aware about what they are capable of as they become older and what is within their limits in terms of acceptable risk.
- (46.) For some individuals for whom running is a significant part of their life, the majority of their friends are runners.
- (47.) For many individuals, it is important to feel like they are the only one within their friendship group that occupies their niche, and stands for what they do.
- (48.) A marathon distance is far beyond what the average person is able to complete without specific dedicated training for it.
- (50.) Unfortunately the timing discrepancy between Scottish school holidays and English school holidays puts pressure on those travelling down as Scottish teachers to ensure that their weekend is compact. Not

being able to celebrate fully afterwards can represent a missed opportunity to really let the impact of the achievement sink in.

- (52.) For some individuals, completing a marathon is something that they are keen to do once, but not more than that.
- (53.) For those who exist in a context where they are surrounded by runners and athletic and adventurous people, running long distances can seem to become mundane and not out of the ordinary.

Section 6 (legacy – cold cognition):

- (8.) For some people, running marathons and distance events can take its toll, and their desire to continue to complete them wanes over time.
- (16.) Many individuals who run and fundraise become staunch ambassadors for both running and fundraising and encourage others to do so based upon their positive experiences of doing both. This can result in a knock-on effect in communities with others becoming enthused to complete challenges and do good at the same time.
- (18.) Being sore after completing a tough physical challenge is often worn as a badge of honour – showing others that the individual did something so tough and gnarly that they are still feeling the effects of it many days later.
- (28.) Part of the satisfaction that is derived from finishing a marathon comes from an ending of the pain that builds up as the journey wears on. There is a suggestion that distance runners ‘get’ one another, and that those outside of the group would understandably find it hard to understand why an individual would put themselves through something like that.

- (32.) Completing a marathon makes individuals who have not done so before feel like they are in an elite 'minority' that is special, who are capable of doing something genuinely impressive and spectacular. Completing a marathon for charity undoubtedly results in individuals feeling better about themselves afterwards, and represents what the vast majority of people would class as a good use of one's time.
- (42.) Many individuals who fundraise for charity by completing a testing physical challenge see real evidence of their attempts directly inspiring others around them to make positive changes within their lives, and see their friends and those around them, holding them up to others as an example of a positive thing to do.

Section 7 (relationship with charity):

- (24.) Some individuals do not require the excuse of an event to support a charity, and the physical activity challenge is something that they do on top of their existing support. Many people view the charities that they support as part of their identity, and a way of expressing their beliefs is to support a charity.
- (38.) Physical artefacts such as a thank you card and a certificate serve as reminders for individuals about how much the charity involved appreciates their help and fundraising efforts. Connecting with the charity in multiple ways (e.g. through volunteering and fundraising) strengthens an individual's relationship with that organisation.
- (40.) Relationships that individuals have with specific individuals who work at charities can be key, helping the supporter to humanize the organisation, and put a face to what they do. Feeling like an individual's

feat it impressive to those that work at the charity also makes fundraisers feel better about themselves, and builds their esteem and confidence (therefore making them more likely to attempt challenges in the future).

- (58.) Individuals recognise that smaller charities do not have the resources to support runners to the same extent as larger charities. However personalized support and encouragement can go a long way towards compensating for this.

D.8 Interview Number 8 Notes

Interview Script Highlights:

1. 118-122: “Um, it was definitely my first, and probably my last ever marathon! Um, but, I suppose, before I started thinking about it, I’d never really done any races. I did do one, maybe two half marathons before. But that was kind of part of my training. So I hadn’t really done anything prior to that apart from kind of triathlon ish. But yeah this was the first major thing.”

For many individuals completing a marathon and fundraising whilst doing so will be their first major experience of both coordinating a fundraising effort and completing a major athletic event.

2. 128-130: “Well I have to say, I have done some fundraising, with work and stuff, but I generally, if it’s a reasonable amount, I generally just pay the amount!”
Some individuals are fully prepared to pay the any remaining money left in the target if their fundraising efforts do not result in them hitting their suggested fundraising amount.

3. 151-166: “Um... Partly as a kind of personal challenge... It was kind of always something that I felt was, um, was a bit of an Everest for me, but was an achievable Everest... And so I had actually put into the ballot, several years in a row. And it got to the point where I thought, I’ll never do it, unless I just make myself do it... Um, and then also, the charity that we did it for. There are places through work. Because my boss adopted both of his children through them.”

Many people have considered running a marathon long before they take the plunge and actually follow-through with their plans. It is an iconic challenge, and an athletic 'everest' for many people.

4. 176-189: “Well, I wanted to, I mean I, fundraising wise, not really, I wanted to sort of get to the total... Um, and then... (G: Was it just sort of survive it basically?)... Yeah, and I wanted to get a lot fitter, but, um, I started out with quite naive goals, and it's just... The pressure of fundraising for charity, it's just, everyone knows what you're doing. So In the link between wanting to do better in the race, and... Actually when training came along, I was so busy with work, and such limited time...”

Many people juggle fundraising for a physical challenge with work, family life, and a whole host of other demands. Recognising that time is limited and that simply a finish is impressive can help individuals not to overstretch themselves and to set themselves realistic goals.

5. 193-194: “And I kind thought, I'm just going to finish it. Because it was an incredibly hot marathon, and most people were about an hour off.”

Adverse weather conditions on the day can hugely influence the marathon running experience, making it more challenging or easier than what the individual might have prepared for in training.

6. 204-210: “Um, quite... I am quite proud of it, because I really wasn't sure I was going to make it (laughter)! So I am quite proud. It is quite a sort of testament to

how mental resilience gets you through those things, because it's not physical stuff... Kind of mind over matter! Big time!"

Completing a challenging physical feat that is far beyond one's comfort zone builds mental strength, resilience, and confidence. With a sufficient level of fitness, distance running is very much mind over matter. Overcoming feelings of doubt and pain result in pride and also being more open to other challenges in the future.

7. 223-238 : "Um, it is an absolutely amazing event. It is kind of overwhelming, which is probably why everyone else starts crying!.. It is a really overwhelming and emotional event, because everyone comes together. Whether it's for personal reasons, or, um, just because they want... Everyone's got their personal goal. Whether it's, an 'I want to get fitter' goal, or, 'I want to do it faster', or 'I want to run with all these people'. And people chat to you as you go along, you know. There's an incredible sense as you're going along of, 'oh my god we're doing something amazing'. And similarly, with all mental, similarly with the crowd, it was just insane. It happened to be very sunny, but still, they're out there. And you get these people throwing street parties, and stuff (laughter). There was some guy in a, on his balcony, just being like, 'yeah this is what London is all about, it doesn't matter if you're fat like me or thin like that guy, but we're all in it together' (laughter). And it was only about mile two."

Participation in and completion of the London marathon can be a highly emotional experience, that is amplified by the intense public nature of the event. The atmosphere and collective energy is a huge psychological boost for those running, with support from the crowd cited as a key feature throughout the route.

8. 242-249: “And I was like oh my god, I can’t believe it! But I think to run a marathon, it is a lot about running a marathon. It’s actually easier than most of them, because it’s flatter... So it’s less to do with that, but it’s more to do with the people. It’s the atmosphere.”

The atmosphere of the London marathon is hugely positive and highly charged, with encouragement and a collective sense of ‘we’re doing something good’ among participants.

9. 264-266: “Yeah, I suppose I’m kind of quite, yeah, very determined once I’ve set my mind to something. Um, I’m quite stubborn! Quite fiery, very passionate. Quite loyal to something once I’ve... Loyal to people and to things.”

Determination and commitment are required not only to complete a demanding physical challenge, but also to reach the fundraising targets that are set by charities for marathon runners.

10. 276-278: “Yeah, I think the crowd. The range of people who do it. And the distance. And the fact that you go past some of the greatest sights in the world. It’s very scenic as well.”

The broad range of people participating in the London marathon reminds those taking part that the event is designed to be inclusive and positive. The buzzing crowd and historic route that travels past monuments and recognizable buildings is also an additional stimulation and distraction for runners.

11. 283-293: “I mean it meant a huge amount. It was that physical challenge that I really wasn’t sure whether I was gonna finish or not... Because most other

things you think, I can probably do that, or they're so ridiculous that they're off the scale. But this was always kind of on my periphery. I don't know. And I'd only ever run fifteen miles before I did it. And so I got to fifteen miles and I was like, well I don't know if I'm gonna do it or not (laughter). But it was an amazing achievement just to kind of... I can't believe I actually made myself do it."

Having a genuine sense of risk attached to the challenge and fundraising attempt appears to make the ultimate completion of the task all the more fulfilling. For first time runners, exploring a distance that they have never ran before brings with it unique concerns and unknowns. The most rewarding possible experience appears to be at the edge of what is possible for someone (in terms of their comfort zone), but still physically possible in terms of personal capability.

12. 302-309: "Yeah massively!... Um, it sort of puts you in a gang. And it doesn't seem to matter if you did a marathon in twelve hours or three, or six. Everyone... You... There is a sort of sense of achievement, and people talk about it. You know, I sit next to a guy who has done loads of marathon, and just, you're part of a gang!"

Finishing a marathon results in the individual being inducted into a 'gang' or exclusive club of individuals that have also ran that long distance. Being a 'marathon runner' is something that individuals are hugely proud of, and a fact that others are impressed by.

13. 320-330: "I mean massively, because you have a lot of time to think... And it obviously get very emotional towards the end. Even if I hadn't ran into loads of people, and if there hadn't been loads of my friends watching... It does get quite..."

Because it's such a distance, and you do feel more than once about giving up.

Kind of thing. Yeah you have a long time to think about things.”

During the marathon attempt itself, individuals have ample time to think and reflect about why they are completing it, and what completing the distance might mean for them. This is compounded by the fact that many people are being watched by friends and family throughout. Feelings of doubt and the possibility of stopping is often something that runners will consider fleetingly at some point throughout the experience.

14. 332-341: “(G: How important was it that it was hard, that it was a difficult challenge for you?) Er, really important I think. Otherwise, I slightly, I find it weird when people say ‘sponsor me to do something I generally love doing’... You know I think the whole point is sort of... Well actually I suppose it depends where you're coming from. If you're raising money, you're raising money, but...”

For many individuals, the fact that they are attempting something that is physically difficult is a key component of their fundraising campaign. They can explain to prospective supporters that they are willing to do something hard so that others don't have to, but that they can be part of the effort by financially supporting their attempt. Attempting something hard appears to give them confidence to ask others to put their hands into their pocket.

15. 350-389: “No, it's ok! Um, I wasn't going to overdo it, because I didn't have a strict time goal, I didn't want to massively overdo it... But it just, it, it was mainly the dehydration on the day, and I was quite careful, I was ok, but it was the sort of dizziness, and your body telling you to stop. And you get to points where

you're going, 'just keep going, just keep going.'... And sometimes you find yourself saying it out loud! Especially the last eight hundred metres, which are, the hardest of your life... And it never seemed to get any shorter. Because it seems like you see a marker seems to get closer, but it never seems to come, and it's just like come on! Um, so yeah you feel that. And also it's quite psychologically difficult. Because on that day, other people were just passing out left right and centre... Um, and so you're kind of waiting for yourself to pack in as well, because... With the dehydration it's quite a mental battle, and you actually ignore a lot of your basic signs... And I realized it when I got to the end. I did actually have to go to the ambulance tent, because I couldn't walk out to the finish. And it's so bizarre that you're able to run twenty six miles, but you're not able to walk thirty metres... And, it was really weird because you just get so dizzy. And the fact that you... You're teetering on the edge, and you ignore that. And it's only when you stop and kind of allow that to come back in, you're actually like wow, I'm actually in serious pain."

Many runners experience unpleasant physical symptoms of exhaustion during that marathon that they have never encountered before. The sight of other people suffering and also requiring medical attention can be both alarming and also humbling – serving to reinforce the scale of the challenge being undertaken. Many individuals are able to draw upon strength that they didn't realize they had to allow them to finish the race before collapsing in a heap. Finishing a race with 'nothing left in the tank' is something that individuals relish as evidence that they gave the attempt everything they have.

16. 397-405: “Yeah I think so. There was a huge kind of thing at the end, with people picking each other up, and, I stopped at one point, because someone fell over and hit his head. He’d like passed out and started vomiting... And it’s er, there was massive... If you ever slowed down, somebody would grab your arm and be like ‘are you ok, do you need water.’ It’s a real team game, and people are friendly.”

Interactions with other runners can have a profound impact upon individuals that run the London marathon. There appears to be a huge positive community feel, with everyone urging each other along and encouraging each other to remember to drink and to take care of themselves.

17. 410-415: “Er, yeah I think if you’ve never watched a marathon before, because lots of people do nowadays, you kind of don’t get it. It’s just like, ‘ah well, well done.’ And so actually, seeing family and friends at the end, and knowing that they’ve seen what you’ve gone through. It’s not a kind of badge of honour, that makes it sounds more... But it’s kind of like, you actually did it. It definitely validates the, the kind of feeling that you have at the end, that they know it wasn’t easy.”

Knowing that friends and family have witnessed the pain and effort that goes into a marathon attempt helps individuals to feel validated in feeling proud of themselves.

18. 427-425: “(G: how did you fundraise for the charity?)... Um, I have to say I was incredibly lucky, because I just um, asked people!...Um, I just emailed, social media, that kind of thing. And I got to the target, especially on the day, very quickly. I didn’t do any, sort of, bake sales and things like that!”

Straightforward fundraising done well can be amazingly effective. Extending asks to as many different networks as possible and making it easy and straightforward to donate is key to ensuring that people are both aware of the challenge, and able to support the attempt if they would like to.

19. 431-437: "(G: Would you consider your relationship with the charity to be special because of your experience, or not?) Um... Do you know what, actually probably not. I suppose because I didn't sign up, I do feel an affiliation with the charity massively, because I've met the children of my boss who has adopted them. But I wouldn't say it's the marathon experience that makes me feel it."

For some individuals, the marathon experience itself is not intimately linked to the charity concerned, and they psychologically separate the two.

20. 439-446: "(G: Do you feel more connected to the charity because you did something... Because you did a physical challenge?)... Actually bizarrely no. I don't think so. Because you get more out of... You know when we do our events with them, you see, there are videos and there are promo things. Whereas this, there are there to chase you and help you fundraise, but you get much less contact with what the charity is actually doing. Bizarrely."

Simply completing a marathon on behalf of a charity does not automatically result in the individual concerned feeling more connected to them. Exposure to what the charity actually does, and the direct impact of the funds raised is essential to improving this connectedness.

21. 488-449: "(G: Was it important to feel like you had suffered?)... Yep.

(laughter).

For many participants, for the marathon experience to be as meaningful as it can be to them, it is important for them to feel like they had suffered.

22. 455-472: "How did I experience suffering? (G: Yeah.) Well, training on my own, in the bleak midwinter, um. It was a particularly cold winter as well... So I did particularly long runs around deep dark parts of Gloucestershire completely on my own. And you've got no drive. You know. Having no support, nothing, to cheer you on. And just the fact that if you don't do this, you might not get to the end. It's the only reason. (G: Letting down children, literally!) (laughter) Yeah, exactly! So yeah. That is part of the battle. I think the training is actually the hardest bit. Probably the bit I didn't do enough of.

Solitary training in the winter months is one of the most tough parts of the challenge of training for and completing a marathon.

23. 474-481: "(G: What role did social media play in your fundraising campaign?)... Er, it was 100% of my fundraising, really. Because, I sort of, when I didn't, um put the link out, I did post you know running photos, training photos, and all that stuff. And people did support me, And that's what makes the whole thing a bit more bearable, but also a bit more nerve wracking. Because you know that everyone knows you're running.

Being supported and fundraising through social media can be a double edged sword for some people. On the one hand, the public support and clear accountability is a huge motivation, and incredibly encouraging. On the other

hand, the public nature of the fundraising can be incredibly nerve-wracking and pressurized, because there is an awareness that everyone is watching you.

24. 483-489: "(G: How were your activities related to the event received by your peers on social media?)... Um, I think everyone appreciates that it's a massive thing. I got really positive feedback, and everyone... Yeah I was really bowled over by that actually. Because I thought people would be kind of like, 'yeah whatever', but actually everyone was so so supportive about it.

For many individuals, publicly declaring that they are fundraising and attempting a challenging physical feat can be hugely intimidating. However, almost universally announcements such as these are received positively, and prove to be hugely encouraging.

25. 491-507: "(G: And, kind of, how did that reaction make you feel? Like you said, kind of, bowled over?)... Yeah, really bowled over. I got really emotional after it, about how supportive... Completely random people came out as well to watch. And they said, like people came out because you were running. My avenue housemistress came out!... You probably need to anonymise it, but my, er housemistress, and also the nurse came out to support me, and caught my eye, and I haven't heard from her since school... And it's just,.. I welled up when I was out there. It was amazing."

The reaction of others to a marathon attempt can be both overwhelming and incredibly emotional. Individuals also comment upon how surprising some of the support can be, in terms of who turns out to support, and help.

26. 509-527: "(G: And, how do you feel when you see your peers fundraise on social media?)... Um, I've always been, sort of very happy to support. Especially if I know... It makes a difference if I know it means something specific to that person... Whereas if it's someone who, constantly is doing one event after another, I slightly think, well, you probably enjoy this. So it does make a massive difference if I know... For instance, another girl I knew, she did it for personal reasons, and I also know that it was a huge physical battle for her. Because she's not fit... So for me, I really felt, you know, you have my full support, and I want to support that charity. Whereas I have another friend who is also a GB triathlete, and so he, he loves it, and he fundraises. And so I'm kinda like, yeah jog on! Not sure you deserve my salary, so...!"

Individuals are happy to support something that is a genuine challenge for the individual, or hugely personal or meaningful to them, or a combination of both. Those whose fundraising efforts lack both of these are much less appealing to support. It is important for the person fundraising to be apparently suffering in a way that is authentic and personal to them, and that the person donating can relate to, to a certain extent.

27. 532-537: "That age old... Is there such thing as a selfless act? Yeah, I think it is significant. But bizarrely actually, and you do find you start talking about it, but really weirdly, the biggest thing is actually that I did it. It's amazing. It's that realization that you actually can follow through something that you didn't think you could. So it actually is, it actually is less about other people than most other things that you do want a bit of validation."

Whilst validation is hugely gratifying, the key element that is fulfilling to people appears to be personally overcoming an obstacle that is so significant and challenging for them personally.

28. 546-547: “Yeah. Definitely. Definitely. I think if I’d said I’m doing a 5km, they’d have been like, ‘jog on!’”

It is important for supporters and prospective donors for them to feel that the challenge the individual undertook is physically difficult/hard.

29. 549-573: “(G: Is there anything you think the charity could have done to make your experience better, do you think?)... Um, I suppose they could get more personally involved... They could have... I do think there is a bit of... Because it’s a huge fundraising thing. As I said at the beginning, they don’t massively push what they do, to you. And I already know about the charity. But I feel like some people sign up just because they want a place in the marathon, and they don’t necessarily care about the charity. And some of them massively do... And so I think it would be a good idea, to, get them a bit more involved in what they actually do. Because you just get emails and post, and you don’t really get any contact. You don’t go in and meet them or the other runners. I ran into other runners on the, during the race. And it’s amazing. They are in the same t shirt, and it’s like, ok, great. And that’s really nice, but, it actually would have been nice, and maybe some charities do it more... But it would be nice to feel like you’re in it together.

Cultivating a community within each year’s cohort of marathon runners is an essential thing to do for those taking part to feel like a part of something. Some

individuals would be keen to get practically involved in the work of the charity itself or to be exposed to what it really does, in multiple ways, so that they are able to understand what they are fundraising for, and how their funds will be spent.

30. 578-579: “No I think they were pretty good actually. I think the London marathon organisation is probably the best.”

The event of the London marathon appears to be a brilliantly organized event, honed over years of practice.

31. 587-590: “(G: Would you say that the experience brought you closer to the charity at all?)... Um, not necessarily, no. I don’t think so.”

Completing a marathon for a charity does not necessarily lead to an individual feeling closer to that charity afterwards. Clearly it is not a foregone conclusion, and work has to be put in from the charities side for an enduring and strong relationship to be forged.

32. 592-604: “(G: Do you think you changed as a person because of your London marathon experience?)... Err. Maybe in a bit. But only in the sense that I know I can push things a bit now... And I suppose it’s one of those things where you get into a rut of doing things a bit, and not finishing them, or... Which I definitely, in the last year or two, there were certain things that were quite hard to achieve. And you start to think, I can’t actually achieve this, and, I suppose this did give me a kind of, ‘no no no I actually can do that’, and push through the pain.”

Completing a marathon can be a life changing experience for an individual. It build confidence, rewards them for going out of their comfort zone, and combines teaches them the personal and social value of working hard and helping others.

33. 628-629: “Oh yeah, so I felt quite proud of myself, and I felt, yeah I felt kind of a renewed sense of, I can do stuff.”

Completing a challenging physical activity for charity can give individuals a renewed sense of confidence at a point when they might be frustrated with various aspects of their life.

34. 631-646: “(G: Would you say the experience influenced your self esteem at all?)... Yup. Yeah it did. Partly because you get a lot fitter! So you look better, you feel better, actually towards the end you feel it more, because you’re body isn’t meant to do that kind of... Well I suppose some people can. But I, I found it really difficult for instance to, to keep weight. Because I just cant eat enough for that kind of. And you can have three pastas a day, which I was having. But maybe I’m just... Yeah, exactly, you have to kind of stuff your face, just for the sake of it. And then um, self esteem wise, I suppose I felt a sense of, ‘I’ve done something good, I hope.’ But um, it was more just I had the confidence that I could achieve things if I put my mind to it.”

There are many positive side effects related to completing a challenging physical activity for charity, including weight loss, time management, and re-connecting with old friends and family.

35. 648-654: "(G: Did anyone else influence you to take part in the challenge?)..."

Well I suppose the charity did. Because I was sitting next to them at a dinner party, and one of the girls just said, will you do it? And I had been thinking about it for years. And, yeah, and then I... But yeah ultimately I think it was always gonna be my decision. But she definitely helped.

Friends and family and the social context of an individual can be hugely influential with regards to helping someone decide to take the plunge and sign up to a challenge. Sometimes it simply takes someone close to an individual to ask them, and to give them a reason to do something that they have always thought about.

36. 656-667: "(G: How important was validation from other people throughout the attempt?)... It's important in that it helps to spur you on. But, as I said, it's kind of for your own. Well I found it more for myself. But it was really nice at the end to get the validation from other people. And throughout, to get other people screaming keep going! And sort of, this is really impressive, and you're thinking yeah, I'm glad you see that, because it is actually really hard... But it is, I think the ultimate satisfaction feeling is a personal one."

It is gratifying for an individual to receive support and validation from others, and for them to see others recognising the effort that is required to complete a marathon.

37. 672-675: "Err. Well I had some friends who had done it before, and I suppose it's something nice to talk about. Um, because everyone always wants to share their experiences about the London marathon, whether they passed out at mile four or smashed it at two hours fifty!"

A london marathon attempt for charity is something that is a catalyst for conversation and a brilliant talking point among friends. There appears to be universal respect among participants and supporters for each and every finisher and participant, regardless of finishing time or athletic ability.

38. 679-682: “Um, and um, it’s quite a sort of, it’s a constant thing to talk about. And equally other people who haven’t done it do ask you about it. Because I did before I did it. I always thought about it a lot before doing it. I think it’s in the back of people’s minds a lot. They sort of think about it, but never do it.”

The notoriety of the London marathon means that many people consider participating in it for many years before actually taking the plunge. Training for and running the London marathon also gives people attention, and puts the social spotlight upon them, which can be enjoyable for some, making them feel popular.

39. 702-710: “(G: Do you get influenced by what other people do, and the distances that they run?) Um, I have to say I sort of don’t really. I think there’s... It’s odd because when you grown up you’re taught to be competitive in sports, but, with general fitness and sort of things like that, I really don’t see that.

Because I, as I said, I’ve got friends who genuinely do do a marathon in two forty, and you know some who do it in six hours. And similarly some who do 5km and I know that’s a huge battle for them. And I really notice that people are incredibly supportive whatever. It’s really positive that you’re doing anything at all.”

With regards to charity fundraising through physical activity events, there appears to be a universal recognition that all athletic endeavors are relative, and that each person’s comfort zone varies hugely. Some individuals like to feel that their

marathon journey is unique, and driven by themselves, rather than influenced and controlled by others. Perhaps this relates to people wanting ownership of personal development.

40. 714-721: “Rather than, anything else. As I say my friend who ran ten km I do feel really supportive of them. I don’t feel any different whether they do it really slowly or quickly or far... It is a sense of, those people who chose to participate in things like that, it’s kind of not a competitive thing. It’s just like, well done.”

All physical challenges are relative, and the question of relative distance outside of one’s comfort zone is far more important than the absolute nature of the physical challenge.

41. 723-730: “(G: Do you feel that the challenge was outside of your comfort zone?) ... Big time! (G: (Laughter). And, because it was outside of your comfort zone, how did this influence your feelings afterwards?)... Well it gave me that sense of, I can achieve things that I think I cant.”

Completing challenges outside of one’s comfort zone acts as positive reinforcement for individuals to continue to do this with greater confidence.

42. 732-756: “(G: Um, you talked about like feeling proud of yourself afterwards, obviously, and, um feeling good afterwards but also quite sore. How long did those feelings last?) Well I was quite lucky in that respect. Lots of people have said it would only get worse and worse as the week went on... I had one day of real stiffness where I couldn’t really get up stairs, without hauling! I had to sort of haul myself up the stairs! But after that day, I didn’t really have any pain. And I

was quite lucky. I had a really good pair of trainers, I didn't really get any black toes... I didn't get any blisters... And my muscle stiffness went after a day... Well maybe I clearly should have run faster!"

Soreness and exhaustion after completing a challenging physical event appears to validate the effortful nature of the event, and act as evidence that they did something hard.

43. 760-762: "Well I have put into the ballot for next year, but I probably won't fundraise next year. Because I want... If and when I fundraise for anything, I want it to be a kind of a significant effort."

The perceived difficulty of a marathon diminishes after completion. Individuals feel that each time they fundraise, the bar must be raised somehow for the effort to be worthy of a fundraising attempt. There appears to be an impression that a challenge must be sufficiently physically difficult for an individual to feel that it is worthy of putting themselves out there for and fundraising for.

44. 764-767: "(G: And what would you say you were left with after the challenge?)... Umm... Yeah just the sense of achievement. Common ground with some people, something to talk about. Yeah, a personal sense of achievement. *Completing a marathon gives an individual new common ground with a perceived 'elite' group of people, that are capable of extreme feats of endurance and tenacity.*

45. 769-775: "(G: What would you say the next big challenge is in your life?)... It's probably not a physical one, and a mental one of what do I do next!

Many individuals complete tough physical events at turning point or 'crossroads' in their lives. The completion of the marathon results in a renewed sense of confidence to tackle new challenges, having given them space to reflect upon the direction that they want to take in life.

46: 777-797: "(G: What would you say are the most vivid memories you can remember from the challenge?... I think that guy er, shouting all that stuff from the balcony. Saying, you know, this is what london's all about. Um, seeing people's faces. They are kind of my, hook, on my memory. Because I can only really remember the patches where I saw, you know my school friends, or my parents or whatever... Because they're kind of the parts where it wakes you up and sort of makes you conscious... And then the end. That last eight hundred metres. I mean... Serious pain."

Certain points within the marathon experience appear to have a special preference in the memory of participants, including highly personal human interactions, and the finish line in particular.

47. 799-804: "(G: Would you describe the experience as a life changing and or life affirming experience?)... Yeah. I think it's um. I do think it's sufficiently big, and sufficiently painful, certainly for me, relative to my life, to, to have, to have made a change to my attitude to things. Definitely."

For many people, a marathon attempt is sufficiently big, painful and disruptive to have a lasting impact upon the attitude and self of those that take part.

48. 806-810: "(G: Do you believe you changed as a person because of this experience?)... Yeah I do. A little bit. Not radically. But I do think it reassures me that I can do things if I just push through the pain."

The marathon experience teaches those that take part that certain kinds of suffering and pain can result in both delayed gratification and that they have an enduring social and personal value.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (3.) Many people have considered running a marathon long before they take the plunge and actually follow-through with their plans. It is an iconic challenge, and an athletic 'Everest' for many people.
- (35.) Friends and family and the social context of an individual can be hugely influential with regards to helping someone decide to take the plunge and sign up to a challenge. Sometimes it simply takes someone close to an individual to ask them, and to give them a reason to do something that they have always thought about.

Section 2 (experience – hot cognition):

- (5.) Adverse weather conditions on the day can hugely influence the marathon running experience, making it more challenging or easier than what the individual might have prepared for in training.
- (7.) Participation in and completion of the London marathon can be a highly emotional experience, that is amplified by the intense public nature of the event. The atmosphere and collective energy is a huge psychological boost for those running, with support from the crowd cited as a key feature throughout the route.
- (8.) The atmosphere of the London marathon is hugely positive and highly charged, with encouragement and a collective sense of 'we're doing something good' among participants.
- (10.) The broad range of people participating in the London marathon reminds those taking part that the event is designed to be inclusive and

positive. The buzzing crowd and historic route that travels past monuments and recognizable buildings is also an additional stimulation and distraction for runners.

- (15.) Many runners experience unpleasant physical symptoms of exhaustion during that marathon that they have never encountered before. The sight of other people suffering and also requiring medical attention can be both alarming and also humbling – serving to reinforce the scale of the challenge being undertaken. Many individuals are able to draw upon strength that they didn't realize they had to allow them to finish the race before collapsing in a heap. Finishing a race with 'nothing left in the tank' is something that individuals relish as evidence that they gave the attempt everything they have.
- (16.) Interactions with other runners can have a profound impact upon individuals that run the London marathon. There appears to be a huge positive community feel, with everyone urging each other along and encouraging each other to remember to drink and to take care of themselves.
- (36.) It is gratifying for an individual to receive support and validation from others, and for them to see others recognising the effort that is required to complete a marathon.
- (46.) Certain points within the marathon experience appear to have a special preference in the memory of participants, including highly personal human interactions, and the finish line in particular.

Section 3 (fundraising today):

- (1.) For many individuals completing a marathon and fundraising whilst doing so will be their first major experience of both coordinating a fundraising effort and completing a major athletic event.
- (2.) Some individuals are fully prepared to pay the any remaining money left in the target if their fundraising efforts do not result in them hitting their suggested fundraising amount.
- (18.) Straightforward fundraising done well can be amazingly effective. Extending asks to as many different networks as possible and making it easy and straightforward to donate is key to ensuring that people are both aware of the challenge, and able to support the attempt if they would like to.
- (23.) Being supported and fundraising through social media can be a double edged sword for some people. On the one hand, the public support and clear accountability is a huge motivation, and incredibly encouraging. On the other hand, the public nature of the fundraising can be incredibly nerve-wracking and pressurized, because there is an awareness that everyone is watching you.
- (26.) Individuals are happy to support something that is a genuine challenge for the individual, or hugely personal or meaningful to them, or a combination of both. Those whose fundraising efforts lack both of these are much less appealing to support. It is important for the person fundraising to be apparently suffering in a way that is authentic and personal to them, and that the person donating can relate to, to a certain extent.

- (28.) It is important for supporters and prospective donors for them to feel that the challenge the individual undertook is physically difficult/hard.
- (29.) Cultivating a community within each year's cohort of marathon runners is an essential thing to do for those taking part to feel like a part of something. Some individuals would be keen to get practically involved in the work of the charity itself or to be exposed to what it really does, in multiple ways, so that they are able to understand what they are fundraising for, and how their funds will be spent.
- (37.) A London marathon attempt for charity is something that is a catalyst for conversation and a brilliant talking point among friends. There appears to be universal respect among participants and supporters for each and every finisher and participant, regardless of finishing time or athletic ability.

Section 4 (the transformation):

- (6.) Completing a challenging physical feat that is far beyond one's comfort zone builds mental strength, resilience, and confidence. With a sufficient level of fitness, distance running is very much mind over matter. Overcoming feelings of doubt and pain result in pride and also being more open to other challenges in the future.
- (11.) Having a genuine sense of risk attached to the challenge and fundraising attempt appears to make the ultimate completion of the task all the more fulfilling. For first time runners, exploring a distance that they have never ran before brings with it unique concerns and unknowns. The most rewarding possible experience appears to be at the edge of

what is possible for someone (in terms of their comfort zone), but still physically possible in terms of personal capability.

- (13.) During the marathon attempt itself, individuals have ample time to think and reflect about why they are completing it, and what completing the distance might mean for them. This is compounded by the fact that many people are being watched by friends and family throughout. Feelings of doubt and the possibility of stopping is often something that runners will consider fleetingly at some point throughout the experience.
- (17.) Knowing that friends and family have witnessed the pain and effort that goes into a marathon attempt helps individuals to feel validated in feeling proud of themselves.
- (21.) For many participants, for the marathon experience to be as meaningful as it can be to them, it is important for them to feel like they had suffered.
- (25.) The reaction of others to a marathon attempt can be both overwhelming and incredibly emotional. Individuals also comment upon how surprising some of the support can be, in terms of who turns out to support, and help.
- (27.) Whilst validation is hugely gratifying, the key element that is fulfilling to people appears to be personally overcoming an obstacle that is so significant and challenging for them personally.
- (32.) Completing a marathon can be a life changing experience for an individual. It builds confidence, rewards them for going out of their comfort zone, and combines teaches them the personal and social value of working hard and helping others.

- (33.) Completing a challenging physical activity for charity can give individuals a renewed sense of confidence at a point when they might be frustrated with various aspects of their life.
- (40.) All physical challenges are relative, and the question of relative distance outside of one's comfort zone is far more important than the absolute nature of the physical challenge.
- (41.) Completing challenges outside of one's comfort zone acts as positive reinforcement for individuals to continue to do this with greater confidence.
- (48.) The marathon experience teaches those that take part that certain kinds of suffering and pain can result in both delayed gratification and that they have an enduring social and personal value.

Section 5 (context):

- (4.) Many people juggle fundraising for a physical challenge with work, family life, and a whole host of other demands. Recognising that time is limited and that simply a finish is impressive can help individuals not to overstretch themselves and to set themselves realistic goals.
- (9.) Determination and commitment are required not only to complete a demanding physical challenge, but also to reach the fundraising targets that are set by charities for marathon runners.
- (14.) For many individuals, the fact that they are attempting something that is physically difficult is a key component of their fundraising campaign. They can explain to prospective supporters that they are willing to do something hard so that others don't have to, but that they can be part of the effort by financially supporting their attempt.

Attempting something hard appears to give them confidence to ask others to put their hands into their pocket.

- (22.) Solitary training in the winter months is one of the most tough parts of the challenge of training for and completing a marathon.
- (24.) For many individuals, publicly declaring that they are fundraising and attempting a challenging physical feat can be hugely intimidating. However, almost universally announcements such as these are received positively, and prove to be hugely encouraging.
- (30.) The event of the London marathon appears to be a brilliantly organized event, honed over years of practice.
- (38.) The notoriety of the London marathon means that many people consider participating in it for many years before actually taking the plunge. Training for and running the London marathon also gives people attention, and puts the social spotlight upon them, which can be enjoyable for some, making them feel popular.
- (39.) With regards to charity fundraising through physical activity events, there appears to be a universal recognition that all athletic endeavors are relative, and that each person's comfort zone varies hugely. Some individuals like to feel that their marathon journey is unique, and driven by themselves, rather than influenced and controlled by others. Perhaps this relates to people wanting ownership of personal development.
- (45.) Many individuals complete tough physical events at turning point or 'crossroads' in their lives. The completion of the marathon results in a renewed sense of confidence to tackle new challenges, having given them space to reflect upon the direction that they want to take in life.

Section 6 (legacy – cold cognition):

- (12.) Finishing a marathon results in the individual being inducted into a ‘gang’ or exclusive club of individuals that have also ran that long distance. Being a ‘marathon runner’ is something that individuals are hugely proud of, and a fact that others are impressed by.
- (34.) There are many positive side effects related to completing a challenging physical activity for charity, including weight loss, time management, and re-connecting with old friends and family.
- (42.) Soreness and exhaustion after completing a challenging physical event appears to validate the effortful nature of the event, and act as evidence that they did something hard.
- (43.) The perceived difficulty of a marathon diminishes after completion. Individuals feel that each time they fundraise, the bar must be raised somehow for the effort to be worthy of a fundraising attempt. There appears to be an impression that a challenge must be sufficiently physically difficult for an individual to feel that it is worthy of putting themselves out there for and fundraising for.
- (44.) Completing a marathon gives an individual new common ground with a perceived ‘elite’ group of people, that are capable of extreme feats of endurance and tenacity.
- (47.) For many people, a marathon attempt is sufficiently big, painful and disruptive to have a lasting impact upon the attitude and self of those that take part.

Section 7 (relationship with charity):

- (19.) For some individuals, the marathon experience itself is not intimately linked to the charity concerned, and they psychologically separate the two.
- (20.) Simply completing a marathon on behalf of a charity does not automatically result in the individual concerned feeling more connected to them. Exposure to what the charity actually does, and the direct impact of the funds raised is essential to improving this connectedness.
- (31.) Completing a marathon for a charity does not necessarily lead to an individual feeling closer to that charity afterwards. Clearly it is not a foregone conclusion, and work has to be put in from the charities side for an enduring and strong relationship to be forged.

D.9 Interview Number 9 Notes

Interview Script Highlights:

1. 148-166: “Er, um. I wanted to set myself a goal... I’m quite goal driven. I’m quite driven fitness wise. I will get up and do something, if I know there’s something there at the end waiting for me at the end of it. I wanted to prove that I could do it. And probably because I think the London marathon is quite a cool thing to have done... And certainly, signing up to it... Well when I signed up to it, I didn’t think I’d get in. And, when I did realize I had got in, it was mental!... Yeah I did it because I wanted to prove that I could do it, but also to raise money for Beat. It’s a charity I wanted to get behind, and one that I know a bit about.”

Choosing to complete a marathon is something that many individuals decide to do because there is a very clear and tangible goal associated with it – being able to call oneself a marathon runner and induction into an exclusive club of ‘cool’ and ‘adventurous’ people. Many individuals want to prove to others and themselves that they are capable of doing it, perhaps proving doubters wrong. For many individuals, fundraising for a marathon is secondary to the personal fitness challenge that they have set themselves of completing a marathon. Many individuals put their name into the ballot never expecting to be awarded a place (it is seen as a win-win situation – either getting a lucky place, or not having to run it!). Often individuals have a charity in mind that they follow and admire and want to fundraise for if they were to complete any challenging physical activity.

2. 169-187: “(G: What did you want to achieve?) Um. I wanted to raise one thousand pounds for them. Definitely... I wanted to get round. My ideal was to do

it in sub 4, which, didn't happen. But... (G: Bloody quick sub 4...!)... I know! I didn't know how long a marathon was, and it turned out to be quite a long way... But yeah, it was just to get round, and, try and have fun whilst doing it, I get. Get involved in the atmosphere."

Many people completing a physical activity challenge for charity will have a range of goals in mind when during training and that they would ultimately like to achieve. Perhaps a better question to ask might have been 'what was your primary goal with this challenge', or 'what moment do you think summarised the marathon experience for you, if there was one'?

3. 191-193: "Yeah. Amazing fun. I mean there were a few moments where I kind of was thinking, 'why the hell am I doing this', but yeah, mostly it was fun. And the crowd were amazing. That definitely helped."

It appears to be common for most participants to experience moments of doubt during both training and the event itself. A good question to ask might have been 'what made you decide to keep going rather than stop?'

4. 198-208: "Um, it makes me feel quite like happy... I mean it sounds so, unmodest, but I'm quite proud of myself... Yeah. I mean, by the end, after doing all the fundraising, and working a lot with Beat. I got really involved with the charity itself, and still am, it was definitely more than just that single race."

For many people, the experience of running a marathon extends far beyond the race itself. Interactions with the charity concerned can form a huge part of the experience.

5. 212-214: “It became like doing it for the charity, and for the people behind the charity. And so it felt really good to have done it, not just for myself, but for them by the end. So it was just a massive...”

It is completely possible for individuals to begin marathon running for themselves, but to end up being carried through and running for the charity concerned and their beneficiaries.

6. 219-230: “So I’m now starting a project with them... I’m doing a social media video for them, which is gonna launch next year. So it’s gonna be, kind of, it’s gonna come together with buzzfeed and stuff like that, and hopefully be a viral video... And it will talk about eating disorders, so... I’m quite excited for when that comes out.”

Some individuals are more than willing to become involved with the charity concerned far beyond the standard transactional charity runner relationship. E.g. helping to promote their charity and spread awareness of the cause or issue that the charity is trying to help.

7. 235: “Definitely. Definitely worth it.”

Very few individuals regret completing a physical activity challenge for charity.

8. 240-248: “Yeah it did. It did mean a lot to me. I was kind of... As I was saying, as I got more and more involved in the charity, it kind of became a bigger deal to me. It wasn’t just a race anymore. It was kind of... It was confronting personal problems I’ve been through myself, and kind of, helping me get through that, and that was kind of a final... (G: Middle finger?)... Yeah. One of those.”

Completing a challenging physical challenge for charity can represent overcoming personal challenges, and taking control in a positive way of unfortunate circumstances.

9. 256-261: “Oh god! Spontaneous, goal driven, er, probably, an organized mess. So a bit all over the place, but I know what I’m doing.. Um, I like to have fun. Um, I dunno...”

Those who decide to attempt a marathon for the first time are comfortable (at least to a certain extent), stepping out of their comfort zone in the hope of growing personally.

10. 273-281: “Err... Hmm. I think when you hear marathon, it’s obviously the distance. A marathon – that crazy long way. Um, but, I think it’s also about other things. Like the people there and the support you get. It’s completely different to other events you do. A lot of people are willing to come and watch a marathon, whereas in others, they’re not. Which you don’t get in other events... Especially in like London or paris or the big kind of marathons like that.”

In the UK, it is widely regarded that the marathon distance is iconic, and one of the longest formal running events (that takes place on a large scale and with mainstream coverage and support), that someone can do. It appears to be a significant benchmark in the distance running realm.

11. 283-297 “(G: ...did having the experience make you feel special?)... Erm. Yeah in certain ways. Just for, like the amount of support you get from people. You kind of realize how many people are routing for you. Which does make you feel

kind of special in that way. You get. You know you hear from people you might not have heard from in years. And there is definitely something quite special about that... So yeah, in that respect, yes.”

Publicly fundraising for a challenging physical event can result in reconnecting with old friends, and interest from a diverse range of people. That attention makes individuals feel popular and special.

12. 299-303: “(G: How important was it that it was hard?)... Um, I think it was really important. If I didn’t want it to be hard, I would have signed up to something like a 5km. I think the fact that it was hard made it so much more meaningful.”

The harder a challenge is, the more effort that is required to complete it, and hence the stronger the will required to complete it. Harder challenge result in more meaningful outcomes, because more effort has been put into completing them.

13. 311-322: “(G: ...the fact that it’s a difficult event. Is that part of the attraction?) ...Yeah. Yeah. For me it is. The more effort I think the better! (G: The more effort the more meaning?)...Yeah. I think it’s more to do with... You know if you put so much more into something. The end result is gonna feel ten times more amazing... Yeah so, it’s definitely an attraction and part of it.”

The huge investment that a marathon effort requires results in an outcome that feels amazing, and is steeped in meaning.

14. 326-337: “How did I experience it? Er, um, well training. But also there was a lot of effort involved in getting the money in – the fundraising... But yeah effort

wise I have to say the least attractive part of running a marathon was asking people to sponsor you. Even though you're asking for money and you know it's going to charity. I think it's quite grueling after a while."

The fundraising element of a marathon challenge can be unexpectedly grueling after a while, and something that individuals do not feel comfortable doing. A huge amount of effort is required to persuade people to sponsor individuals.

15. 339-347: "(G: ...was it important that you shared that pain and effort with other people?)... Mmm. Hmm. Not particularly... I think even though I did, I would have been quite happy to have done it by myself."

Some individuals are happy to suffer in silence, and not to share the pain and effort required to finish with others.

16. 349-352: "(G: Was it important that other people were aware of the pain and effort that you went through with this event?)... Um, no. Um. No. I don't think pain, I wanted people to see it as a positive thing."

Some individuals are keen for others to see the effort as a positive thing, so will try to ensure the pain and effort involved does not overshadow the positives that are involved.

17. 358-372: "(G: Raising money for a charity and overcoming an eating disorder yourself. Obviously it's an incredibly charged story and it's really cool. Um, did you feel like people needed to know that, or were you not that bothered. Was it important that people were aware that you had that connection?)... No, it wasn't important for people to know. I think, um, if people knew, it was more fuel for

them to sponsor. Because they instantly saw a connection – that correlation part of it... It's amazing that's she's doing this, and that she's being so open about it.

But I didn't see the importance of everyone to know. If they wanted to know, that's great. If they wanted to ask questions, that's great. But it's more a personal, a personal thing.

Fundraising is a hugely personal exercise, especially when the charity involved is personally connected to the individual. There appears to be a feeling that those that are aware of the connection will support and go the extra mile, but that those that aren't can be left as they are.

18. 376-379: "Um, I fundraised just by, basically a justgiving page, and, sharing it on social media. Speaking, spreading word of mouth. Getting mum and dad to kind of blast it out on email. Because they have friends that are probably more likely to put a larger sum of money into the pot. I'd say yeah, just social media, and, emailing."

For younger fundraisers, there is an awareness that getting older generations to share content might result in an increase in donations. This is because, on the whole, most wealth is held by those over 50. However this demographic may respond better to alternative forms of communication other than social media. For example, email.

19. 384-391: "Yes, definitely... Um, I dunno if maybe it's special. But um, I think, once you put so much into helping a charity. You just do build that connection with them. And you're just helping them keep their charity alive. It's such a small

independent little charity. So I do feel like by doing it I've made a special bond with them."

For those that put a large amount of effort into their fundraising, they do view themselves as creating a special bond with that charity.

20. 395-397: "Because you know you keep in contact. They call me, I call them. They shared a whole training plan. During and after. So there's definitely something special. Especially as they were strangers before. It definitely kind of unites people."

The process of fundraising and training for a charity is a brilliant way of getting to know one another better, and uniting different people over a common cause and goal.

21. 415-426: "Yeah, physically it definitely hurt. I fractured my foot at mile 3. Six hairline fractures... I heard a crack, and then it was that barrier of, do I stop and be that person that stops, after all that way, or do I carry on. And also I didn't know that I had a hairline fracture in my foot... The doctor was like 'what the hell!'"

Many individuals will be prepared to suffer through significant amounts of pain and injuries in order to finish their marathons, especially after all of the effort that has been put into training and fundraising beforehand.

22. 431-443: "Um, it's going to make me sound like a masochist, but I quite like the suffering part. I quite like the feeling afterwards when you've pushed your body to the limit... And I think you don't chase that suffering, you chase that

feeling of post suffering... I dunno. And now I'm looking beyond marathons now, because I want to push myself to the limit again."

Some people enjoy both the process of suffering, as well as the immense relief and post-running high that challenging exercise brings.

23. 451-457: "(G: ...what role did social media play in your fundraising campaign?)... Um, It was just a sharing platform, I was just getting my justgiving page out there. Sharing my progress. And, I mean it's so accessible to so many people nowadays, it's a great way of kind of, getting word spread that you're doing these events, and keeping people informed."

Social media is seen as a quick easy and familiar way of sharing content with one's network.

24. 459-468: "(G: How are your activities, how did your peers receive that?)... Um, with huge support. Whether that was by liking it, or commenting, or by getting in contact... Yeah, particularly supportive. The amount of people that came out of the works to say well done was amazing."

Individuals are often surprised by the people who 'come out of the woodwork' to express support and encouragement to them for their efforts. Especially from people who they might not have interacted with for some time.

25. 470-479: "(G: How did their responses make you feel?)... Um, happy and motivated... Yeah, hugely motivating, to... As soon as someone says 'you can do it', it sounds so good. It wasn't actually when they said it then, it was whilst I was

running. I would remember little messages, and it would keep me going. Er, so yeah, yeah, very happy and motivational.”

Messages of encouragement are hugely encouraging, and remembered during the marathon itself as motivation.

26. 481-486: “(G: ...how do you feel when you see your friends fundraise on social media?)... Um, well... It depends about my friends. After seeing how hard it is, I do respect them. It’s great to see other people doing it. Whereas beforehand, I didn’t really pay much attention to fundraising things. But now I will.”

Completing a challenging physical event for charity increases the respect that individuals have for fundraising challenges, as well as the likelihood that they will support others doing similar things in the future.

27. 488-496: “G: ...what makes you want to support a friend that you see fundraising on social media?)... Um, it’s always the person. It might never... As I say, I’ve never posted on the charity level before. It would be, that person. That’s running. And if they have, say a person’s been through an experience, and, the charity they’re running for is linked to that experience, it would definitely encourage me to fundraise more. But it’s normally the person rather than the event. Actually the event does matter as well.”

A complicated set of reasons exist behind why individuals choose to support friends or acquaintances that are completing a challenging physical activity for charity.

Ultimately, the primary reason can be summarised as whether or not the person raising money is deemed as deserving or not.

28. 503-520: "(G: How meaningful was it to you when you saw people respond to you finishing the marathon?) Um. It was hugely meaningful. Um, it kind of surprised me how many people kind of... Almost remembered that I was doing it. You know it might have been something that I said in passing, or when I saw someone, and then they suddenly said well done... So I did love that actually... You kind of don't realize how much of a big deal it is, and then actually when people say, well done, that's amazing, you kind of realize that it was. Because it takes a while to sink in, that you've actually done a marathon."

The feedback and attention of others helps individuals to assess the scale of their achievement and to understand the value that society places upon distance runners and marathon finishers.

29. 529-535: "Er, yeah. The fact that it was a marathon. Definitely, I think made people want to raise money, want to throw money at it... That's why I was quite happy to raise money for a marathon, because people were more likely to fundraise for it, donate."

Some individuals feel that they only want to fundraise if they are doing a challenge that is suitably 'worthy' in their eyes – i.e. that the scale of the challenge is suitably impressive to other people.

30. 537-541: "(G: Is there anything the charity could have done to make your experience any better?)... Er, no. They were there from the beginning to the end. Hugely supportive. They were fantastic."

Support from the charity involved can have a huge impact upon an individual's marathon experience. Sensitive and appropriate support through regular

transparent and constructive dialogue can help both side manage expectations and achieve their objectives.

31. 543-551: "(G: How about the event, is there anything that they could have done to make it better?)... Um, no, they, again, it was really well organized. You feel like you've got support from the get go. Yeah, it was a really good experience from start to finish... Apart from the pain!"

The highly organized and experienced nature of the organisers behind the London marathon is reassuring for participants (especially first timers).

32. 557-563: "(G: Did your relationship with the charity change because of this challenge? And if it did then how?)... Um, well I think it changed in the way that, you know once you've done that, you've finished that, you're going to be closer together . In some ways... I mean you go through an experience together, and they really are there for you. And it did change definitely."

Sharing a marathon journey experience with a supportive charity can bring both charity and fundraiser closer together, especially if both sides feel that support has been offered that really makes a difference.

33. 566-573: "(G: What did that change in the relationship mean to you?)... Probably just appreciating their support. Um, you know, more comfortable together as a charity. I introduce them to other people at the pub to friends, you know, so, yeah, changed in that way, a good way. Yeah I definitely care more about the charity by doing it. And more time spent with them. Just chatting. When you get comfortable with someone just chatting up, so. That's good.

A marathon experiences gives fundraisers and charity representatives the chance to become more comfortable with one another. Careful management of this relationship can transform runners from fans and supporters to promoters and ambassadors.

34. 580-588: "(G: Do you think you've changed as a person because of this experience? And if so then how?)... I don't think so. Um, not as a person. It's definitely made me want to do more... More events, again. Motivated me more to, set myself more challenges. So yeah in that respect, but other than that, no."

A positive marathon experience can motivate individuals to complete more challenges and fundraise more in the future.

35. 593-607: "Hmm. It took a few days for me to be like, ah, that was really cool. Um, I did feel happy, but I thought when I finished I was gonna be you know, overcome with joy, and so proud of myself, but I wasn't!... (laughter) I was like, I was waiting... It really was. I was stuck thinking, any minute! Um, and, I don't know, I kind of want to go back and run it again, just to go back and get that feeling of doing it again. I think it took a while. I was quite tired. I was buzzing, when I saw my dad at the end. I was so happy and so buzzing. But I wasn't overcome with joy. But I was happy. It was good."

The feelings that accompany finishing a marathon can be complex and overwhelming. Part of this relates to the meaning attached to the finish, and the reaction of others to the achievement. The resultant post race high and euphoria is a feeling that is hard to replicate in any other context.

36. 613-624: “)G: Would you say that running the marathon, and the experience, influenced your self esteem?... Um, yeah, I think it has! It kind of makes you realize that, um, I can actually do it. Um, that I can actually push myself to do things. And, it probably helped my self esteem in that it’s ok to talk about things. Because I tried to explain what I was doing it for. And it helped for that hugely. Um, it was amazing to see other people come out, and be like, I’m going through the same thing... And they would be like, can I have your advice. And I think that really helped.

Embarking upon a challenge event to raise money for charity can give individuals ‘permission’ to talk about potentially sensitive or difficult topics related to the cause of the charity and themselves. The community surrounding both charities and runners can be hugely supportive and welcoming, and help to take the taboo out of certain subjects such as illness, mental health, and exercise.

37. 627-631: “(G: Did anyone else influence you to fundraise for that charity?)... Um, no and no. I signed up to the event myself, because I wanted to, and I decided to fundraise myself for beat off my own back, so, no.”

For some individuals, it is important to feel like they have ownership of their challenge, and that they made the choice to fundraise in the way that they are. This might relate to confronting personal demons, or taking ownership of a challenge and the direction of one’s life.

38. 633-649: “(G: How important was validation from people throughout the event?)... Um, I don’t know if it was important, but it was nice... I think, once you sign up to something, and you’re doing it, it’s kind of silly to look for validation

from others, because you're the person that's doing it. So, you just need to kind of have that belief in yourself, and then, any other kind of validation is a bonus... But it is nice. It definitely helps. Like, if I went out for a run and it was Baltic outside, it is nice to have someone say well done for doing that run, have a nice cup of tea."

Validation from others is a welcome side effect from the exposure and the challenge, rather than the point of the challenge itself. Many people do not expect this validation, but are pleasantly surprised by it when it comes.

39. 654-657: "Quite a few people just thought I was crazy (laughter). Um, it, I dunno, I just got a lot of support from them. So it made me feel quite surprised actually. And it's such a mundane word, but it's true. It did. It made me feel quite like happy to have all of that support."

Some individuals take pride in being perceived as 'crazy' by their peers and wider social networks, suggesting that this point of differentiation is something they enjoy (they are not like others, but better).

40. 668-677: "(G: Do your friends fundraising activities influence what you do?)... Um, so if I see someone go out fundraising it makes me want to go out... (G: Yeah... or do a marathon or...)... I guess it's slightly like looking through a magazine. Do you know what I mean? Um, it's not... If you see someone do something, and you're like, wow, that's amazing. I should really get off my arse and do something, um, kinda thing. So it's good, um, a motivational thing. Maybe I should do something similar."

This participant uses a wonderful simile to illustrate the influence of others on their challenge ambitions, likening the wider social context and their friends activities to a magazine which can be looked through for inspiration.

41. 682-684: “Er no. Well yes. I mean I wasn’t comfortable, but I didn’t feel out of my depth. Well I did feel out of my depth, but in a good way. I never felt like I wanted to not do it, if that makes sense.”

Training for a marathon teaches individuals to become more comfortable being uncomfortable, and to be more resourceful when it comes to dealing with discomfort and physical challenges.

42. 690-693: “Mm, I think it’s maybe still there now. Maybe not proud... Well sort of proud, but now I look back and I’m like, wow, that’s pretty cool, I did that. And it definitely kind of sticks with you, it’s one of those things on the list, that um, you feel quite happy that you’ve done.”

The memory of completing a marathon (and all the positive sentiment and feelings that accompany this) can last for a lifetime – it represents the conquering of a major universally recognised physical challenge.

43. 729-747: “Um, a t shirt? (laughter) Um, um... I was left with... I was frustrated, very frustrated, because my time was so bad. Because of my foot. Which is mainly the reason why I’m doing this one. Is to prove that I can do it in a better time. Just to prove to myself. To everyone else. So I was really frustrated about that. But, um, I just, I’ve gained a lot of different friends. Now like helping people overcoming eating disorders is amazing. Like, having people phone me up and

they say, I'm really struggling with this. That's never happened to me before, and it kind of just proves that if you're open... It's the whole thing, like an eye for an eye but in a good way... That's the best thing I've got from it. Helping so many people just through a pastoral basis, not through the charity, just through myself. I don't think I'd have been able to do that if I hadn't done the marathon."

The exposure that running a marathon gives to someone can come with both positive and negative side effects. For example, the perceived pressure to run a fast time, because the effort is being 'observed' by running friends, and because the time is public. On the flip side, the fundraising journey can be a chance to assist others in fundraising and overcoming mental health problems, who follow-suit from the example of being public, and confront some of their issues ('if she can do that then so can I'). Having a personal connection to the charity involved greatly increases the meaning attached to the fundraising element of the journey itself.

44. 752-756: "Um, big challenge, un-sport related, is to qualify, and become a nurse... But, sport related, probably the fellsman, or this marathon coming up."

Many individuals have numerous large challenges that they are working towards in the future.

45. 761-773: "Umm. Yeah. Um, so, I didn't think any of my family were coming to support me. And I'd been told by my friends that they were unable to make it.

And then it was at mile 24, going down embankment, and at this point I was like slightly, maybe slightly dying. A little bit! And um, yeah I just suddenly heard screaming, and there were just like twenty friends, and they decided to surprise me... And it was like 'we're here' we've come to support you! And I just broke

down, crying, it was like really happy tears, and for me, that was just... That just proves how much support you can have. And that was a real standout moment. And just the kindness of everyone around you on the marathon days. Everyone is there to help you and support you.”

The support that individuals receive from friends and family whilst running the marathon can be highly surprising and at times overwhelming. Emotionally charged moments of human contact also have a privileged place in the memory of those that complete a marathon.

46. 778-785: “Yeah, nice words, um, you know, saying keeping going. Copious amounts of jelly babies, so there’s that. Um, and, you know, even if it’s just... Even after finishing. You know, you’re given that medal, and you look like you’ve been pushed through a hedge backwards, and just people are like, ‘well done, you’ve done it’. Like, it was incredible. And, yeah so, just kind words, and people rooting for strangers. You don’t get that in everyday life. You know, you don’t get people coming up to you and giving you a pat on the back. So I loved that. I loved that side of it.”

There is a unique bond with marathon runners that results in a highly supportive and positive community, who all encourage strangers and help other people bring out the best in themselves. This kindness and openness and positivity is infectious.

47. 790: “Um, probably life affirming. A little bit of both, but more life affirming for me.”

A marathon running experience can be life affirming and life changing experience for participants.

48. 802-810: “Umm. Ohh. Let me think. Um, it influenced because it was a way into the charity. I said to them, I really want to do the London marathon, and they said, you know, use your ballot place. But yeah instantly, it’s just a way into the charity... And then, I guess that just influences because you’re doing something for them, and... I don’t know.”

Completing a marathon for a cause greater than oneself increases both the pressure but also the ultimate reward associated with running a marathon.

49. 820-826: “No. It was very personal . You know, you got a personal email congratulating you. They took so much time. And they only had twenty four people running for them. Which meant that every single text, every single email, every single phone call, it wasn’t a generic one, that they just kind of blast out. It was extremely, you know, personal, which I loved. And they send you a little personalized certificate once you’ve done it, with your time and your name and how much money you’ve raised for them. And so yeah, the whole thing was, made it much more.”

A personalized approach from charities to runners is hugely appreciated. The greater the perceived effort that charities put into the relationship, the more individuals value and respect the charity concerned.

50. 836-838: “Yeah yeah definitely. Because the charity I did it for, I did think about my personal experiences. Which meant it influenced the whole thing really. Whether that be through fundraising. Or just being able to talk to people about it.”

*Having a personal understanding of what the charity does and how it helps people
can increase the meaning of the experience to an individual hugely.*

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) Choosing to complete a marathon is something that many individuals decide to do because there is a very clear and tangible goal associated with it – being able to call oneself a marathon runner and induction into an exclusive club of ‘cool’ and ‘adventurous’ people. Many individuals want to prove to others and themselves that they are capable of doing it, perhaps proving doubters wrong. For many individuals, fundraising for a marathon is secondary to the personal fitness challenge that they have set themselves of completing a marathon. Many individuals put their name into the ballot never expecting to be awarded a place (it is seen as a win-win situation – either getting a lucky place, or not having to run it!). Often individuals have a charity in mind that they follow and admire and want to fundraise for if they were to complete any challenging physical activity.
- (2.) Many people completing a physical activity challenge for charity will have a range of goals in mind when during training and that they would ultimately like to achieve. Perhaps a better question to ask might have been ‘what was your primary goal with this challenge’, or ‘what moment do you think summarised the marathon experience for you, if there was one’?
- (29.) Some individuals feel that they only want to fundraise if they are doing a challenge that is suitably ‘worthy’ in their eyes – i.e. that the scale of the challenge is suitably impressive to other people.

Section 2 (experience – hot cognition):

- (3.) It appears to be common for most participants to experience moments of doubt during both training and the event itself. A good question to ask might have been ‘what made you decide to keep going rather than stop?’
- (15.) Some individuals are apparently happy to suffer in silence, and not to share the pain and effort required to finish with others.
- (21.) Many individuals will be prepared to suffer through significant amounts of pain and injuries in order to finish their marathons, especially after all of the effort that has been put into training and fundraising beforehand.
- (22.) Some people enjoy both the process of suffering, as well as the immense relief and post-running high that challenging exercise brings.
- (25.) Messages of encouragement are hugely encouraging, and remembered during the marathon itself as motivation.
- (35.) The feelings that accompany finishing a marathon can be complex and overwhelming. Part of this relates to the meaning attached to the finish, and the reaction of others to the achievement. The resultant post race high and euphoria is a feeling that is hard to replicate in any other context.
- (45.) The support that individuals receive from friends and family whilst running the marathon can be highly surprising and at times overwhelming. Emotionally charged moments of human contact also have a privileged place in the memory of those that complete a marathon.

Section 3 (fundraising today):

- (6.) Some individuals are more than willing to become involved with the charity concerned far beyond the standard transactional charity runner relationship. E.g. helping to promote their charity and spread awareness of the cause or issue that the charity is trying to help, or to volunteer for them in some capacity.
- (11.) Publicly fundraising for a challenging physical event can result in reconnecting with old friends, and interest from a diverse range of people. That attention makes individuals feel popular and special.
- (14.) The fundraising element of a marathon challenge can be unexpectedly grueling after a while, and something that individuals do not feel comfortable doing. A huge amount of effort is required to persuade people to sponsor individuals.
- (17.) Fundraising is a hugely personal exercise, especially when the charity involved is personally connected to the individual. There appears to be a feeling that those that are aware of the connection will support and go the extra mile, but that those that aren't can be left as they are.
- (18.) For younger fundraisers, there is an awareness that getting older generations to share content might result in an increase in donations. This is because, on the whole, most wealth is held by those over 50. However this demographic may respond better to alternative forms of communication other than social media. For example, email.
- (23.) Social media is seen as a quick easy and familiar way of sharing content with one's network .
- (27.) A complicated set of reasons exist behind why individuals choose to support friends or acquaintances that are completing a challenging

physical activity for charity. Ultimately, the primary reason can be summarised as whether or not the person raising money is deemed as deserving or not.

- (48.) Completing a marathon for a cause greater than oneself increases both the pressure but also the ultimate reward associated with running a marathon.
- (50.) Having a personal understanding of what the charity does and how it helps people can increase the meaning of the experience to an individual hugely.

Section 4 (the transformation):

- (5.) It is completely possible for individuals to begin marathon running for themselves, but to end up being carried through and running for the charity concerned and their beneficiaries.
- (12.) The harder a challenge is, the more effort that is required to complete it, and hence the stronger the will required to complete it. Harder challenge result in more meaningful outcomes, because more effort has been put into completing them.
- (36.) Embarking upon a challenge event to raise money for charity can give individuals 'permission' to talk about potentially sensitive or difficult topics related to the cause of the charity and themselves. The community surrounding both charities and runners can be hugely supportive and welcoming, and help to take the taboo out of certain subjects such as illness, mental health, and exercise.
- (46.) There is a unique bond with marathon runners that results in a highly supportive and positive community, who all encourage strangers

and help other people bring out the best in themselves. This kindness and openness and positivity is infectious.

Section 5 (context):

- (8.) Completing a challenging physical challenge for charity can represent overcoming personal challenges, and taking control in a positive way of unfortunate circumstances.
- (9.) Those who decide to attempt a marathon for the first time are comfortable (at least to a certain extent), stepping out of their comfort zone in the hope of growing personally.
- (10.) In the UK, it is widely regarded that the marathon distance is iconic, and one of the longest formal running events (that takes place on a large scale and with mainstream coverage and support), that someone can do. It appears to be a significant benchmark in the distance running realm.
- (16.) Some individuals are keen for others to see the effort as a positive thing, so will try to ensure the pain and effort involved does not overshadow the positives that are involved.
- (24.) Individuals are often surprised by the people who ‘come out of the woodwork’ to express support and encouragement to them for their efforts. Especially from people who they might not have interacted with for some time.
- (28.) The feedback and attention of others helps individuals to assess the scale of their achievement and to understand the value that society places upon distance runners and marathon finishers.

- (31.) The highly organized and experienced nature of the organisers behind the London marathon is reassuring for participants (especially first timers).
- (37.) For some individuals, it is important to feel like they have ownership of their challenge, and that they made the choice to fundraise in the way that they are (rather than saying that they were influenced by someone else). This might relate to confronting personal demons, or taking ownership of a challenge and the direction of one's life.
- (39.) Some individuals take pride in being perceived as 'crazy' by their peers and wider social networks, suggesting that this point of differentiation is something they enjoy (they are not like others, but better).
- (40.) This participant uses a wonderful simile to illustrate the influence of others on their challenge ambitions, likening the wider social context and their friends activities to a magazine which can be looked through for inspiration.
- (44.) Many individuals have numerous large challenges that they are working towards in the future.

Section 6 (legacy – cold cognition):

- (7.) Very few individuals regret completing a physical activity challenge for charity.
- (13.) The huge investment that a marathon effort requires results in an outcome that feels amazing, and is steeped in meaning.
- (22.) Some people enjoy both the process of suffering, as well as the immense relief and post-running high that challenging exercise brings.

- (26.) Completing a challenging physical event for charity increases the respect that individuals have for fundraising challenges, as well as the likelihood that they will support others doing similar things in the future.
- (34.) A positive marathon experience can motivate individuals to complete more challenges and fundraise more in the future.
- (38.) Validation from others is a welcome side effect from the exposure and the challenge, rather than the point of the challenge itself. Many people do not expect this validation, but are pleasantly surprised by it when it comes.
- (41.) Training for a marathon teaches individuals to become more comfortable being uncomfortable, and to be more resourceful when it comes to dealing with discomfort and physical challenges.
- (42.) The memory of completing a marathon (and all the positive sentiment and feelings that accompany this) can last for a lifetime – it represents the conquering of a major universally recognised physical challenge.
- (43.) The exposure that running a marathon gives to someone can come with both positive and negative side effects. For example, the perceived pressure to run a fast time, because the effort is being ‘observed’ by running friends, and because the time is public. On the flip side, the fundraising journey can be a chance to assist others in fundraising and overcoming mental health problems, who follow-suit from the example of being public, and confront some of their issues (‘if she can do that then so can I’). Having a personal connection to the charity involved greatly

increases the meaning attached to the fundraising element of the journey itself.

- (47.) A marathon running experience can be life affirming and life changing experience for participants.

Section 7 (relationship with charity):

- (4.) For many people, the experience of running a marathon extends far beyond the race itself. Interactions with the charity concerned can form a huge part of the experience.
- (19.) For those that put a large amount of effort into their fundraising, they do view themselves as creating a special bond with that charity.
- (20.) The process of fundraising and training for a charity is a brilliant way of getting to know one another better, and uniting different people over a common cause and goal.
- (30.) Support from the charity involved can have a huge impact upon an individual's marathon experience. Sensitive and appropriate support through regular transparent and constructive dialogue can help both sides manage expectations and achieve their objectives.
- (32.) Sharing a marathon journey experience with a supportive charity can bring both charity and fundraiser closer together, especially if both sides feel that support has been offered that really makes a difference.
- (33.) A marathon experience gives fundraisers and charity representatives the chance to become more comfortable with one another. Careful management of this relationship can transform runners from fans and supporters to promoters and ambassadors.

- (49.) A personalized approach from charities to runners is hugely appreciated. The greater the perceived effort that charities put into the relationship, the more individuals value and respect the charity concerned.

D.10 Interview Number 10 Notes

Interview Script Highlights:

1. 103-105: “Er, because I’ve always wanted to do the marathon at some point and I wanted to do it for a charity. Um, and I’ve never really known when to do it, and it came up on our work intranet page, and I thought, why not!”

Many individuals consider running a marathon long before taking the plunge and actually committing to doing so. The small step required to make them follow through with their ambitions often requires a small ‘push’ perhaps in the form of a perceived opportunity to realize their ambition.

2. 111-124: “Ha! I really wanted to do. So I had a target of £1600... So I was obviously very keen to hit my target. Time wise, I really wanted to do it in four and a half hours, but I basically bugged my knee, and so didn’t do it as quickly as that... Yeah, and I was really annoyed, because in my training I was like, yeah, I can definitely do it in four and a half hours. But then I hurt my knee and didn’t really do any running in the seven weeks before the marathon, which probably wasn’t the best idea. And I didn’t really do any long runs.

Setting overly ambitious targets during training can result in injury and a loss of motivation. Realistic and achievable targets however can be hugely motivating and encouraging for individuals, as they progress through training and see themselves getting faster and raising money.

3. 131-135: “What, about having done it? I, It’s funny, but I was just saying to my dad, that you never think you can do something like that. But then you do it, and

actually I enjoyed it far more than I thought I would. I mean for about half of it I certainly did not enjoy it. But it was an amazing and incredible experience to do, and It's maybe just the support of the whole event and such a cool thing to be part of."

Completing a marathon for the first time develops people's self confidence and proves to them that they are able to do things that might be outside of their comfort zones. Whilst the lows are low, the highs far outweigh them, and this makes for an incredibly rich experience.

4. 145-149: "Um, I feel like there's the really big, key marathons, you know, London, new york, um, and there are, and if I was going to do, like. And I'm not like you, I wouldn't just go off and do a marathon just for like the pleasure for doing marathons. And If I was going to do it, I was going to do it for charity, and I just feel like London is such an iconic fundraising event."

Many individuals are keen for their marathon attempt to be 'one of the big ones' – i.e. one of the large international iconic races, such as London or Paris. This might be because they are keen for their effort to be as high profile as possible.

5. 182-189: "Yeah, so definitely the crowd. You know there are people the entire way along the route... There are people that make the effort to specifically come up to London to watch and yeah, it's definitely the crowd it's incredible. And then running up the mall at the end is incredible."

The crowd at the London marathon is clearly a key feature of the experience for runners. The support and atmosphere certainly appears to be a huge motivation for those taking part. Another key feature of the London marathon appears to be

the approach to the finish line down the Mall. The final moments for runners before they cross their iconic finish line.

6. 194-195: “Um, I’m just very proud having done it. I have my medal on the wall. And I’m like, yah, yah!”

Enduring artifacts from the day serve of reminders of the individual’s achievement long after the race has finish, and can be drawn upon for motivation and self-confidence.

7. 204-223: “I mean if you think about how many people are doing it, but yeah, I felt like, I felt proud yeah. I guess special... Um, I just thought I’d never thought I’d be able to do a marathon, and I thought, you know after I’d hurt my knee, I was like, yeah ok, I’ll run the first bit, and I’ll probably have to slow down and probably have to walk the last bit, but I was sort of running along and I got to mile ten and I thought, yeah, this is going ok. And I got to mile 11 and my knee just packed up... and I just hobbled the rest. I’d I felt, I felt quite tough. And I thought, yeah ok. I really think I’m going to be able to do it.”

Completing a challenging physical event teaches individuals that they are able to come adversity, and also that there is a huge support network behind them, even if it might not be directly visible.

8. 232-238: “(G: How important to you was it that this was hard and that this was a difficult physical challenge?)... Really important because I think if you ask people to sponsor you for something, it needs to be something that not everyone can do. So I feel like, the distance, people think it’s a long way, and so they’re

more likely to think it's worthwhile to sponsor you, and so I think that is a key part in fundraising."

Individuals feel more comfortable asking others to sponsor them to complete something that the average person would struggle to do. Relative and perceived difficulty is extremely important, if only for the self confidence of those that are asking others for support.

9. 248-249: "No yeah, definitely. Yeah, I feel people basically pay, pay you and sponsor sponsor you to cover the pain."

There is a perception that the more painful a challenge is, the more likely others are to sponsor them. An exchange of suffering for financial support (it is transactional).

10. 254-263: "Um, so basically I just got a standard runner's knee... Um, and basically was a bit like, oh, well I'm going to have to do this because I've raised all this money... Um, it was a bit of a worry but I was always going to do it."

Fundraising for the attempt increases the pressure on the individual to follow-through with their plans despite set-backs and injury, in order to 'save face' in front of others.

11. 268-271: "Yeah, I feel like that's a really big part of the marathon. Like you just chat to people the whole way round. And I feel like. You know a lot of the time if you start walking people come up to you and say, you know come on now, run with me, and you sort of rally together."

There is a hugely positive collective spirit of togetherness and encouragement during the London marathon. This culture of openness and support often means that individuals are able to chat to other runners in a way that would normally not be so open and deep.

12. 273-278: "(G: Was it important that other people were aware of the pain that you went through, doing the marathon?)... Err. Err yeah, I guess in some respects. Because I guess they chivvy you on to try to encourage you because they know that it's hard. So I guess a lot of the support that you get is because people are aware that it's a difficult thing to do."

Much of the support that individuals receive is because others are aware of the difficulty and pain associated with the task itself. Therefore, whether others are aware of the pain and effort involved or not is hugely important – will it be hidden, or paraded about, or somewhere in between?

13. 283-288: "Err. So actually it sounds really bad, but I just created an online giving page and just bullied people into sponsoring me!... There was a lot of guilt tripping!"

The default way of fundraising for the majority of individuals centers around an online giving page, and driving people to that page to donate through that.

14. 292-294: "And luckily I have a lot of friends and family who have never ran a marathon and would never consider running a marathon, and so, they were like oh god that sounds horrendous, we'll sponsor you!"

The social context of the challenge is hugely important. If the prospective supporters are not used to such grueling challenges, then they are much more likely to support the individual putting themselves out there.

15. 299-313: “Yeah so, I was really keen if I was gonna run a marathon to run it for a small charity... An one that I’d come across before and knew a lot about, um, and sort of knew personally what they did and how it had an effect, and because it was it the first charity, they fundraise throughout the year, and you see these events that we have as a firm with the charity... And we sort of see directly where the money goes, and it has such an impact as a small charity, and so yep, I’d say I liked that, and the relationship with the charity.”

Many individuals are keen to fundraise for ‘small’ charities, who they perceive as less wasteful and more efficient, with a greater relative impact and a more human touch.

16. 318-319: “Um, no. Not because it was physically hard. I think it was more the fundraising effort that was the connection to the charity, rather than the run.”

This individual did not believe that the suffering element resulted in a stronger connection with the charity than if the fundraising effort had been something non-physical.

17. 338-345: “(G: I was just asking how you experienced suffering in this challenge? Obviously you had the knee...)... Yeah, mainly the knee. But also like the sheer. First of all during it, like the sheer exhaustion! And the fact that literally a mile seems like the longest distance in the world when you’re tired.

Also afterwards I was so stiff! So stiff. So I was so knackered at the end I sort of didn't do anything that would help me. And so the next day was just horrendous!"

For first time marathon runners, the distances involved in training and the attempt are incredibly daunting. Stepping out of one's comfort zone in this way brings with it a unique set of psychological challenges to overcome.

18. 350-351: "Um, well everyone at work was very nice to me because they knew that I was really stiff and sore and had just done a marathon."

Those around fundraisers tend to treat them more kindly because of the effort involved in both fundraising and training, and because they are perceived to deserve kinder treatment than the average.

19. 353-357: "(G: What role did social media play in your fundraising campaign, please?)... Er, it was a really big role. I feel like that was mainly how I promoted my fundraising page and encouraged people to sponsor me."

Social media plays a huge role in encouraging prospective donors to give. Through social media individuals are able to provide supporters of evidence of their suffering and reasons to support them and their charity.

20. 362-366: "Yeah, I think really well. I think, the main thing I think is difficult is that a lot of people do run the marathon for charities, and a lot of people around the same time are going 'please sponsor me'. And so I think it was received well, but I think also there's that thing that a lot of people are doing it, and social media is quite inundated for requests for sponsorship."

Many individuals are overwhelmed with requests for fundraising support at the same time each year from all corners of their network. Finding a unique and personal angle is key to persuading individuals to part with their money and support the attempt.

21. 368-371: "(G: How did it make you feel, seeing, seeing people react to your fundraising no facebook.)... Yep! Good. You kind of feel like you have quite a lot of support."

Support received through social media sites has a major impact upon the morale of individuals completing challenging physical events for charity.

22. 376-385: "It kind of depends what they're doing. So if they're doing a marathon I'm like 'oh! What fun!'. (laughter). Yeah, I always think it's impressive, especially when people have a strong connection to the charity that they're fundraising for. Like, if you speak to my friend Tash, like she ran for the stroke association. And she was their biggest fundraiser... And I think it's because she had such a strong personal connection to the stroke association just because of how strokes had impacted her family."

If the fundraising story concerned has a strong emotional component, then others are more likely to support them through donating.

23. 392-394: "Um. Well yeah if they have a strong personal connection to the charity and I know it's impacted them or their family. And also if they've supported me in the past with fundraising, I think it's right to support them."

Those who have been supported by friends in the past feel a strong social obligation to reciprocate the favor and support them back if they are asked. If people believe that the cause the fundraiser is striving for is worthy, and will also help both them and their family, they will also be more likely to support them.

24. 396-405: "(G: How significant was the validation of others to your feelings after the event?)... Er. Yeah it was significant. I wouldn't say that it was massively significant though. It was nice when people said well done for completing the marathon, but it wasn't like... (G: The be all and end all?)... Yep."

Whilst validation from others is pleasant and gives individuals a real boost, it is not regarded as the be all and end all of the challenge, but simply a welcome bonus.

25. 407-415: "(G: Did the perceived difficulty of the challenge, so the fact that it was a marathon, help you to raise money from other people, do you think?)... Yeah. I think so... I think perceived difficulty is the biggest thing with fundraising. If people go, 'oh my god, you're mad'. Then they're more likely to sponsor you."

The harder others perceive the challenge to be, the more likely they are to donate. If the challenge is something that the prospective donor perceives to be uncomfortable and challenging for the individual concerned, then they are far more likely to support them (they're doing it so I don't have to).

26. 417-421: "(G: Is there anything the charity could have done to make your experience better, do you think?)... Err, no I don't think so. They were really supportive, and gave a lot of details, and had an event after, which was great."

Pre, during, and post-event support is a major feature of good relationship management from charities. Managing new relationships carefully can be a key element of cementing lifelong donors and supporters.

27. 423-430: "(G: How about the event, do you think that there is anything they could have done to make it better?)... No, not really. I mean I suppose they could have done an event before to introduce everyone who was running, but I think if they're a small charity they just don't really have the means to organize those sorts of things, and I know they have people from lots of different countries running for them, and sort of all over the UK and so I think that would have been difficult for them."

Those fundraising for charities that they perceive as 'small' will often forgive them for things that they perceive as expensive or difficult to manage for a small team of people. The general public appears to equate small charities to leaner more efficient operations with less waste and a greater positive impact upon donors.

28. 432-446: "(G: Would you say your relationship with the charity changed because of this challenge at all?)... Yes. (G: Um, how did it change?)... Well, I think you just have a closer relationship with them, because you're in contact with, you know the person that's organizing the marathon runners, and you just kind of, you've contributed in a significant way to the progress of that charity... Through that support."

The admin required during a fundraising campaign undoubtedly brings individuals closer to the charity concerned, and represents an opportunity for the charities to

really engage with fundraisers on a personal level, and to forge meaningful relationships with them that can further be developed in the future.

29. 448-451: "(G: Did that relationship kind of develop throughout your fundraising campaign, throughout the training?)... Yep, yeah. Throughout the time I was in contact with them."

The relationship that individuals completing challenging physical events for charity have with the charity concerned develops and evolves over the course of their fundraising campaign and training.

30. 453-457: "(G: What does that change, and kind of the development of that relationship mean to you personally? That charity connection.)... Um, it probably means that if I was to fundraise for a charity in the future, I would, I would automatically look to them first."

For some individuals, especially those that are new to fundraising, forming a meaningful and personal relationship with the charity involved in their challenge attempt can greatly improve the probability of future fundraising efforts being made for that specific charity. i.e. When the challenge comes first and a charity is being searched for, they are more likely to choose the charity that they know well and have a positive relationship with. This implies that fundraising for charity is often secondary to the experience being desired, especially for younger people and in this experience economy in which we live.

31. 459-462: "(G: Would you say it's brought you closer to the charity in question?)... Er yeah, yeah definitely."

Completing challenging physical events for charity can bring individuals closer to the charity concerned. Perhaps a good question to have asked might be 'did your experience bring you closer to the beneficiaries of this charity'.

32. 462-468: "(G: Do you think you've changed as a person because of your marathon experience?)... Errmm. Well, I think in the sense that you, I know I can surprise myself sometimes when I think I cant do something I probably can."

Completing challenging physical events for charity can result in profound changes to an individual's self.

33. 473: "Err, I was very proud, and absolutely knackered."

Finishing a marathon and fundraising campaign results in both pride and exhaustion.

34. 475-479: "(G: Would you say the experience has influenced your self esteem at all?)... Yeah. I think I probably, it probably means that in certain situations I would have more confidence than I previously had."

Completing a challenging physical activity for charity results in an improvement in self esteem that is long lasting. It also improves self-confidence in certain situations as well as openness and extroversion.

35. 481-486: "(G: So did anyone else influence you to take part in the marathon? In the first place? Please.)... Yeah, I think knowing that I had a good friend doing it made me feel more confident that I would, know someone at the start, and we could sort of work things out together."

Knowing other people who are completing the same challenge and connecting up with members of the same community can be reassuring and reduce anxiety and improve confidence relating to completing the challenge ahead. This supportive community who knows and understands what the individual is faced with and going through can be a great source of strength, motivation, and knowledge.

36. 493-497: "(G: How important was validation from other people throughout the attempt?)... Err. Yeah it was important. Err but yeah, I think it was more sort of personal validation rather than (indiscernable)."

Validation from others throughout the attempt is significant, and helps individuals gauge whether or not the way they are spending their effort is socially valuable or not.

37. 499-509: "G; How did participating in the marathon make you feel in your friend groups?)... Err. Not particularly different... I had another friend who was doing it, and so it would influence our conversations before, um, and I would go up to London to train with her, and so I guess in that respect I was creating social events around the marathon."

Some individuals who are part of or become part of running communities will alter their social lives to accommodate marathon training. There is also no doubt that the training required for a marathon as well as the fundraising dimension influences the social life of those that are fundraising. Many individuals will create social events around their marathon training and fundraising efforts.

38. 517-520: “Ah! Haha! Well I think I was influenced because Tash was doing the London marathon. And I thought, ok, she’s doing the marathon, I can do the marathon as well. But it was more I was like, it would be nice to do it together, rather than, she’s doing the marathon, and I have to do the marathon to be even with her.”

Friends that are perceived to be of a similar athletic ability completing tough events can be hugely influential, prompting people to think about whether their athletic ability or mental ability is preventing them from reaching their potential. Some individuals are also keen to be included in a friends journey, and so decide to fundraise and complete the same challenge themselves.

39. 522-527: “G: Would you say your friends fundraising efforts influence what you do?)... Um, yeah a little bit, because Tash was really good on social media, like she’s very good on social media generally, and so I was like, yeah ok, I’m really going to need to try to do a bit more!”

The fundraising efforts of friends influences what individuals do and how they do it, in terms of challenge selection, training, and fundraising strategy. Friends actions (such as being organized with their social media posts) can put pressure on others to follow-suit and step-up their game.

40. 529-538: “(G: Do you feel like the challenge was outside your comfort zone?)... Yeah, definitely. (G: And because it was outside your comfort zone, how did that influence your feelings after the event?)... Er, it probably made me prouder, yeah. Well, yeah. A bit like, ah, I’m a bit tougher than I thought.”

The further a challenge is outside one's comfort zone, the greater the feeling of pride and satisfaction that occurs afterwards as a result of completing it.

41. 541-548: "(G: How long did those feelings last?)... What of tiredness or? (G: Of your, you know just feeling like a rock star after the London marathon.)... Err, I still kind of do occasionally, when I'm like, yeah I did that!"

Positive feelings and emotions that accompany a marathon finish last long after the event itself, continuing to influence self-image for months and years afterwards.

42. 550-559: "(G: Do you want to do something similar again?)... Yeah. (G: Great. Some sort of physical challenge?)... Yeah probably. Well I'd quite like to do the marathon again. And if the opportunity came to do something that I thought sounded interesting, I'd probably go for it."

Those who experience a positive marathon challenge journey are more likely to be open to other challenging physical activity experiences and fundraising attempts later in life. It makes individuals more open to challenges and more versatile when it comes to obstacles in life.

43. 561-568: "(G: What would you say you were left with afterwards. After finishing?)... Err. A sense of achievement. A very nice medal. A nice London marathon top. A lot of running kit that I probably won't use again (laughter). Err. Yeah just the whole experience. I had such a great time. It was really nice because my godmother's family all came out. And they followed me and cheered and stuff, and I really liked it from that perspective as well."

Fundraising has the ability to bring both families and communities together to rally around both a cause and a person. The human support and interactions that result from a marathon experience have a privileged position in the memory of those that fundraise. Artefacts relating to the completion of the challenge are also valued in a particularly special way, and can hold huge sentimental value for those concerned, especially if it is their first (or largest) major athletic achievement.

44. 573-582: “The next big challenge?... Oh, errmm. Well I’d quite like. Well with the horses I’d quite like to aim for a certain international, that’s probably the next big challenge... But that’s kind of an ongoing challenge rather than a tangible challenge.”

Many individuals prioritise the fundraising and athletic training related to completing a marathon as the most important thing in their life at the time. Afterwards there is a void where ‘completing the marathon’ as a major life goal, once was.

45. 584-601: “G: What are some of the most vivid memories or moments that you can remember from the marathon, please?... Err. Definitely running up the mall at the end. And then, haha, I ran with this guy who had all these speakers around him. And you could request a song and he would play a song to you... And I ran with a guy who was running in ski boots. Which made me feel terrible about myself – running at the same pace (laughter)... Err definitely the start which is amazing. The most incredible thing about the marathon is seeing all the different charities that people are fundraising for. And you just think of all the money that people are raising. And that definitely makes it quite a cool experience.”

Certain moments during the marathon tend to be particularly special among participants. These include the finish line and the approach to the finish line, and interactions that they have with other runners of any significance, and the nature and scale of both the runners, charities being supported, and the crowd. We know that talking to strangers can have a positive impact upon our happiness.

46. 603-620: “G: What are some of the most emotional memories that you have, related to that running, that bit of running?... Err. Probably at like mile 22 when I saw John and I was like ‘I cant do this’ (laughter), and he was like ‘it’s ok. Just keep going’... (G: (laughter) easy for you to say john, easy for you to say!)... Yeah. Yeah exactly. He literally kept. It was so funny because. I had those um you know the headphones, they’re called the aftershock or something, and they sit on your earbone... And you hear through your bone rather than in your eye. And so he kept on calling me, and like chatting on the way around. And I couldn’t work out how to turn the microphone on and so I couldn’t talk back to him, but yeah. That was very emotional.”

The marathon experience itself can be a hugely emotional experience, with pain, euphoria, exhaustion, and humility all experienced at one point or another by most runners. Personal interactions along the way with familiar people tend to really stand out to runners. Perhaps it is difficult to overestimate the significance of supporting runners at particularly tough moments, and how much those runners value that support.

47. 625-626: “Errmm. Yeah. Like life changing in a tiny way, not in a sort of, oh my god everything is different noAnw. I think you do see yourself a bit differently.”

Individuals who complete challenging physical events tend to see themselves slightly different afterwards – with a renewed sense of confidence and pride and self-worth.

48. 629-634: “(G: How did this experience influence your connection to the charity or cause involved?)... Er, it strengthened it, you just know people on a personal level, and you feel like you have directly influenced, well not influenced, but directly contributed to the charity.”

Those who fundraise for charity feel like direct stakeholders in it, and personally responsible for the good work that the charity is able to do because of their efforts. Making sure these efforts are valued and appreciated by the charity to the individual is hugely important.

49. 646-650: “(G: How do you think the charity connection kind of influenced that change in self?)... I suppose you can say that like you’ve done it for a worthwhile cause, and it’s not a selfish thing, you’re doing it for someone or something else.”

Completing a marathon or challenging physical event for charity transforms a fundamentally selfish act into a one that is not entirely selfless, without detracting from the resultant self-growth that would have been achieved from running it without raising money for charity.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) Many individuals consider running a marathon long before taking the plunge and actually committing to doing so. The small step required to make them follow through with their ambitions often requires a small 'push' perhaps in the form of a perceived opportunity to realize their ambition.
- (10.) Fundraising for the attempt increases the pressure on the individual to follow-through with their plans despite set-backs and injury, in order to 'save face' in front of others.

Section 2 (experience – hot cognition):

- (5.) The crowd at the London marathon is clearly a key feature of the experience for runners. The support and atmosphere certainly appears to be a huge motivation for those taking part. Another key feature of the London marathon appears to be the approach to the finish line down the Mall. The final moments for runners before they cross their iconic finish line.
- (11.) There is a hugely positive collective spirit of togetherness and encouragement during the London marathon. This culture of openness and support often means that individuals are able to chat to other runners in a way that would normally not be so open and deep.
- (21.) Support received through social media sites has a major impact upon the morale of individuals completing challenging physical events for charity.

- (45.) Certain moments during the marathon tend to be particularly special among participants. These include the finish line and the approach to the finish line, and interactions that they have with other runners of any significance, and the nature and scale of both the runners, charities being supported, and the crowd. We know that talking to strangers can have a positive impact upon our happiness.
- (46.) The marathon experience itself can be a hugely emotional experience, with pain, euphoria, exhaustion, and humility all experienced at one point or another by most runners. Personal interactions along the way with familiar people tend to really stand out to runners. Perhaps it is difficult to overestimate the significance of supporting runners at particularly tough moments, and how much those runners value that support.

Section 3 (fundraising today):

- (2.) Setting overly ambitious targets during training can result in injury and a loss of motivation. Realistic and achievable targets however can be hugely motivating and encouraging for individuals, as they progress through training and see themselves getting faster and raising money.
- (8.) Individuals feel more comfortable asking others to sponsor them to complete something that the average person would struggle to do. Relative and perceived difficulty is extremely important, if only for the self confidence of those that are asking others for support.
- (9.) There is a perception that the more painful a challenge is, the more likely others are to sponsor them. An exchange of suffering for financial support (it is transactional).

- (10.) Fundraising for the attempt increases the pressure on the individual to follow-through with their plans despite set-backs and injury, in order to 'save face' in front of others.
- (13.) The default way of fundraising for the majority of individuals centers around an online giving page, and driving people to that page to donate through that.
- (15.) Many individuals are keen to fundraise for 'small' charities, who they perceive as less wasteful and more efficient, with a greater relative impact and a more human touch.
- (19.) Social media plays a huge role in encouraging prospective donors to give. Through social media individuals are able to provide supporters of evidence of their suffering and reasons to support them and their charity.
- (20.) Many individuals are overwhelmed with requests for fundraising support at the same time each year from all corners of their network. Finding a unique and personal angle is key to persuading individuals to part with their money and support the attempt.
- (22.) If the fundraising story concerned has a strong emotional component, then others are more likely to support them through donating.
- (23.) Those who have been supported by friends in the past feel a strong social obligation to reciprocate the favor and support them back if they are asked. If people believe that the cause the fundraiser is striving for is worthy, and will also help both them and their family, they will also be more likely to support them.

- (25.) The harder others perceive the challenge to be, the more likely they are to donate. If the challenge is something that the prospective donor perceives to be uncomfortable and challenging for the individual concerned, then they are far more likely to support them (they're doing it so I don't have to).
- (27.) Those fundraising for charities that they perceive as 'small' will often forgive them for things that they perceive as expensive or difficult to manage for a small team of people. The general public appears to equate small charities to leaner more efficient operations with less waste and a greater positive impact upon donors.
- (39.) The fundraising efforts of friends influences what individuals do and how they do it, in terms of challenge selection, training, and fundraising strategy. Friends actions (such as being organized with their social media posts) can put pressure on others to follow-suit and step-up their game.

Section 4 (the transformation):

- (3.) Completing a marathon for the first time develops people's self confidence and proves to them that they are able to do things that might be outside of their comfort zones. Whilst the lows are low, the highs far outweigh them, and this makes for an incredibly rich experience.
- (17.) For first time marathon runners, the distances involved in training and the attempt are incredibly daunting. Stepping out of one's comfort zone in this way brings with it a unique set of psychological challenges to overcome.
- (32.) Completing challenging physical events for charity can result in profound changes to an individual's self.

- (37.) Some individuals who are part of or become part of running communities will alter their social lives to accommodate marathon training. There is also no doubt that the training required for a marathon as well as the fundraising dimension influences the social life of those that are fundraising. Many individuals will create social events around their marathon training and fundraising efforts.
- (47.) Individuals who complete challenging physical events tend to see themselves slightly differently afterwards – with a renewed sense of confidence and pride and self-worth.

Section 5 (context):

- (4.) Many individuals are keen for their marathon attempt to be ‘one of the big ones’ – i.e. one of the large international iconic races, such as London or Paris. This might be because they are keen for their effort to be as high profile as possible.
- (12.) Much of the support that individuals receive is because others are aware of the difficulty and pain associated with the task itself. Therefore, whether others are aware of the pain and effort involved or not is hugely important – will it be hidden, or paraded about, or somewhere in between?
- (14.) The social context of the challenge is hugely important. If the prospective supporters are not used to such grueling challenges, then they are much more likely to support the individual putting themselves out there.

- (18.) Those around fundraisers tend to treat them more kindly because of the effort involved in both fundraising and training, and because they are perceived to deserve kinder treatment than the average.
- (24.) Whilst validation from others is pleasant and gives individuals a real boost, it is not regarded as the be all and end all of the challenge, but simply a welcome bonus.
- (35.) Knowing other people who are completing the same challenge and connecting up with members of the same community can be reassuring and reduce anxiety and improve confidence relating to completing the challenge ahead. This supportive community who knows and understands what the individual is faced with and going through can be a great source of strength, motivation, and knowledge.
- (36.) Validation from others throughout the attempt is significant, and helps individuals gauge whether or not the way they are spending their effort is socially valuable or not.
- (38.) Friends that are perceived to be of a similar athletic ability completing tough events can be hugely influential, prompting people to think about whether their athletic ability or mental ability is preventing them from reaching their potential. Some individuals are also keen to be included in a friends journey, and so decide to fundraise and complete the same challenge themselves.

Section 6 (legacy – cold cognition):

- (6.) Enduring artifacts from the day serve of reminders of the individual's achievement long after the race has finish, and can be drawn upon for motivation and self-confidence.

- (7.) Completing a challenging physical event teaches individuals that they are able to come adversity, and also that there is a huge support network behind them, even if it might not be directly visible.
- (33.) Finishing a marathon and fundraising campaign results in both pride and exhaustion.
- (34.) Completing a challenging physical activity for charity results in an improvement in self esteem that is long lasting. It also improves self-confidence in certain situations as well as openness and extroversion.
- (40.) The further a challenge is outside one's comfort zone, the greater the feeling of pride and satisfaction that occurs afterwards as a result of completing it.
- (41.) Positive feelings and emotions that accompany a marathon finish last long after the event itself, continuing to influence self-image for months and years afterwards.
- (42.) Those who experience a positive marathon challenge journey are more likely to be open to other challenging physical activity experiences and fundraising attempts later in life. It makes individuals more open to challenges and more versatile when it comes to obstacles in life.
- (44.) Many individuals prioritise the fundraising and athletic training related to completing a marathon as the most important thing in their life at the time. Afterwards there is a void where 'completing the marathon' as a major life goal, once was.

Section 7 (relationship with charity):

- (16.) This individual did not believe that the suffering element resulted in a stronger connection with the charity than if the fundraising effort had been something non-physical.
- (26.) Pre, during, and post-event support is a major feature of good relationship management from charities. Managing new relationships carefully can be a key element of cementing lifelong donors and supporters.
- (28.) The admin required during a fundraising campaign undoubtedly brings individuals closer to the charity concerned, and represents an opportunity for the charities to really engage with fundraisers on a personal level, and to forge meaningful relationships with them that can further be developed in the future.
- (29.) The relationship that individuals completing challenging physical events for charity have with the charity concerned develops and evolves over the course of their fundraising campaign and training.
- (30.) For some individuals, especially those that are new to fundraising, forming a meaningful and personal relationship with the charity involved in their challenge attempt can greatly improve the probability of future fundraising efforts being made for that specific charity. i.e. When the challenge comes first and a charity is being searched for, they are more likely to choose the charity that they know well and have a positive relationship with. This implies that fundraising for charity is often secondary to the experience being desired, especially for younger people and in this experience economy in which we live.

- (31.) Completing challenging physical events for charity can bring individuals closer to the charity concerned. Perhaps a good question to have asked might be ‘did your experience bring you closer to the beneficiaries of this charity’.
- (48.) Those who fundraise for charity feel like direct stakeholders in it, and personally responsible for the good work that the charity is able to do because of their efforts. Making sure these efforts are valued and appreciated by the charity to the individual is hugely important.
- (49.) Completing a marathon or challenging physical event for charity transforms a fundamentally selfish act into a one that is not entirely selfless, without detracting from the resultant self-growth that would have been achieved from running it without raising money for charity.

D.11 Interview Number 11 Notes

Interview Script Highlights:

1. 103-105: “Um so I thought, you know I’d like to challenge myself and I very much have a kinda everything or nothing mindset. And I thought, you know, why do a half marathon if I can do the whole thing.”

Many individuals consider running a marathon because they are keen to challenge themselves, and because they are not satisfied (or as satisfied as they could be) with both themselves and their lives at their current state. For some, it must represent going significantly outside their comfort zone. There is also a perception that completing a marathon is ‘the big one’ in terms of running, and very much a universal benchmark for distance running.

2. 110-112: “He’s a very keen runner, and said to me, you know there are a couple of spaces going and would you be interested? Um, so I thought you know kill two birds with one stone and raise some money, so.”

The decision to take part in a marathon and raise money for charity is often the result of a combination of factors.

3. 118-119: “I was fairly optimistic, I was going for a finish time of about 3 hours 50. And then sadly I didn’t quite. You know. I ended up about four hours seven.”

Failing to achieve overoptimistic and overambitious targets (including fundraising amounts and finish times) can result in disappointment and upset.

4. 123: “Yeah I mean I think that (the heat) really did take it out of me.”

Adverse weather conditions on the day of the challenge attempt can have a huge influence on the experience of the participant and greatly affect performance.

5. 134-147: "(G: How does that make you feel when you look back at it, when you look back at that experience?)... Yeah, um, kind of thankful to my friends for being generous. Because a lot of, people kind of sponsor a lot of different things, and kind of, the novelty can wear off quite quickly and it's pretty hard to be original when you know you hear that so and so is doing a half marathon... So you know I was kind of quite grateful for my friends patience and accommodation if you like. That was kind of the, er..."

Completing a challenging physical activity for charity can result in immense feelings of gratitude towards supporters, especially in a context where those who support often have multiple fundraising demands placed upon them from a variety of different sources.

6. 154-157: "Yeah, no I mean like, I, yeah, I was pretty pleased that I did it, because you know the training and the dedication that went into it. But it was almost kind of more effort than the marathon itself. So yeah I did kind of get some self worth. Yeah I was disappointed with my time."

Many fundraisers would say that the fundraising effort is as great or greater than the physical effort required to train and complete a marathon. A positive fundraising attempt increases feelings of self worth, because an individual is personally responsible for money being raised for a good cause.

7. 163-166: "(G: Are you pleased you completed it?)... Yeah, I am pleased I did it, yeah."

The vast majority of those who participate in and complete a marathon are pleased that they did so and satisfied afterwards.

8. 174-176: "Yeah, I mean I would say I was quite intense. Like, er. Yeah, I don't want to use too many adjectives. I would say I was knowledgeable, enthusiastic, intense, um, yeah."

A certain level of enthusiasm and outgoingness is required to take-up the challenge of training for and completing a marathon.

9. 183-190: "Um, well I mean. I mean the distance is the main thing. You know a lot of people say they really put things up to the crowd. Well you know I could have, I could have been running you know, in, you know across, you know the gobi desert with nobody around, you know just to get that 26.2... So the event itself wasn't really kind of the main driving factor."

The 26.2 mile marathon distance has become iconic as the benchmark of long distance endurance running, and is the key defining feature of a marathon.

10. 195-201: "Yeah, umm. I wouldn't say a life goal, perhaps kind of, a year goal? Kind of, something to get done before the end of the year... So definitely a sense of achievement that I'd done it, and not sustained any injuries in training or, yeah, I mean, fulfilled, definitely."

Completing a marathon has often been a major goal of participants for many years, and so the resultant satisfaction after completion is immense.

11. 206-209: “Um, not particularly, um, because, you know anyone can, I mean not anyone, but, a lot of, most able bodied people would be able to complete a marathon if they, you know did enough training. So I wouldn’t say it made me feel special, but um..”

Spending time around those who are involved in the marathon scene and distance running normalizes the activity, and can result in feelings of being ‘special’ being reduced, until the individual concerned engages with people who are not a part of this world and who are able to bring them back down to earth.

12. 211-215: “(G: How important is it that this was a difficult challenge, like a hard physical challenge?... Yeah, definitely. You know, I mean the whole, the whole idea of sponsorship is to support something that is actually challenging.”

Many people believe that the premise of charity sponsorship is to support something that is actually challenging. This is central to the transaction and reasoning behind why many donate.

13. 217-221: “(G: Would you say that pain and effort were part of the attraction to doing it in the first place?)... Yeah. Yeah yeah. For me it was just the idea of 26.2 miles. And it’s kind of satisfying as well doing the training leading up to it.”

For many individuals, the struggle and the challenge of both training and the run itself is part of the attraction – overcoming a difficult challenge. There is an immense satisfaction involved in both completing the training and the challenge itself.

14. 228-249: “(G: How did you experience the pain and effort required to, to complete it?)... Um, well through the training I’d been able to kind of overcome adversity. You know legs, feeling like jelly through training and all that... But on the actual day I did. Even though I’d run up to twenty four miles in training, um, it was kind of a different ball game on the day... You know, incline at various parts. The heat. And so that really did take it’s toll mentally. And there was a point where I thought, you know I’m not going to finish this. Maybe I should just tap out now!.. But that’s the thing, I didn’t have it in training. It was only at about mile seventeen or whatever. When I’d done a lot further than that in training. The mental requirement on the day. I think I’d underestimated it slightly.”

There are often unpredicted physical, mental and environmental challenges that participants must overcome on the day. These can include adverse weather, the stress of running further than an individual has ever run before, and the fear of failure or underperforming.

15. 261-267: “G: Was it important that you shared that pain and effort with other people on the day?)... Um. Not particularly. I was. You know obviously the sense of community is fantastic, and it brings everyone together, there is a real camaraderie. But to be honest I was there just to do my thing and, you know obviously it’s nice to meet people etcetera etcetera, but I was there to, to be with myself rather than...”

The sense of community among runners can provide individuals with a huge morale boost as they complete the course. This immense camaraderie appears to be a key feature of the London marathon. For some participants however, they claim

not to mind whether or not their pain was shared with others or not, and are happy for the challenge to be purely internalized.

16. 273-284: “G: Was it important that others were aware of the pain that you went through with this event, like your friends and family?)... Um. Yeah. Err. Not particularly. I really did try and underplay it. When I knew I had friends at various points, I was trying to look as kind of composed as possible. I mean, you know.... (G: Playing it cool?)... Yeah exactly! But yeah I wouldn’t say that. You know I wanted to do my best and for people to think, oh , he didn’t really struggle too much. So making sure other people knew the pain wasn’t really on my agenda.”

For some individuals, not showing signs of weakness or being in pain appears to be important. They are keen to preserve the image that they are strong and tough, and that they can take physical challenges in their stride.

17. 293-296: “Er, virginmoneygiving. Um. So I, I er posted, you know asked close friends for donations etcetera. Posted a facebook status a lot. Then did a little charity auction a couple of nights ago. Um, got some friends to do some art for me and basically auctioned it off. Um, so that worked out quite well.”

Social media appears to be a central part of most individuals’ fundraising efforts. The desire to hit ambitious targets can also prompt individuals to be creative in their fundraising techniques, developing these enterprising skills, and forcing them to reach out to others for help and in order to socialize and garner support.

18. 303-307: "(G: Would you consider that to be special because of the marathon experience?)... Um, no. More so because it was my friends mother who had passed away. Um, that's kind of, why I thought of it as special. With a nice kind of bonus, if that's the right word."

The relationship that this participant had with the charity was special because of a special personal relationship with the charity related to a friend's mother passing away, as opposed to any other particular reason.

19. 309-314: "(G: Do you feel more connected to the charity because of this experience?)... Um, not particularly, because I didn't actually meet anyone for the charity. I mean I went to the grounds when I was training, but I hadn't really had much contact other than kind of the odd email."

Limited human contact and interaction with the charity concerned restricts the degree to which the individual is able to feel personally connected to the charity concerned. More regular personal contact could have decreased this perceived distance between them.

20. 320-325: "(G: Was it important to feel like you had suffered, at the end of the challenge?)... Yeah. Definitely. Because I think if I had smashed it, and felt fine afterwards, then maybe the feeling of accomplishment wouldn't have been as high, because, you know you're not pushing yourself as much."

The feeling that an individual has suffered acts as evidence to themselves that they gave the effort all that they could, and that they overcame something that was physically hard.

21. 333-345: “Oh, well um, to be honest, when I got to the finishing line, I couldn’t really walk properly. I had to sit down! Which is the last thing you’re supposed to do. But you know I walked to the er, to the pub where I was going to meet my friends. Which was about a mile to walk. And by the time I’d got there and had a few beers I was able to jog around, jog upstairs to the loo. So I actually recovered incredibly quickly. It was only a few days later when, you know, my toenails started falling off... That kind of thing. You know I think for the most part there was no kind of lasting physical difficulty that I experienced. It was just kind of purely during the run when you know the lactic acid built up in the legs. It felt as though.”

For the majority of participants, there is some lasting pain and discomfort that accompanies a marathon finish. However, this can be minimized through smart recovery and adequate training.

22. 355-363: “(G: How were your activities related to it received by your friends on social media, like on facebook?)... Yeah, very positively actually. I mean um. Yeah. No I think they were. I think most of them were quite impressed. Er. Yeah I think it was, I was surprised, I think I wasn’t slightly reluctant. No I was slightly reluctant to you know, pester people for money. Er. So that can be quite divisive that kind of thing. But no I think the general response was very positive and everyone was very generous and so that was pleasing.”

The positive reception of social media posts relating to fundraising can be hugely cheering for the individual who is fundraising. The feelings of gratitude towards friends that donate encourage the individual to continue their journey and to keep

going.

23. 366-371: "(G: How did it make you feel?)... Yeah know it did. Really you know reassuring. Makes you feel like your friends are there for you and supportive and, you know they were kind of texting me on the day saying good luck and all this. People were kind of generally interested and loads of people came to watch. So that was nice."

Completing a challenging physical event for charity and fundraising whilst doing so can remind individuals of a perhaps unrealized support network or friends and family. This attention and being a subject of interest also makes an individual feel popular.

24. 373-383: "(G: How do you feel when you see your friends fundraise on social media?)... Erm. It. It depends what it is. I mean, er. It completely depends on the activity. If it's a sponsored skydive, then, you know I probably wouldn't be too impressed. But, a bike ride or an ironman. You know, absolutely fantastic. I'd be very encouraging. Anything like physical exertion. Obviously it depends a bit on the individual. You know a half marathon for someone could be a real effort... It could be a real achievement. Horses for courses if you like George."

Perceived exertion appears to be the key driving factor in this individual's willingness to support others who are fundraising. 'Fun' activities that require little effort are not seen as worthy to the same extent as very tough physical challenges.

25. 388-390: “Yeah exactly. If it’s a close friend then obviously I’d support them regardless. But, um, you know, you want to push yourself, that’s kind of the drive for doing these kind of things, you know.”

For particularly close friends, there appears to be more wiggle room with regards to how worthy an athletic attempt appears to be for their support – i.e. some people will support their friends regardless of the challenge or activity that they are completing for charity.

26. 397-401: “(G: How significant was the validation of other people, to your feelings after the event?)... Um. Yeah. No, I suppose it did play quite an important part. Like I enjoyed the... But then the process. I’d say it was important definitely.”

The validation of other people to an individual’s feelings after an event is significant, and reassures individuals that their effort did not go unnoticed, and that there is social capital and kudos attached to what they have worked so hard to do.

27. 406-408: “Yeah, definitely. Um, I. Yeah I think um, some of my friends might not have thought that I was able to do it. So that kind of, helped get sponsorship from that. Yep definitely.”

Many people are motivated to perform well in a physical event in order to prove those that doubt or had doubted them wrong. This can be hugely satisfying an a powerful motivating factor.

28. 414-420: "(G: Is there anything you think the charity could have done to make your experience better at all?)... Um, no. Er. Not really. I'm not sure what an example of that could be. I mean they were very concise with information about the event itself and sending through information on time. When I needed it. Yeah I don't think they could have done anything really."

Some individuals do not want protracted contact with the charity concerned whilst training and fundraising, simply adequate information and enough support.

29. 422-454: "(G: Is there anything they could have done to make the experience better? For the marathon?)... Um, I don't like the kind of mile markers. I think they should just have a halfway one rather than just kind of reminding where you are kind of every mile in. I think a lot of other people who've done marathons told me that too. I'm trying to think what else. Um, water bottles were on the course, you know all around your ankles. But obviously that's kind of essential. Finally the er, have you run it before?... There are kind of some entry and exit ramps there which are these kind of big springy ramps. And because it's such a sudden change in incline, it can kick off a few problems. I could see a few people kind of struggling... Yeah sorry, the last thing on this... The route itself is actually not great. Apart from the last part. Because you're actually just doing two very long stretches of canary wharf... So yeah it was pretty soulless. I do think they have to do that because of all the traffic at the weekend. But the route isn't particularly... (G: Scenic?)... No. But the last part's great."

Some of the features of the marathon course are incredibly divisive. For example the mile markers (signifying distance), which some people appreciate, and others hate. In many respects the route must be a compromise.

30. 461-473: "(G: Well, just in terms of your general relationship with the charity, would you say it's changed?)... Yeah, well I would say I've kind of become more, you know, more responsive to kind of social media and their news and that sort of thing. So there is that aspect. Um, I've come to learn to learn a lot more about the hospital than beforehand. Even though I knew my friends mother was a patient there... But yeah, I definitely think. But In terms of kind of a personal person to person level, I would say it hasn't changed because I haven't had kind of any interaction face to face."

Individuals are bound to learn more about a charity as their fundraising journey for them progresses. They are also more likely to be more responsive to relevant news and social media posts relating to the charity concerned. In terms of developing a personal relationship with the charity, this is very much contingent upon contact points with the charity, and getting to know key ambassadors better.

31. 478-480: "Um yeah so they had kind of fundraising kits and newsletters, and um, advice about how to make. You know the best techniques for getting money and have pictures of yourself on your justgiving page."

The support received from charities can be slightly universal and impersonal. Personal sensitive touches might alter the perceived distance between the individual fundraising and the charity concerned significantly.

32. 486-489: "(G: Would you say you've changed as a person because of your marathon experience?)... Umm, no. I wouldn't really."

Some people do not believe that completing a marathon for charity and fundraising whilst doing so changes them significantly.

33. 494-501: “Um, immediately, quite disappointed with myself because of my time. Um, I mean that kind of. The feeling of that kind of went away throughout the course on the day really... Yeah. I mean I was running with two friends, who both got under three hours. So I was feeling a bit, you know...”

Overambitious targets and high-performing friends and colleagues can leave an individual feeling disappointed and upset with their performance. It is important for these people to have their achievements grounded within the context of the general population.

34. 516-521: “(G: Would you say the experience influenced your self esteem at all?)... Um. It’s a good question actually. I’m not sure about that one. It’s er. I think, yes. I mean I think that from a perseverance point of view and kind of discipline. That self esteem has kind of improved a little bit. As in kind of, if I put my mind to something, I can see something out, to the end of it. If that makes sense?”

Completing a challenging physical activity and fundraising whilst doing so appears to have a lasting positive impact upon the participant’s self esteem, and teaches them the value of perseverance and going outside of their comfort zone.

35. 545-551: “(G: Did it change how you felt when you were around your friends at all? Did you feel better about yourself, a bit more self confident, proud of it...?)... Umm, maybe a smidgen of pride. I wouldn’t say it really changed much to

be honest. Um. No. I mean I think I was probably, I probably felt similarly regarded to how I felt before in kind of my peer, friend groups.”

Training for a tough physical event (and completing one) for charity can increase feelings of self-confidence and pride in social and peer-group contexts.

36. 560-563: “No, I was always going to kind of, doing it off my own back to be honest. I wasn’t really one to kind of compete, you know. It was always something I thought I should do. But other people didn’t really have an influence on that at all. It was always for kind of my own self drive if you like.”

Many individuals who decide to complete a marathon and fundraise whilst doing so are keen that their attempts are seen as ‘their choice’ and that they were free from outside influence with regards to their decision to complete the task that they have set themselves.

37. 565-573: “G: Do you feel like the challenge was outside your comfort zone?)... Um, no. Er, the thing is that’s an interesting question, because it’s possible to, you know, walk around the marathon course. And that would. So you know you have to push yourself as hard as you can. Or else you won’t leave your comfort zone. But, in terms of you know the actual distance. I think it was probably, kind of running at my best. It was probably up there on the boundary of my comfort zone. Maybe just less.”

In order for an individual to feel that they have achieved something significant, the challenge in question must be at the edge of their comfort zone – something physically achievable, but also something that, once overcome, would help them to grow beyond where they originally were.

38. 574-590: "(G: Have you got a desire to do other challenges or other physical events or other fundraising?)... Um, to be honest I haven't decided. I've signed up next year to the ballot. I probably wouldn't fundraise again... Because I think it would be that much harder, you know, having done it this year, to kind of, maybe get support?... Um, and, I don't think I'd run a, chose to run another marathon in a flash. Despite having signed up for it. I just find the distance isn't particularly.. It's just too far really."

There is a perception among those who fundraise that each time they fundraise by completing something physically difficult, they must subsequently do something that is further and harder in order to be deserving of support from others. In this respect, the goal posts are constantly moving, and a positive result can result in increased pressure for fundraisers to keep moving outside of their comfort zones.

39. 599-619: "(G: What would you say you were left with afterwards, feelings wise?)... Um, I actually er kind of, the week after, I felt incredibly low, empty... (G: Really? A bit depressed?)... Yeah...(G: Just a bit blue after finishing it?)...Yeah I don't know if it was kind of an anticlimax afterwards. But I do kind of, um, I do find any distances over, um, say maybe 10km, I do find it conducive to pretty bad mental health... It's counterintuitive, for me, it's just, you know it can make me feel pretty down afterwards. I don't know if that's a chemical balance triggered, you know, a chemical imbalance. I don't know the physiology behind it, um, yeah so, the week afterwards I was pretty low."

Periods of depression or 'feeling blue' can accompany finishing large events or significant achievements, as the satisfaction and energy of finishing fades, and the

return to mundane life returns. Managing this can be tricky for those that have not encountered it before.

40. 621-629: “G: What would you say the next big challenge is, in your life?)...

Um, the next big challenge, probably, trying to break the entertainment industry... When I leave university.”

Many individuals are keen to push themselves out of their comfort zones in a number of different fields as well as physically, but feel like they are only really able to focus their attention properly on one major life challenge at a time.

41. 635-646: “Um, Yeah. There was. So there was. I really enjoyed kind of the first five miles, because you’re running through blackheath, and there are supporters, but it’s not kind of too mad. And there was a pretty, fat guy on a terrace. And he had a massive boombox and loads of flags and kind of dancing behind the microphone and getting everyone revved up. And I thought it was quite a nice kind of community feel. Without kind of suffocation and kind of manic crowds, when you get to tower bridge, which can be quite kinda overwhelming... Yeah that was kind of my standout moment. Kind of mile 3 or 4. And it was just kind of a nice run. Um. Yeah.”

There is a unique feeling of community and solidarity among marathon runners.

The universal athletic challenge that they are all facing up to appears to be a great ‘leveller’.

42. 648-652: “G: Would you describe the challenge as a life changing or a life affirming experience?... Er. No, I wouldn’t. Maybe, maybe that’s just my outlook, but. Definitely worthwhile, but I’d say life changing, no.”

Some individuals would not consider completing the London marathon to be a life-changing experience.

43. 658-661: “They did actually offer kind of a meet and greet, and a training run at the hospital, but I was unfortunately working. So I think, you know, had I, been able to, I could have definitely have gone over there and had lunch, and you know, the option was definitely there.”

Work and family commitments can make attending events that charities put on for fundraisers challenging. Failure to attend these events appears to result in decreased feelings of closeness and attachment to the charity concerned.

44. 663-670: “(G: How do you think the experience influenced your connection to that charity?... Um, well, you know, well they got myself involved in the charity... (G: So you’re more knowledgeable about the charity, you get their newsletter etc?)... Yeah, exactly.”

Completing a challenging physical activity event for charity results in individuals learning more about the charity concerned and increases their likelihood of raising money for them again in the future.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) Many individuals consider running a marathon because they are keen to challenge themselves, and because they are not satisfied (or as satisfied as they could be) with both themselves and their lives at their current state. For some, it must represent going significantly outside their comfort zone. There is also a perception that completing a marathon is ‘the big one’ in terms of running, and very much a universal benchmark for distance running.
- (2.) The decision to take part in a marathon and raise money for charity is often the result of a combination of factors.
- (13.) For many individuals, the struggle and the challenge of both training and the run itself is part of the attraction – overcoming a difficult challenge. There is an immense satisfaction involved in both completing the training and the challenge itself.
- (27.) Many people are motivated to perform well in a physical event in order to prove those that doubt or had doubted them wrong. This can be hugely satisfying and a powerful motivating factor.
- (36.) Many individuals who decide to complete a marathon and fundraise whilst doing so are keen that their attempts are seen as ‘their choice’ and that they were free from outside influence with regards to their decision to complete the task that they have set themselves.

Section 2 (experience – hot cognition):

- (4.) Adverse weather conditions on the day of the challenge attempt can have a huge influence on the experience of the participant and greatly affect performance.
- (14.) There are often unpredicted physical, mental and environmental challenges that participants must overcome on the day. These can include adverse weather, the stress of running further than an individual has ever run before, and the fear of failure or underperforming.
- (15.) The sense of community among runners can provide individuals with a huge morale boost as they complete the course. This immense camaraderie appears to be a key feature of the London marathon. For some participants however, they claim not to mind whether or not their pain was shared with others or not, and are happy for the challenge to be purely internalized.
- (22.) The positive reception of social media posts relating to fundraising can be hugely cheering for the individual who is fundraising. The feelings of gratitude towards friends that donate encourage the individual to continue their journey and to keep going.
- (41.) There is a unique feeling of community and solidarity among marathon runners. The universal athletic challenge that they are all facing up to appears to be a great 'leveller'.

Section 3 (fundraising today):

- (6.) Many fundraisers would say that the fundraising effort is as great or greater than the physical effort required to train and complete a marathon. A positive fundraising attempt increases feelings of self worth,

because an individual is personally responsible for money being raised for a good cause.

- (8.) A certain level of enthusiasm and outgoingness is required to take-up the challenge of training for and completing a marathon.
- (12.) Many people believe that the premise of charity sponsorship is to support something that is actually challenging. This is central to the transaction and reasoning behind why many donate.
- (17.) Social media appears to be a central part of most individuals' fundraising efforts. The desire to hit ambitious targets can also prompt individuals to be creative in their fundraising techniques, developing these enterprising skills, and forcing them to reach out to others for help and in order to socialize and garner support.
- (18.) The relationship that this participant had with the charity was special because of a special personal relationship with the charity related to a friend's mother passing away, as opposed to any other particular reason.
- (24.) Perceived exertion appears to be the key driving factor in this individual's willingness to support others who are fundraising. 'Fun' activities that require little effort are not seen as worthy to the same extent as very tough physical challenges.
- (25.) For particularly close friends, there appears to be more wiggle room with regards to how worthy an athletic attempt appears to be for their support – i.e. some people will support their friends regardless of the challenge or activity that they are completing for charity.

- (38.) There is a perception among those who fundraise that each time they fundraise by completing something physically difficult, they must subsequently do something that is further and harder in order to be deserving of support from others. In this respect, the goal posts are constantly moving, and a positive result can result in increased pressure for fundraisers to keep moving outside of their comfort zones.

Section 4 (the transformation):

- (3.) Failing to achieve overoptimistic and overambitious targets (including fundraising amounts and finish times) can result in disappointment and upset.
- (10.) Completing a marathon has often been a major goal of participants for many years, and so the resultant satisfaction after completion is immense.
- (20.) The feeling that an individual has suffered acts as evidence to themselves that they gave the effort all that they could, and that they overcame something that was physically hard.
- (33.) Overambitious targets and high-performing friends and colleagues can leave an individual feeling disappointed and upset with their performance. It is important for these people to have their achievements grounded within the context of the general population.
- (35.) Training for a tough physical event (and completing one) for charity can increase feelings of self-confidence and pride in social and peer-group contexts.
- (37.) In order for an individual to feel that they have achieved something significant, the challenge in question must be at the edge of their comfort

zone – something physically achievable, but also something that, once overcome, would help them to grow beyond where they originally were.

- (42.) Some individuals would not consider completing the London marathon to be a life-changing experience.

Section 5 (context):

- (9.) The 26.2 mile marathon distance has become iconic as the benchmark of long distance endurance running, and is the key defining feature of a marathon.
- (11.) Spending time around those who are involved in the marathon scene and distance running normalizes the activity, and can result in feelings of being ‘special’ being reduced, until the individual concerned engages with people who are not a part of this world and who are able to bring them back down to earth.
- (16.) For some individuals, not showing signs of weakness or being in pain appears to be important. They are keen to preserve the image that they are strong and tough, and that they can take physical challenges in their stride.
- (23.) Completing a challenging physical event for charity and fundraising whilst doing so can remind individuals of a perhaps unrealized support network or friends and family. This attention and being a subject of interest also makes an individual feel popular.
- (29.) Some of the features of the marathon course are incredibly divisive. For example the mile markers (signifying distance), which some people appreciate, and others hate. In many respects the route must be a compromise.

- (40.) Many individuals are keen to push themselves out of their comfort zones in a number of different fields as well as physically, but feel like they are only really able to focus their attention properly on one major life challenge at a time.

Section 6 (legacy – cold cognition):

- (5.) Completing a challenging physical activity for charity can result in immense feelings of gratitude towards supporters, especially in a context where those who support often have multiple fundraising demands placed upon them from a variety of different sources.
- (7.) The vast majority of those who participate in and complete a marathon are pleased that they did so and satisfied afterwards.
- (21.) For the majority of participants, there is some lasting pain and discomfort that accompanies a marathon finish. However, this can be minimized through smart recovery and adequate training.
- (26.) The validation of other people to an individual's feelings after an event is significant, and reassures individuals that their effort did not go unnoticed, and that there is social capital and kudos attached to what they have worked so hard to do.
- (32.) Some people do not believe that completing a marathon for charity and fundraising whilst doing so changes them significantly.
- (34.) Completing a challenging physical activity and fundraising whilst doing so appears to have a lasting positive impact upon the participant's self esteem, and teaches them the value of perseverance and going outside of their comfort zone.

- (39.) Periods of depression or ‘feeling blue’ can accompany finishing large events or significant achievements, as the satisfaction and energy of finishing fades, and the return to mundane life returns. Managing this can be tricky for those that have not encountered it before.

Section 7 (relationship with charity):

- (19.) Limited human contact and interaction with the charity concerned restricts the degree to which the individual is able to feel personally connected to the charity concerned. More regular personal contact could have decreased this perceived distance between them.
- (28.) Some individuals do not want protracted contact with the charity concerned whilst training and fundraising, simply adequate information and enough support.
- (30.) Individuals are bound to learn more about a charity as their fundraising journey for them progresses. They are also more likely to be more responsive to relevant news and social media posts relating to the charity concerned. In terms of developing a personal relationship with the charity, this is very much contingent upon contact points with the charity, and getting to know key ambassadors better.
- (31.) The support received from charities can be slightly universal and impersonal. Personal sensitive touches might alter the perceived distance between the individual fundraising and the charity concerned significantly.
- (43.) Work and family commitments can make attending events that charities put on for fundraisers challenging. Failure to attend these events

appears to result in decreased feelings of closeness and attachment to the charity concerned.

- (44.) Completing a challenging physical activity event for charity results in individuals learning more about the charity concerned and increases their likelihood of raising money for them again in the future.

D.12 Interview Number 12 Notes

Interview Script Highlights:

1. 103-106: “Um, I’d wanted to run the London marathon, but I didn’t get a place, so I thought I would send in for the Paris marathon, because it was the week afterwards. But I think I decided to do it again because, 1, I thought, if I don’t keep going, it’ll be really hard to get back into running this far a second time.”

Many individuals consider running a marathon because they believe the training required will force them to stay in shape and adopt a healthy routine and lifestyle.

2. 110-112: “And actually within a few weeks of finishing the London marathon, I, maybe it was a sign of how much I enjoyed it, that I actually decided I wanted to do something like that again.”

In the days and weeks following a large challenge attempt or event, participants are most likely to feel a ‘gap’ in their lives where the training once was, and to be more likely to consider future challenges to work towards in order to fill this space, and to have something to aim for.

3. 116-119: “And part of it was that I wanted to raise a bit more money, and part of it was that I enjoyed the challenge of it. And the second time was more about the fact, could I do it again, while raising some money, whereas the first time was, I’ll do this, while raising some money.”

Those who complete multiple marathons, or the same event or challenge again and again, often want to prove to themselves that their feat was not a ‘one-off’, and they are keen to test whether or not they still have that ability inside them.

4. 125-127: “Um, I wanted to be slightly quicker than my London time for Paris, and I suppose for my next one, I’d like to be slightly quicker than my dad, when he was my age and did it.”

Many individuals are competitive with both siblings and family members, and keen to ‘beat’ them in terms of speed and funds raised.

5. 131-133: “Yeah, so for Paris I didn’t have a specific monetary target in mind, whereas for London I wanted to raise a thousand pounds is what I thought before I started. Whereas for Paris I thought I’ll just raise as much as I can.”

Having specific monetary targets for fundraising appears to help individuals focus and ultimately to help them raise more money than if they didn’t have these targets.

6. 139-140: “It was harder than I thought, but um, because the weather was so warm, but I achieved it, I ran, I felt better than I had done in London, so I was quite pleased.”

The weather conditions present on the day of the challenge attempt can hugely influence the experience of the participant – e.g. making it more challenging to run due to heat.

7. 145-154: “Um. To think about it I’m smiling already. I must admit, thinking about it, it was hard, and it was a warm day, it was really hard, but there is nothing like turning the corner, on the, into the final stretch at either of the marathons, and you can see, like in paris you can see the arc de triumph and

there are ten thousand people, or whatever, surrounding that final stretch, and just the crowd and the other runners, actually, is what makes it for me... And I think it's that, what, half a mile, that is the best memory of the entire bit."

Reminiscing about challenging athletic achievements helps individuals to feel proud and increases feelings of self worth. The finish portion of these events has a special privileged place in the memory of individuals (e.g. the final stretch of the challenge).

8. 164-179: "Yeah, I'm really pleased I did it actually... Yeah, It's um. I'm very pleased I did it... (G: Um, and, what does doing these kind of big challenges mean to you, on a personal level?)... Um, I guess, I think it is just the achievement of being able to do it. And being able to say that I went and I did that , and it was hard, but actually I still did it, and I trained for it, and I got round it... And I would do it again and actually that I enjoyed it, ultimately."

Completing challenging physical activities for charity helps individuals to feel that they are able to overcome difficult physical challenges, and it gives them 'bragging rights' among others.

9. 185-200: "Um, I think I'm, I don't know, I suppose I am quite motivated, because I think I've been quite motivated in my career in that I, went straight from university and did an internship, and then went back to university and, so I think I am someone that is quite motivated, but I think also I'm quite stubborn with it. Once I've told people that I was going to do the Paris marathon or the London marathon... There was no way was I not going to do it... Because I was not going to be the person that said actually, I started training but I'm probably

not good enough to do it. So I think a lot of the motivation in the training period sunk in and I said, I am going to do this.”

Adding a fundraising element to a physical challenge increases the pressure on an individuals to successfully complete the challenge in question, and acts as an additional motivation for them to finish. Feeling like one is ‘in the spotlight’ certainly does make individuals more aware of performing their very best in front of others.

10. 204-207: “I’m also probably not someone, I don’t like massive groups, to go out. I wouldn’t go up to a group of people I didn’t know and say “oh I did this big thing”, I think I’m quite a personal person with things like that. I wouldn’t.

People that I don’t really know that well I don’t.. Give a lot away.”

Many individuals who complete particularly challenging physical activities are not extraverts, but still relish the attention and kudos that comes with completing tough challenges.

11. 213-228: “Yeah. I think for me. A part of it is the, you can say. Saying it’s a marathon means a lot to a lot of people and people know it’s hard. Whereas for other things I think, like when I did the 10km beforehand people think, ‘ah that’s great’, but it’s not a marathon, it doesn’t have that kindof association of being hard. But I must say, the one thing that I think about with the London marathon is that, the other people that do it with you are the ones that get you through it, that keep you going... They get you through it... The people that do it with you, or that are training with you. It’s as much coming from them as anyone else.”

The marathon distance is iconic in distance running, and instantly recognizable as hard

12. 234-242: “Um it was just amazing. It felt amazing. It showed me that actually doing the first one was not just a fluke. It’s not just, I dragged myself around one. That I can actually do this, and I can do it more than once, and, it wasn’t just luck that I did the first one, that actually I can put my mind to it and I can do it twice and actually do it again... So it was as much to say, I can do it a second time if I want to.”

Completing multiple marathons appears to be about proving to oneself that the first time was not simply a fluke and a one-off, as well as a desire to chase that post-challenge euphoria that was experienced.

13. 246-248: “Yeah. I . Yeah. I think as you finish it I think you do feel special. I think it’s an amazing feeling. Like I tell other people that it’s worth doing it for that feeling at the end when you get your medal and there are all those people.”

Finishing a marathon does make individuals feel special and unique – part of an elite gang of physically fit and superior people. The feeling that comes with finishing a marathon appears to be euphoric and completely unique.

14. 253-268: “Yeah I think it is important. Because I think, um, in terms of, for me, in terms of saying I’ve achieved something, it has to be something significant for me to feel like I’ve got there and I did it. And I think in terms of raising money for charity, I think if you want to raise money, there are so many people doing things for charity at the moment, and not taking anything away from them, but, if

you actually want to persuade people to donate, it has to be something hard....

Because the charity sector is so massive now that if it doesn't seem hard to other people then I can understand why they wouldn't want to donate... I think it, yeah, it's quite important that it isn't something easy that you could just go out and do tomorrow."

Those who complete challenging physical activities for charity believe that in order to be deserving of funds from their supporters, they must do something that is physically hard, and challenging for the average person to go out and complete. In order to garner the attention of others, a particularly difficult challenge or test is helpful.

15. 270-281: "(G: Would you consider pain and effort to be a part of the attraction to doing marathons in the first place?)... Yeah I think, yeah, I think a part of it is that psychological barrier of the last kind of, I suppose the last quarter. And that's as much a challenge as being able to run it... Because you can run that far on your own on the weekend and not find it hard, but actually, if it's not fine on the day, having that ability to cut out that ability and keep running is as much of a challenge as the marathon itself."

A large part of the attraction of taking part in a challenging physical event like a marathon is the psychological test involved in facing up to unknown conditions present on the day, and having to be constructive about dealing with one's comfort zones and stepping outside of them.

16. 290-298: "Well my mind was saying keep going and my body was saying you have to stop. And I must admit when I was doing the London marathon, I knew

that one of the blisters on my feet was bleeding... Like really bleeding, and um, trying to convince myself mentally that actually it was just sweat in my shoe, was just quite a challenge. But I knew it was. And actually I had a broken toe which I didn't know about."

A large part of the marathon experience is learning to be constructive and deal with issues and discomfort as they arise, and to accept the challenges and pain as part of the process.

17. 303-304: "Yeah, I, yeah. I think the other people there is what got me round. As much as anything else. Actually, you. They were as motivating to get you to the finish."

A key feature of the London marathon is the crowd and support present, which is hugely motivating for runners throughout the experience.

18. 306-321: "(G: Would you say it is important that other people were aware of the pain that you went through with the event?)... Umm, not not really, I think it's. When people ask me what it's like, I tend to just say it was hard, and then say how amazing it was... And I think knowing it was an achievement is quite important, but I suppose I don't often really tell them how painful it does feel at points, and how painful your legs are the next day... But I think that's important to me, and probably a few people. But I probably didn't tell people at work how, where the blisters on my legs were."

Validation from key supporters appears to be important to some individuals. I.e. the opinions and thoughts of a select bunch of people does matter hugely, but the opinion of many other followers is far less important.

19. 326-331: “I think for, especially for the Paris I did it 50:50 online and offline, whatever that was. For London it was pretty much just online. And the rest of it was, I suppose, using social media at work, and they had a collection thing where the clients come in, so it was actually people donating into a, like a bucket at work. But most of them, I would say the majority of it has been online through justgiving or the virginmoneygiving platforms.”

Online giving platforms play a pivotal role in the fundraising campaigns of modern community fundraisers. Offline donations appear to firmly be secondary in terms of importance to online donations.

20. 333-340: “(G: Would you consider your relationship with the two charities to be special because of your marathon experiences?)... Yeah, I must admit, especially the RVC animal care trust, they, they send me a Christmas card to say like thank you for running, even through it was last year. And they get in touch to see how I’ve one and ask for pictures, and actually I think they do make the effort to make you think that you’ve done something worthwhile. But they are very good at it actually.”

Completing a challenging event for a charity provides the charity with an opportunity to develop a special relationship with one of its supporters.

Personalized communications, and a perceived genuine interest in both the individual and their attempts, appears to be key to developing a strong and committed relationship between the two.

21. 342-346: "(G: Would you say it was important to feel like you had suffered?)...

Um, Was it important? No, I don't know if it, I don't think it was that important.

That's a good question."

For some individuals, it is not important for them to feel like they had suffered.

22. 352-367: "(G: So when you were fundraising through social media, how did your peers kind of react? To your fundraising activities?)... Um, a lot of people, especially when they see you're doing a marathon, a lot of people are, one they're surprised that you're doing it, because. Without having told them how much running I probably do outside of work. They probably weren't aware that I was planning to do it... Well when I had been training I'd probably kept that to myself because I'd probably done that before or after work so I think quite a lot of people were surprised. Lots of encouragement from people at work. Um, yeah lots of people shared the, shared what I'd put on social media so they had shared it with their friends as well to try and spread the fundraising a bit more which is quite nice of them."

An announcement that an individual is going to fundraise for a marathon is often met with both surprise and awe from the individual's social groups. This surprise can be helpful to the fundraiser – signaling that individuals recognise the scale of the challenge ahead for them, and signifying that they really do believe that the attempt is a challenge for the individual concerned.

23. 369-383: "(G: How did it make you feel when you put up the link and you saw people sharing it and giving you encouragement, how did that make you feel?)...

Yeah, it's a nice feeling actually, because I think when you put it up there is a bit

of trepidation actually, whether anyone is going to bother responding to it or clicking on it, and actually, I think people donating, but actually the people that share it as well, that's, that is, you do get quite a nice feeling actually. The fact that, they're willing to say to their friends, I think you should donate to this cause... Because I think it helps make you realize that you're doing something that is a challenge..."

Some individuals experience feelings of trepidation related to announcing their fundraising efforts to the public. A positive response to announcing things to the public (including liking and sharing posts) makes individuals feel supported and cheered, and like they are doing something that other consider is a challenge.

24. 385-397: "(G: How do you feel when you see your peers fundraise on social media?)... Now I, I probably donate more to other people doing challenges now, having done one myself... Because actually, even if it's not something. I felt it's something that was a big challenge. I felt. If it's someone I know, even if they're doing 5km or 10km, I almost always donate to them now. Because I know how hard it is to train for these things, whatever, if that's hard for them then you deserve someone to support it. So I probably donate to a lot more people than I ever did before."

Those who have completed challenges themselves are more likely to support others who attempt similar challenges in the future. All of these physical challenges appear to be relative. Those who fundraise as 'runners' are more likely to support friends and family who fundraise in the same way by doing the same things, because they have an appreciation of the effort involved.

25. 399-422: "(G: What would you say makes you want to support people when you see people asking for money on, when you see your friends asking for money on social media.)... Um, I think because I know how encouraging it is when you think, well actually I'm going to get to that target, especially when you get to that target... Because for Paris it felt less. I felt a bit less stressed about getting to a number... Because you start to feel a little bit disappointed when you haven't got as much and you've got a week to go, and when you're getting closer to the target. And so I think I know what. For someone what a small psychological boost it is for someone to donate... I also sometimes, someone I haven't seen for a while, I think they get a boost from people that aren't their immediate circle of friends, are also supporting them."

Fundraising for charity gives individuals an insight into the fundraising process, and makes them more supportive and understanding of friends efforts in the future, increasing the likelihood that they will support them. They are also aware of the positive impact of a small donation upon the spirits of the person fundraising, and take pleasure in giving support and believing that they will have lifted a friend's spirits in this way.

26. 424-434: "(G: How significant was the validation of other people to your feelings after the event, would you say?)... Um, I think it's nice that people say, congratulations and well done, but actually a lot of it for me was that actually I wanted to get round, I wanted to do that... So I think completing it and being able to say to myself, I completed and did that, was probably more important than other people saying well done."

Whilst validation from others is a huge added bonus, this appears not to be the primary reason for deciding to take part in the challenge in the first place. The personal satisfaction gained from overcoming adversity and proving to oneself that a challenge can be overcome is significantly more enduring than external validation from other people.

27. 436-441: "(G: Do you think that the perceived difficulty of the challenge helped you to raise money? The fact that it was a marathon?)... Yeah, I think so. I think there is a bit of, I think, if it's something that people think is hard and that they couldn't do themselves I think people are more likely to donate."

The harder the perceived difficulty of a challenge by supporters, the more likely they are to donate to a fundraising campaign.

28. 443-452: "(G: Is there anything that you think the charities could have done to make your experience better?)... Um, the rvc actually are great, so they sent me a running vest and things like that. I must say the, vet life just sent me a generic email saying thank you... (G: "dear runner"?)... For your interest in fundraising for this charity. And I must admit I probably, um, it makes me less likely to donate to them in the future."

Individuals who fundraise regularly for different charities are bound to compare the support that they receive from each charity to one another, and to be less impressed with the charity(/ies) that support them less well.

29. 458-467: "Um, no actually, I must say, the two things I've done have been very well organized. And, especially London, you get a lot of support and a lot of

ideas from them about how to fundraise and a lot of encouragement, and how to train. And I went to a couple of talks by marathon coaches about how to, like, how to tweak things and stuff like that which was all through the London marathon and stuff like that. So that was really helpful actually.”

The organisation and support for participants involved in the London marathon appears to be extremely good, after decades of iterations.

30. 469-478: “G: Would you say your relationship with the two charities changed because of the challenge?.. Yeah. I, I must say the RVC animal care trust have been fantastic and they do get in touch and if you asked me if there was anything else I wanted to do, and they go in touch with me recently and asked if I wanted to do a half marathon, and I think, I suppose there is like a, I suppose there’s an alumni, I get emails as an alumni from the university which are very general, whereas I get very personalized emails asking if there is anything else I would rather do or consider doing again, so I think I have grown my relationship with them.”

Those who fundraise for charity get to know both the charity and those who they interact with better. This provides an opportunity for the charity involved to develop this relationship further in a number of different ways, depending on the circumstances of the individual and also the relationship as a whole.

31. 480-484: “Would you say the experience has brought you closer to those two charities?.. Yeah, and I think, definitely with the support that they’ve shown me I would definitely fundraise again.”

Fundraising for charity brings individuals closer to that charity in question. If the individual perceives that interaction to have been worthwhile, then they are more likely to fundraise for them again in the future (over other charities). In some instances individuals decide whether or not to fundraise for a particular charity based upon the support then receive from the charity that they fundraised for.

32. 486-584: "(G: Do you think you've changed as a person because of your marathon experience?)... Um, I think it has made me appreciate other people that are doing challenges as well... And it's also a, I suppose, it's changed what I do during the day. So it takes up a lot of my time now!.. Which has made me more a motivated person, because before I used to get up, get up shower, go to work, whereas now, I, am someone who, is a lot more organized, and I get up a lot earlier and I get a lot more done in the day, because I am up and out of the house and trying to get more time just to get ready for work. And so I think training for it, and then doing it, and then thinking about doing another one has made me a more productive person."

Training for and completing a challenging physical test like a london marathon whilst fundraising for charity can help an individual to become more organized and productive, as a result of having to work out how to fit training into their life, and having to connect and interact with others in order to fundraise.

33. 506-511: "(G: How did you feel about yourself after you had finished the Paris marathon?)... Um, as I said before, I feel, it does feel amazing. I, I was just pleased that I finished it really. I thought now I can do this. It's not just a fluke that I've done one. I can run this far and I can do it again."

Completing a marathon and fundraising for charity whilst doing so is hugely satisfying. Completing multiple events of the same type reassure individuals that their ability is not simply a 'one off' and that they are able to repeatedly do challenging physical events. This also might suggest an element of low self confidence or insecurity about one's abilities or self confidence.

34. 513-517: "(G: Would you say that this experience has influenced your self esteem at all?)... Yeah. I think it does make. I think it is er. I think it has given me a bit of confidence that I can, if I put my mind to something I can go and do it."

Completing challenging physical activities for charities has a positive influence upon the self esteem of those that take part, and reassures them that in that instance, hard work and dedication will result in positive outcomes.

35. 520-532: "(G: Did anyone else influence you to take part in it?)... Um, my Dad and my sister had both ran marathons in the past... So I think when looking for a challenge to do, it was something that I suppose I'd been to, I'd seen... (G: On the radar?)... I'd done it, so I think maybe the slight competitive edge of not wanting to be the slowest one in the family did push me towards doing that."

Individuals who have family members that have taken part in similar activities in the past are likely to be more open to taking part in these in the future, because of their familiarity. There may also be a competitive element to completing similar challenges to other family members, or alternatively, a 'point of pride' by continuing the family tradition of both physical challenges and fundraising.

36. 534-544: "(G: Throughout the attempt, including the training, how important was validation from other people?)... I think, during the training it's, during the training, having at least one or two people that, when you think, oh crap, and when you've had a bad run one day, they can say actually, keep going, I did have a bad run one day. I think that is quite important. And it doesn't need to be a lot of people. I think there's a kind of. Especially with my friends at home, who I did my athletics with, when I was younger, just saying to them, I've had the crappiest ten k, I feel terrible. They were just like, it doesn't really matter, it's just one day. Get up and go tomorrow. I think having that is really useful."

A robust support network can be a hugely cheering element to a successful training programme and fundraising campaign. Validation from key people throughout the attempt appears also to be significant, whether this is explicit or implicit.

37. 550-563: "(G: How did participation in those marathons make you feel in your friend groups?)... Um, I think, with some of my friends from athletics it gives me a bit more of a thing to say, actually I'm not the one that just stopped running, and, you know, because some of them still do run on a very regular basis, that actually I could, rather than feeling a bit embarrassed that I was the one that gave up, that now I can say, ok, I don't do eight hundred metres athletics anymore, but I do go out and I do run... And, I can do it, and so I think it's made me feel a bit more included again in sort of my old friendship groups."

Completing challenging physical activities for charity gives individuals more confidence in social situations and appears to feel like evidence to friends and others that the individuals is physically fit and philanthropic.

38. 565-574: "(G: You were saying kind of your friends often fundraise, on social media, um, how important for you was it where your fundraising efforts fitted in with what they did and what they do?)... Um. I suppose it didn't actually. Cos I thought this is what I'm going to do... I think it wasn't anyone else I just thought this is what I'm doing, I'm gonna raise some money while I do it."

It appears to be important that individuals who fundraise feel like the both the nature of the challenge in question, as well as the decision to fundraise itself, is very much their choice and done on their own terms without outside influence.

39. 577-585: "(G: Do you kind of feel like those challenges were outside your comfort zone?)... Yeah I think. Yeah, they were. But I suppose getting into training and doing it, It was something I've never done before. All that stuff I could do it. I suppose the one thing about going forward is, how many times can you run a marathon and claim it's something you cant do, and therefore people should donate to charity for you to do it. But doing those ones was definitely something that was a challenge for me and was not something I'd ever run that far or thought of doing before."

The more experienced an individual is with the challenge concerned, the less far outside their comfort zone it is, and the harder it is to convince others to sponsor them. The growth experienced and novelty of the fundraising campaign decreases each time an individual completes the same challenge under similar circumstances.

40. 587-600: "(G: How would you say completing that challenge, being outside your comfort one, influenced your feelings afterwards?)... Um, I think it makes you, I suppose it makes you feel better, because actually, I think if you, I think if

there's something and you know you can do it, it probably doesn't feel as challenging... Especially setting off in London for the first one. Not knowing actually whether, cos I knew that I'd done the training that I'd done this far in this time, but I'd never run a full marathon distance, and just thinking not knowing whether I could do it on that day in those conditions. And yeah I think it does play a big role in it. And does make it the challenge that it is."

The further outside one's comfort zone a challenge is, the greater the feelings of accomplishment and satisfaction afterwards, and the greater the resultant improvements in self-worth and esteem.

41. 603-605: "(G: How long would you say that feeling lasted? That hero feeling?)... Um, a I'd say a good couple of weeks. I think you do feel amazing for doing it."

Positive feelings and mood related to completing a challenging physical activity for charity can last for multiple weeks after the attempt has finished.

42. 607-624: "(G: Did you want to do something similar again?)... Yeah, I must say, I think it was probably as that feelings wearing off, and I thought... (G: What's next?)... I can do this again, and it did feel amazing, and by that point you've forgotten how crap your legs feel and all that. But yeah, it probably did take me a couple of weeks before I signed up to the paris marathon. It was probably because, I suppose I was away for the paris marathon, but I signed up as soon as the ballot opened for the London marathon which is only, which is what, three and a half, four weeks after I did the paris marathon?... So I'd signed up within that timeframe again."

Positive feelings relating to elation and pride appear to eclipse the memories of fatigue and pain that accompany a marathon finish as time goes on. The weeks after completing a tough physical challenge appear to be when individuals are most likely to consider planning another challenge or fundraising attempt.

43. 626-634: "(G: What would you say you were left with afterwards? After finishing the marathon?)... Um, I suppose the feeling that, I think I was a little disappointed that it was over. It felt amazing having achieved it. I think that so much of your time goes towards getting ready for it, that I felt a bit like, it was a bit of a shame that it had all finished. Apart from feeling amazing it does feel a bit like well everything I've done kind of fitted around this thing for the past six months and now, it's kind of done. Yeah."

Some individuals report feeling a little flat or 'blue' after completing challenging physical events for charity, especially as the positive feelings of elation fade, and the lack of structure and training leaves them feeling direction and goal-less.

44. 642-643: "Yeah probably the next thing is doing another marathon. Or I thought I might branch out into another sport. I thought I might try and do a triathlon."

Completing challenges that are outside of individuals' comfort zones encourages them to venture further out of these and to try and experiment with new things. It emboldens them to explore both themselves and other things further.

45. 652-622: "I suppose the things which stand out are, standing on the, standing in the starting pens and there was, knowing no one else there, and I hadn't done

it as part of a team or anything, and actually someone else coming up and just chatting to me, and they were feeling nervous, is quite a big memory. And there was a, there was a woman at thirty kilometres round when my legs were starting to hurt, and she had this massive box of haribo sweets, and I think without her giving me some of that I would have just... I would have had to stop and walk to the next aid station because the lactic acid was kicking in and I had to say if you're going to do something, go and stand at thirty kilometres because she saved me that day. And, turning into the finishing straight is just a massive memory."

Interactions with other people around the marathon course have a privileged position in the memories of those who take part in it. There appears to be a huge sense of collective community among runners, with strangers supporting and encouraging one another. This validation and help from complete strangers appears even more genuine than that from friends and family, because the motivation to do so simply comes from wanted to assist another person and to help bring out the best in them.

46. 644-678: "(G: Would you describe the challenge as a life changing and or life affirming experience?)... Yeah I would actually. I think doing the first one, like I said before has changed how I approach every day, because my routine is completely different to before I did it. And it did make me feel good, and that I can do these big challenges and made me want to do more of them... And I suppose it's made me even think about, um, er, well, maybe not this year but maybe the one after that maybe about doing ones abroad and planning holidays around going to these things. Which is I think a big change from deciding where

you want to go, actually trying to plan what you do around doing something like this.”

For many people completing a marathon is a life changing experience, which results in them seeing themselves differently, and motivating them to explore themselves and push themselves further than before. The training that individuals complete beforehand teaches them how to work towards and overcome a tough physical challenge, and many of the same techniques can be applied to other areas of life.

47. 680-693: “G: Do you think the fact that you ran it for charity, how did that kind of, how did that influence the experience, rather than just doing it, running it kind of just as a physical challenge?)... I think it does give you a second little boost of, when you see the total at the end, and you think, actually I raised that money, it does make you feel good, and when the charity kind of sends you your thank you and everything I think you do get a boost of, d’you know what, yes it was, it was hard personally to do it, but actually, I’ve managed to do something for someone else as well... I think it does give you a second boost if you’re doing it for a good reason.”

The charity element of completing a tough physical challenge for charity appears to give individuals a secondary ‘boost’ and extra motivation to complete the challenge when things get particularly tough. It also appears to help individuals justify their efforts to both themselves and others, when their motivation and reasoning to complete the challenge in the first place is called into question.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) This individual considered running a marathon because they believed that the training required would force them to stay in shape and adopt a healthy routine and lifestyle.
- (9.) Adding a fundraising element to a physical challenge increases the pressure on an individuals to successfully complete the challenge in question, and acts as an additional motivation for them to finish. Feeling like one is ‘in the spotlight’ certainly does make individuals more aware of performing their very best in front of others.
- (15.) A large part of the attraction of taking part in a challenging physical event like a marathon is the psychological test involved in facing up to unknown conditions present on the day, and having to be constructive about dealing with one’s comfort zones and stepping outside of them.
- (38.) It appears to be important that individuals who fundraise feel like the both the nature of the challenge in question, as well as the decision to fundraise itself, is very much their choice and done on their own terms without outside influence.

Section 2 (experience – hot cognition):

- (6.) The weather conditions present on the day of the challenge attempt can hugely influence the experience of the participant – e.g. making it more challenging to run due to heat.

- (10.) Many individuals who complete particularly challenging physical activities are not extraverts, but still relish the attention and kudos that comes with completing tough challenges.
- (17.) A key feature of the London marathon is the crowd and support present, which is hugely motivating for runners throughout the experience.
- (21.) For some individuals, it is not important for them to feel like they had suffered.
- (23.) Some individuals experience feelings of trepidation related to announcing their fundraising efforts to the public. A positive response to announcing things to the public (including liking and sharing posts) makes individuals feel supported and cheered, and like they are doing something that other consider is a challenge.
- (26.) Whilst validation from others is a huge added bonus, this appears not to be the primary reason for deciding to take part in the challenge in the first place. The personal satisfaction gained from overcoming adversity and proving to oneself that a challenge can be overcome is significantly more enduring than external validation from other people.
- (30.) Those who fundraise for charity get to know both the charity and those who they interact with better. This provides an opportunity for the charity involved to develop this relationship further in a number of different ways, depending on the circumstances of the individual and also the relationship as a whole.
- (45.) Interactions with other people around the marathon course have a privileged position in the memories of those who take part in it. There

appears to be a huge sense of collective community among runners, with strangers supporting and encouraging one another. This validation and help from complete strangers appears even more genuine than that from friends and family, because the motivation to do so simply comes from wanted to assist another person and to help bring out the best in them.

Section 3 (fundraising today):

- (3.) Those who complete multiple marathons, or the same event or challenge again and again, often want to prove to themselves that their feat was not a 'one-off', and they are keen to test whether or not they still have that ability inside them.
- (5.) Having specific monetary targets for fundraising appears to help individuals focus and ultimately to help them raise more money than if they didn't have these targets.
- (14.) Those who complete challenging physical activities for charity believe that in order to be deserving of funds from their supporters, they must do something that is physically hard, and challenging for the average person to go out and complete. In order to garner the attention of others, a particularly difficult challenge or test is helpful.
- (19.) Online giving platforms play a pivotal role in the fundraising campaigns of modern community fundraisers. Offline donations appear to firmly be secondary in terms of importance to online donations.
- (25.) Fundraising for charity gives individuals an insight into the fundraising process, and makes them more supportive and understanding of friends efforts in the future, increasing the likelihood that they will support them. They are also aware of the positive impact of a small

donation upon the spirits of the person fundraising, and take pleasure in giving support and believing that they will have lifted a friend's spirits in this way.

- (27.) The harder the perceived difficulty of a challenge by supporters, the more likely they are to donate to a fundraising campaign.
- (28.) Individuals who fundraise regularly for different charities are bound to compare the support that they receive from each charity to one another, and to be less impressed with the charity(/ies) that support them less well.
- (39.) The more experienced an individual is with the challenge concerned, the less far outside their comfort zone it is, and the harder it is to convince others to sponsor them. The growth experienced and novelty of the fundraising campaign decreases each time an individual completes the same challenge under similar circumstances.

Section 4 (the transformation):

- (8.) Completing challenging physical activities for charity helps individuals to feel that they are able to overcome difficult physical challenges, and it gives them 'bragging rights' among others.
- (13.) Finishing a marathon does make individuals feel special and unique – part of an elite gang of physically fit and superior people. The feeling that comes with finishing a marathon appears to be euphoric and completely unique.
- (16.) A large part of the marathon experience is learning to be constructive and deal with issues and discomfort as they arise, and to accept the challenges and pain as part of the process.

- (33.) Completing a marathon and fundraising for charity whilst doing so is hugely satisfying. Completing multiple events of the same type reassure individuals that their ability is not simply a 'one off' and that they are able to repeatedly do challenging physical events. This also might suggest an element of low self confidence or insecurity about one's abilities or self confidence.
- (34.) Completing challenging physical activities for charities has a positive influence upon the self esteem of those that take part, and reassures them that in that instance, hard work and dedication will result in positive outcomes.
- (37.) Completing challenging physical activities for charity gives individuals more confidence in social situations and appears to feel like evidence to friends and others that the individual is physically fit and philanthropic.
- (44.) Completing challenges that are outside of individuals' comfort zones encourages them to venture further out of these and to try and experiment with new things. It emboldens them to explore both themselves and other things further.

Section 5 (context):

- (4.) Many individuals are competitive with both siblings and family members, and keen to 'beat' them in terms of speed and funds raised.
- (11.) The marathon distance is iconic in distance running, and instantly recognizable as hard. Encouragement from others who the individual respects is hugely cheering and motivational.

- (12.) Completing multiple marathons appears to be about proving to oneself that the first time was not simply a fluke and a one-off, as well as a desire to chase that post-challenge euphoria that was experienced.
- (18.) Validation from key supporters appears to be important to some individuals. I.e. the opinions and thoughts of a select bunch of people does matter hugely, but the opinion of many other followers is far less important.
- (22.) An announcement that an individual is going to fundraise for a marathon is often met with both surprise and awe from the individual's social groups. This surprise can be helpful to the fundraiser – signaling that individuals recognise the scale of the challenge ahead for them, and signifying that they really do believe that the attempt is a challenge for the individual concerned.
- (29.) The organisation and support for participants involved in the London marathon appears to be extremely good, after decades of iterations.
- (35.) Individuals who have family members that have taken part in similar activities in the past are likely to be more open to taking part in these in the future, because of their familiarity. There may also be a competitive element to completing similar challenges to other family members, or alternatively, a 'point of pride' by continuing the family tradition of both physical challenges and fundraising.
- (36.) A robust support network can be a hugely cheering element to a successful training programme and fundraising campaign. Validation

from key people throughout the attempt appears also to be significant, whether this is explicit or implicit.

Section 6 (legacy – cold cognition):

- (2.) In the days and weeks following a large challenge attempt or event, participants are most likely to feel a ‘gap’ in their lives where the training once was, and to be more likely to consider future challenges to work towards in order to fill this space, and to have something to aim for.
- (7.) Reminiscing about challenging athletic achievements helps individuals to feel proud and increases feelings of self worth. The ‘finish’ portion of these events has a special privileged place in the memory of individuals (e.g. the final stretch of the challenge).
- (24.) Those who have completed challenges themselves are more likely to support others who attempt similar challenges in the future. All of these physical challenges appear to be relative. Those who fundraise as ‘runners’ are more likely to support friends and family who fundraise in the same way by doing the same things, because they have an appreciation of the effort involved.
- (32.) Training for and completing a challenging physical test like a london marathon whilst fundraising for charity can help an individual to become more organized and productive, as a result of having to work out how to fit training into their life, and having to connect and interact with others in order to fundraise.
- (40.) The further outside one’s comfort zone a challenge is, the greater the feelings of accomplishment and satisfaction afterwards, and the greater the resultant improvements in self-worth and esteem.

- (41.) Positive feelings and mood related to completing a challenging physical activity for charity can last for multiple weeks after the attempt has finished.
- (42.) Positive feelings relating to elation and pride appear to eclipse the memories of fatigue and pain that accompany a marathon finish as time goes on. The weeks after completing a tough physical challenge appear to be when individuals are most likely to consider planning another challenge or fundraising attempt.
- (43.) Some individuals report feeling a little flat or 'blue' after completing challenging physical events for charity, especially as the positive feelings of elation fade, and the lack of structure and training leaves them feeling direction and goal-less.
- (46.) For many people completing a marathon is a life changing experience, which results in them seeing themselves differently, and motivating them to explore themselves and push themselves further than before. The training that individuals complete beforehand teaches them how to work towards and overcome a tough physical challenge, and many of the same techniques can be applied to other areas of life.

Section 7 (relationship with charity):

- (20.) Completing a challenging event for a charity provides the charity with an opportunity to develop a special relationship with one of it's supporters. Personalized communications, and a perceived genuine interest in both the individual and their attempts, appears to be key to developing a strong and committed relationship between the two.

- (31.) Fundraising for charity brings individuals closer to that charity in question. If the individual perceives that interaction to have been worthwhile, then they are more likely to fundraise for them again in the future (over other charities). In some instances individuals decide whether or not to fundraise for a particular charity based upon the support then receive from the charity that they fundraised for.
- (47.) The charity element of completing a tough physical challenge for charity appears to give individuals a secondary 'boost' and extra motivation to complete the challenge when things get particularly tough. It also appears to help individuals justify their efforts to both themselves and others, when their motivation and reasoning to complete the challenge in the first place is called into question.

D.13 Interview Number 13 Notes

Interview Script Highlights:

1. 116-144: “Alright. So the first time was... We’d been fundraising for quite a while, and we realized more and more people were getting into fundraising... But things like 5kms and 10kms really don’t seem like that much of an achievement to be giving money for, unless you’re not a runner... Which we are. And as such, it wasn’t really bringing in any money any more. And we were doing it for the purpose of charity fundraising. So my mum and I kind of thought, what can we do that is a challenge, but still within our abilities... And we were like, ah! One hundred km. And so my mum signed up and went, oh my goodness, don’t let me do it on my own! And so I went, ahh. Ok then... That was kind of the first one. Um, and we did that one for a charity called EDS UK. Umm. And that was. That was because, I personally have a condition known as EDS... And, we wanted to give back to the charity that had helped give me my diagnosis, and I’d had surgery right before the event.”

For many individuals, a variety of factors combine together to motivate them to take part in a tough physical challenge for charity. There appears to be a consensus that the bar is constantly getting higher in terms of what is considered to be a ‘challenging physical activity’, with more and more people fundraising through running. This appears to put pressure on fundraisers to run more extreme distances in order to stand out amongst their peers and others. For many individuals who have been beneficiaries of charities, fundraising for them appears to be a way of paying the charity concerned back for the support and help that they

have received, and a way of paying forward help to others who might be suffering in the same way that they have.

2. 148-156: "So it was like, I had a two month kind of window... Umm and a hundred kilometres to kind of recover. So we used that as kind of our backing to get people to fundraise. And saying that this is. You know if you want to support a charity that means something to you. I'm sitting in hospital right now. I'm doing something carzy in two months time. And I'm doing it, having had surgery, so pleased support my cause."

Training for a tough physical challenge and fundraising whilst doing so can give individuals a positive focus and goal, and motivate them to be positive and constructive about their current situation, and to take steps towards improving their situation.

3. 166-167: "Um, I wanted to get a better time. Err, than the previous year. And I wanted to raise more than the previous year as well. So everything, but bigger and better!"

Those who complete events multiple times are motivated to improve their efforts from the previous year each time, whether that be in terms of finishing time, amount raised, or an alternative metric.

4. 171-178: "Yes, we've beaten our targets for both!... (G: How does it make you feel, looking back on those acheivements?)... Um, really.... Pleased. Very very pleased. Especially considering how horrible the conditions were that day!"

Reminiscing about setting challenges and targets and overcoming and beating them makes individuals feel incredibly proud and happy with themselves.

5. 182-192: “Yeah, it was. You do get a real kick out of it. Because you obviously get the self-elation where you think, yay I’ve done it! But when people speak to people, and they say what have you done? And you say I’ve done this ultramarathon, and they’re like whooaa! And it sounds daft, but it is a nice little ego boost... Especially in my circumstances, with my physical medical disorder. And as such, everybody around me. You know, there’s a very real risk that if I don’t do exercise on a regular basis, that It will progress and I’ll need a wheelchair.”

Other people’s reactions of surprise and being impressed to stories about an extreme challenge can be hugely gratifying and give individuals an ego boost. In some circumstances, individuals must exercise to remain independent and physically able, and completing extreme challenges is an extreme reaction to the risk of being incapacitated.

6. 196-211: “And it’s interesting. I don’t want to do that (laughter)!... And so I do things like this to remind me that, whilst I not may be as physically able, in day to day things, as a normal person would. That doesn’t stop me from doing things like a hundred km, which a normal person couldn’t do... And that’s solely because of my endurance abilities and putting up with the pain, because you can not do 100km and not be in pain!... So if you deal with it and exercise every day, you deal with it a lot better, because you’re like I deal with this every day, it’s fine.”

Completing extreme physical feats reframes an individuals reference points for things like pain and exhaustion, and makes mundane everyday tasks seem far less daunting or difficult in comparison.

7. 213-216: "(G: That's amazing, so it completely reframes how you deal with the condition on a day to day basis?)... That's exactly it, yeah."

Completing tough physical challenges can completely reframe how individuals deal with everyday challenges and health conditions.

8. 222: "Yes. It was definitely worth it."

Those who complete challenging physical activities for charity almost universally report that their efforts were ultimately worth it.

9. 228-235: "Umm. It's a nice way of, reframing my condition. So it gives me that, positivity that I can take into other situations... Um, especially if I'm having a bad day, and I think, oh, I cant get out of bed today, I feel rubbish. And if I feel too sick, I think, do you know what, I can do this, I can get up today."

Completing challenging physical activities for charity helps those who are facing challenging conditions in everyday life to reframe those (and if applicable, their illnesses), and gives them positivity that can be taken into other situations. It gives them the mentality that almost every challenge isn't as tough as a challenge that they have overcome, and so they have the ability to do almost anything.

10. 239-251: "Exactly (laughter)! If I can do that, I can get out of bed!... So obviously there is that side of it, and it keeps out charity side of it as well. We

started fundraising for breast cancer, and cancer research UK, in general, when my Nana passed away... Which is why we've been doing it for so long. And it's a nice way of just keeping in touch with... Keeping in touch with things we're passionate about. It's really nice to, have that little reminder because it has got that family tie."

Fundraising for charity can help individuals to feel as though they are 'keeping the memory alive' of a loved one who might have passed away. Each fundraising effort strengthens the positive legacy of that individual who has passed away.

11. 258-259: "Umm. Quirky. A bit naff. Bubbly. Probably very. Probably I would say quite outgoing, I think..."

By their very nature, those who complete extreme challenges are often quirky and outgoing individuals, who are prepared to step outside their comfort zone.

12. 274-304: "Probably the key feature is actually running with lots of people. The community in these events is amazing. And it's so different from running, your average five km ten km. Because if you're running a five or ten km, you're out there to get a personal best, a lot of the time... Whereas with this, there are so many things that come up on the route that make you think, oh, I can't keep going, I don't want to keep going, I don't want to do this. There are a million other things, and it's just like, why? Why? And so you're all in it together, and I love that. Love that part of the event. Because it's like being in a community. Because you've all gone through it together, you've got that side, and you've got this level of respect for one another, because you've all completed it. And even if you haven't, you gave it a good shot. And, um, you've got that support all the way

around. That would definitely be my key feature, of the race to the stones... Um, I love that it's cross country as well. Because it's more interesting than doing most of your ten kms and marathons that are on the roads. And you don't really see the country... You kind of lose yourself in your thoughts in the countryside, rather than having people along the road the whole way... And you've gone, around a terrace four times."

The sense of community among ultrarunners appears to be a key positive feature for participants. These longer races appear to be less competitive than more conventional shorter races, and there is a mutual respect that exists amongst all runners. The countryside and isolation is also a differentiating feature to smaller races that are more heavily supported by crowds. Running for longer distances in quieter countryside allows individuals to reflect more deeply, and to form tighter bonds with those who they might be running with.

13. 306-325: "(G: What did it mean to you, finishing it? Completing that challenge?)... Er, this year, it was, amazing (laughter). It really felt like a high personal goal this year. Just because the temperature was so hot... Um, I really didn't think that I could have finished it... So to get a PB, with it being that hot. I was, in awe. I literally crossed the line and asked Paul for the time, and they said quarter past twelve, and I was like oh my goodness, I thought it was half past two!... And I've gone faster than I've ever gone! And it was so hot, I was like, I'll slow down, but I'll be in the sun longer."

Achieving big personal goals is hugely satisfying for individuals. Exceeding expectations results in feelings of gratitude and pride that are perhaps unexpected. Many individuals adjust their expectations during adverse weather conditions.

14. 327-332: "(G: Did having the experience, and having these experiences make you feel special? Doing these ultras?)... Yes. Yes I think it does. I definitely think it does. Um... It does give you that level of respect for yourself, and reminds you that you are stronger than you think."

Completing challenging physical activities for charities increases individuals respect for themselves, and reminds them of their strength. Being part of a minority of physically able people also makes individuals feel special and superior to others.

15. 337-348: "Umm. I, think the fact that I go to the gym a lot meant that the experience was quite nice, because it felt like a personal challenge, rather than torture... And then, had I, when I did it before, having not been the gym bug that I am now, it was, a lot, it did feel a lot more difficult, because I wasn't... I wasn't ready for it per se. So it was more a case of get through it. So it was now sort of enjoying the scenery, and having quite a strong physical background, you think oh, I an actually, this is a personal challenge, this is a pushing thing. I'm just pushing myself to the extreme, and I can do it , so lets enjoy the scenery along the way."

Effective training and planning for a challenging physical event reduces the unpleasant elements of the ultimate physical challenge. Being better prepared physically for an event allows the individual to enjoy it more, and to focus less on the unpleasant elements of it. Likelihood of injury and both pain and discomfort experienced are reduced.

16. 350-365: “(G: How important is it, for you that this challenge, these challenges, are hard. Physically difficult?)... Err. Do you know what, I think it is quite important to me. I say that it’s not, but I did a 5km two weeks before, this, and I was like, uh, well that was underwhelming. No pain no bother. Yeah I think, quite a bit, and I imagine this is what your PhD is about to a certain extent. It’s that, when you’re doing these kind of events, you kind of, you, it’s... There’s two aspects to it. There’s the charity side to it, and there’s the self, there’s the personal growth... And certainly, I love doing charity work, I will continue to do charity work. But I would rather do something where I feel I’ve really achieved something that I didn’t think I could do before. So I do actually think that doing something very difficult is very important to me.”

Completing challenging physical activities for charity helps individuals to grow whilst helping support a good cause at the same time. This self-growth is contingent upon the challenge being outside of their comfort zone. It is therefore important that the challenge concerned is physically difficult for the individual concerned, otherwise it is both underwhelming in terms of the self-growth experienced, as well as what others consider to be impressive and worth supporting.

17. 367-370: “G: Would you consider pain and effort to be a part of the attraction to participating in the event?)... Yes (laughter).”

Many individuals who complete ultramarathons consider pain and effort to be part of the attraction to taking part in the event in the first place.

18. 372-382: "(G: How did you experience that pain?)... Umm. Mostly, physically. Everything hurts. I say physically, but there is a lot of mental pain during these things. Because the whole time, you're like, I could stop, I know I shouldn't stop, but I could stop. Where are all the other people. There's nobody here! So it's mentally quite torturing... But certainly physical pain, there is no shortage of that."

Distance running is both physically and mentally taxing. Overcoming feelings of doubt related to completion of the challenge is a key part of being successful in these events. The actual process of running the event itself can also be lonely, with long periods of time spent running without company and lots of time to think.

19. 384-391: "(G: Was it important that you shared that pain and effort with other people?)... Yes. Yes it was. I think if I was doing it on my own, I would have hated it. Um, but the fact you're not alone with it, means that you feel like you're part of a community. And, you can have a great heart to heart with one another. And it's nice to have support. And it's that empathy aspect to it. Being able to share with the people around you is lovely."

There appears to be a huge sense of camaraderie and openness among ultrarunners that encourages people to ask for help and to freely give support and encouragement. All the members of this community are able to empathise with one another and share what is on their mind without fear of judgement.

20. 393-402: "G: Was it important that others were aware of the pain that you went through, with the event?)... Umm. No I don't think so. I don't think it's important that they knew... I think at the start it says that it's going to be

challenging, it doesn't say that it's going to be painful. I don't think everybody kind of respects how much pain comes from these kind of things. And I think actually I'm kind of ok with that. Er, providing they respect that it's challenging. So I think it matters to me that they respect that it's challenging, but I don't think it matters to me that it's painful. Although I'd quite like it if they did recognise it as well!"

Individuals claim that others support them because their efforts are challenging, rather than painful, however it is widely accepted that pain is likely to go hand-in-hand with the most challenging activities.

21. 404-426: "G: How did you fundraise for the race to the stones?)... Mainly, through um, my local pub quiz... Yeah we've become the student charity at our local pub... And the landlord said that they would put the pub quiz money towards my charity, for a couple of months... And, a pot on the bar as well. So, you know the charity pots you get. Um, we made bracelets, in the colours of the mix, which we sold on, and then, through a fundraising page, which we shared on facebook."

Some individuals still embrace less mainstream methods of fundraising, for example though events (such as pub quizzes) and the sale of goods and services (such as bracelets and bag packing). However in almost all instances of modern community fundraising, an online giving platform is present to a greater or lesser degree.

22. 428-448: "(G: Would you consider your relationship with the charity to be special, because of the race to the stones experience?)... Umm. Yes I think I

would. I think I would. It wasn't a charity that I was particularly interested in, before doing the event. But certainly, in the lead up to the event, um, the charity were in contact, a member of the team was in contact constantly with us, and she came to see us at the event... Which was really good. Because I think normally. The charities that you work hard for. Because you put a lot of effort in to try to get people to sponsor you... Whether or not you planned to fundraise for that charity. You do end up feeling an attachment for it that you didn't have before. But normally I go into an event with a charity in mind. This is the first year that I've done it, the other way around. Um, but actually I'm really invested in what the mix do now, because of this event."

Special attention from individuals who work for a charity in the individual fundraising for an event, for example – supporting them in person at the event, can deepen and strengthen the relationship between an individual and a charity hugely. Those who fundraise for a charity by completing an event represent an opportunity for the charity to forge a valuable and mutually beneficial lifelong relationship between individual and charity, if both understand and listen to each other appropriately.

23. 450-455: "G: Do you feel more connected to that charity because you did something physically difficult?... Umm. No I don't think so. I think anything I would have done for them would have sufficed. I think it's more the fundraising aspect. That made me close to the charity, rather than what I did, for the charity."

The fundraising element brings individuals closer to the charity concerned, as opposed to the act of solely completing the physical activity itself.

24. 462-471: "(G: What part did the physical element of the challenge play in your experience?)... Umm. The majority of it! (laughter). Yeah, i... Yeah the action. The action, the physical action of the running, meant that I loved it. I mean what I got out of that was great. I mean, I think more the finishing (laughter)... I think more when I finish."

The physical element of running ultramarathons appears to dominate the experience for participants. Primarily the experience is a physical test above anything else.

25. 482-497: "(G: Was it important to feel like you had suffered, after you had finished?)... Umm. Yes. I think the. I think, err. I like something to feel like a challenge, otherwise it feels like you've not really done much. Um. Even if you have. So definitely yes. I think it's that little reminder that you've done something crazy and you've finished, and you've capable of doing something you didn't think you could. And you've broken through a boundary that you didn't know you had. Or you did know you had. But you didn't know you could break through. Most people don't have those boundaries. But most people don't go running a hundred k!... But yeah I think suffering is actually really important. For knowing that, that, for kind of respecting what you've done."

Having suffered appears to be a key part of validating an experience that one has had as being challenging. Breaking through physical boundaries and moving outside of one's comfort zones, by definition, requires a level of discomfort, which is inherent with tough physical challenges.

26. 499-528: "(G: How did you experience suffering in this challenge? I know you've kind of touched on this before?)... Umm. Mainly through, er, pain. So, yeah. Do you know what, I think, thinking about that. The worst thing was the heat. ... The thing that caused me the most discomfort and upset throughout the whole thing was the heat... The heat, and the surface that I was running on, was the biggest pain. That took a massive mental toll... Because obviously I had the pain in my legs, but to an extent, I kind of expected that. But what I didn't expect was, to be in this perpetual state of, it's boiling, it's thirty two degrees, I wouldn't even step outside right now, if I was... It's just too hot... And so obviously mentally that was just torture, because it was just awful conditions."

Adverse weather conditions on the day of a challenge can bring with them elevated levels of pain, suffering and discomfort. Part of overcoming the challenge is to manage and deal with the conditions as they come.

27. 535-545: "(G: What role did social media play in your fundraising campaign, please?)... Um, most of it! So I've er. Social. I've literally just used... I plugged it on social media constantly. Mainly, facebook... Um, mainly facebook. I don't think I used instagram or twitter this year. Yeah. So it played a huge role in getting people to sponsor me by just um, raising awareness of the charity, and raising awareness via the link."

Social media plays a key role in modern fundraiser's fundraising activities, by keeping them up to date, and sharing their experiences with followers.

28. 548-574: "(G: How were your activities received by your peers on social media?)... Yeah. That went down really well. So I found I got, as I imagine lots of

other people do, I got more people responding once I'd finished, because it was almost like, yeah she's not gonna do that. She's not going to do that. So they held off the fundraising, but you see people like your status, and shared your facebook virgin money page, and you're like, that was rude! But when I did finish, I posted a picture of my mum and I with my medal, on, umm, and I posted one in the middle of the event as well. At the end of the first day... Um, and I found that the money then came in from that. There was a big social media following. So I went from maybe two or three likes, on a share, to after the event it was like seventy or eighty... So it was a huge huge difference by sharing after the event rather than before the event."

Donations appear to spike after an individual has completed an event, implying that others wait for someone to finish their challenge before committing to donate to them. Updating followers mid-way through the event itself also appears to drive traffic towards giving pages, and to encourage them to donate. Many followers were happy to like and share an event page or status, but were less keen to actually donate.

29. 578-580: "Umm. Yeah it made me feel really good about it actually. Like we were saying earlier, it's nice to have that, kind of wow factor from people. That respect that you've achieved it, and so yeah, it made me feel wonderful!"

Shock and awe from followers in reaction to an individuals achievements is hugely satisfying and makes an individual feel loved, respected and superior.

30. 582-607: "(G: How do you feel when you see your peers fundraise on social media?)... Umm. I, feel for them. Believe it or not! I know how difficult it can be,

so, when I see people fundraising, I do my best to share their page, um, I try and sponsor them when I can. And, I sometimes, I do find, and this is gonna sound really snobbish, but I do find when people for fundraising for things, and they're like sponsor me to wear odd socks or something, and I'm like, I'm not gonna do that (laughter)... Which is what one of my friends did, and she made four hundred quid I think... And that's it! And I sometimes find that, because I've done something as big as I've done. That I'm quite judgy, about people, what, people have chosen to do to fundraise... But I'll try to support them where I can, because obviously it's actually really difficult to persuade people to actually give them money. It's easy for people to see the page and read it, but considerably more difficult to get people to part with their cash."

Those who fundraise and compete challenging physical activities for charity are able to relate closely to others who do the same thing, and have an increased sympathy for them. In some instances, those who do complete particularly challenging activities for charity can find themselves being judgemental of others who complete 'easier' tasks, which makes them less likely to part with their cash (if it is perceived as too easy).

31. 609-622: "(G: What specifically makes you want to support people. Your friends, that you see, fundraising?)... Umm. A personal achievement. So if I see it as something that's going on... So a personal achievement for one person is different to a personal achievement for another. So I sponsored my brother's girlfriend last week, because she's trying to lose weight by doing a 5km... So there was a personal goal. Like I was saying earlier, there are two aspects to charity

fundraising. I like it if it's personal growth. So if I see that someone's gonna get personal growth from what they're doing, then I'm more likely to sponsor them."

Perceived effort invested, and personal growth involved, appear to be two reasons that individuals support other people. This effort is of course relative, and depends upon the relative fitness of those concerned.

32. 624-637: "(G: How significant was the validation of other people to your feelings after the event?) Umm. Not... Probably very little. Probably very little. I think the majority of it was, you know, you, your self appreciation. So the respect from other people that have done the event. I think that mattered to me. I did care what people at the event thought... But you're always gonna get positive feedback from people that have done the event, because they're also loony. I less cared about what people like my friends and family thought. People like that can be a bit more judgy because they know you. They're thinking, ohh she just did this, ahh (laughter)."

Validation from members of a community that an individual aspires to be a part of seems to be held in greater esteem than validation from non-members. The more impressive and credible the individual who gives the validation is perceived to be, the more this is valued by those taking part. Validation from others is perceived as important, but it depends upon who the other person is.

33. 639-643: "(G: Do you think the perceived difficulty of the challenge helped you to raise money from other people?)... Absolutely. Yep. It made a huge difference. We made significantly more money than we ever made from 5 and 10 kms."

Longer distances and more strenuous challenges appear to be easier to garner support for than shorter distances and more conventional challenges.

34. 645-665: "(G: Is there anything the charity could have done, to make your experience any better?)... Um, I think they could have, um, er, I think they could have used social media better. Because individual pages. I know it's very difficult for little charities, but for big charities... Certainly for smaller charities when you've not got as many people fundraising for you, If you want to make more money, you need to make more noise and plug the people fundraising for you... Nowadays, unless you're putting leaflets through people's doors, people are not going to passively go onto your page and give you money for it... The majority of money is going to come through from what people are doing to fundraise for it. I think that's maybe the criticism, everywhere else they were really good. Like I said they were in touch constantly, um, kept offering assistance with fundraising methods, um... For things like that I felt that their social media presence wasn't very big."

External validation on social media sources from charities appears to be hugely valued by individuals. This is a low-cost and high return way for charities to strengthen their bond with fundraisers, and for fundraisers to appear more credible to their followers.

35. 667-682: "(G: How about the organisers of the event, is there anything else that they could have done to improve the experience?)... Umm, truthfully no. Truthfully no. The company that runs these events, um, runs surveys after the event. And they have a real big social media presence. Where they physically go

through all the complaints... For things that you didn't think were even a problem the previous year... And they're really good at responding to people's criticism. And like I said I can't fault them because they've been getting better and better and I have nothing to fault."

Many organisations that have ran events for multiple years are incredibly good at organizing the events themselves and providing appropriate support for participants. This is perhaps self-evident owing to the fact that the events themselves have survived and remained popular.

36. 683-701: "(G: Did your relationship with the charity change, because of doing this challenge?)... Um it did. I knew, essentially nothing about the charity, before. The challenge. Umm. And, certainly with the lead up to the challenge, I got more interested in the charity. But certainly the fact that they made the effort to turn up, on both days, to see us, made a big difference. Because it shows that they care about the community... Which you wouldn't get with a lot of other charities. The big charities. They can't afford to do that. They're too big. But, the small charities, the way you get money is by communicating with people, and if you show that you're... That you're in with them, amongst the people... They're more likely to support your cause."

Individuals who fundraise for charity by completing challenging physical events have the opportunity to learn more about the charity that they are fundraising for, and are bound to get to know them better. Therefore, the provision of key information regarding what the charity does and how money is spent is key. Having individuals turn up to support those who run is also enormously encouraging and hugely appreciated by those who fundraise for them by

completing physical challenges, and helps to create and cement a special bond with individuals.

37. 703-727: "(G: Do you think you've changed as a person because of this experience, or your general ultra crazy running experiences?)... (laughter). Yes I do. Yes I do... It... It gave me the motivation to push myself more physically... And, so I, like I said earlier, I go to the gym, everyday... And I do a lot more physically than I did before. But it also gave me a lot back mentally, because I, know that I push myself to my limits, and I kept going... And I know I can set myself a challenge, and it's still within my reach, and I can do that. So, you do grow as a person. In kind of all aspects really... It just kind of makes you push that extra, mile. That's how I would describe it I think. It teaches you that, what you thought is your limit. Is not your limit, really."

Completing tough physical challenges for charity can change a person significantly, giving them the confidence and motivation to push themselves physically, and to reimagine their limits in all areas of life.

38. 729-745: "(G: How did you feel about yourself, um, after completing.. After finishing it? Straight afterwards?)... Er, straight afterwards. (laughter) I felt like I was a moron (laughter). Um, no I um, truthfully, I was so elated with finishing. That I was just really proud of myself... Really proud. And it's about spending the initial ninety nine kilometres thinking, never again. And then I spent the last kilometer thinking, hmm, when's the next one?... So I think definitely it. I felt really good about myself. It made me want to do more of these. It made me want to challenge myself."

Elation, pride, and the confidence to continue challenging oneself are all feelings which accompany completion of a tough physical challenge. Soon after completion (and even before completion sometimes), individuals begin to think about what their next big goal or challenge might be (the next focal point for them).

39. 747-754: "(G: Would you say this experience has influenced your self-esteem?)... Yes. Yes... Yeah I think it certainly, um, had a positive impact."

Completing challenging physical activities for charity has a positive impact upon individual's self esteem.

40. 757-765: "(G: Did anyone else influence you to take part in this challenge. You were saying your mum... Your mum basically grabbed your arm and made you sign up?)... Yeah, my mum... Yeah just my mum, and my sister did it the previous year... And she (her sister) realized it was crazy, and didn't do it twice. (laughter)."

Close friends and family have a huge influence upon an individual's decision to participate in physical challenges, and their fundraising activity. Reassurance and confidence can be gained by running with a familiar face (if they can do it then so can I).

41. 772-785: "(G: Did anyone influence you to fundraise for, your specific charity. Did anyone else influence you?)... Um, no they didn't actually. Um, we... The reason we went with that charity, is that race to the stones were offering a discounted price for a certain charity. But you had to commit to fundraise a certain amount of money. But, because we knew we were gonna fundraise

anyway, because we always do... We thought, well why not take the discount, because we're already fundraising anyway. And we'd kind of exhausted the charities that we were really passionate about. Like, we were like, so let's do something different. Let's do something different, we've not got anything in mind specifically."

Individuals like to believe that they are behind choosing the charity that they end up fundraising for, and that this decision is theirs. Discounts offered to runners willing to run for charity appears to be a factor in some individual's decision to fundraise for a charity. This implies that there is a selfish element to some individual's decision to run for charity – other people are essentially subsidizing their experience in exchange for their commitment to fundraise for a charity.

42. 789-813: "And whilst that wasn't the reason that we picked the charity... We were really glad we did about a month and a half down the line. My brother was sectioned for depression... We really weren't expecting it. And he was, nineteen. And, knowing what we know now about the charity. That would have been brilliant for avoiding that situation... And my younger brother, we think it's genetic, we've all had it at some point. But my younger brother, he's seventeen, He, er, recently had depression, and actually, the mix have been really good. Because we knew about them at this point, my mum put my brother in contact with the charity, and they sorted out counseling for him, and he had regular chats with the charity... So it wasn't... We didn't pick it for that reason, but knowing what the charity did, made a difference."

Having a personal connection to the charity that an individual is fundraising for greatly strengthens the relationship between individual and charity. Individuals

that have had close friends or family benefit from charities that they fundraise for feel like they are playing an active role in the provision of services for people that the care about.

43. 821-853: "(G: How important was validation from other people, from that group that was doing it?)... Um, was that for the people doing it, or the people who weren't doing it... Everyone. Right. To be honest, I didn't really care what people thought. The whole way through I was too busy, actually doing the event to give a damn what people thought. At the beginning I thought, I hope people appreciate how much effort I'm putting in here... Um, afterwards, I was like, I hope people can see I worked quite hard for this... But actually during it, I couldn't give two monkeys (laughter)... (G: Fair enough, you've got bigger things to worry about (laughter).)... Yeah exactly! It's at that point that you only want to think about finishing. So I don't care about the people around me. We were all in the same boat... The only thing I cared about, was not finishing. That was the only thing I cared about. Was people's judgement, if I didn't finish... Everything else I really couldn't care less about."

Individuals are acutely aware that their efforts are in the spotlight in this digital age, and feel pressure to deliver upon their promises and not 'let down' their supporters and followers. Many individuals report that they would like for others to know how much effort they have put into a challenging physical effort, and that it would be nice for others to appreciate how hard they had to work to complete their challenge.

44. 856-891: "(G: How did finishing this thing make you feel in your friend groups?)... Umm. It makes me feel like I have more of a voice... I think, having the diagnosis I've got means that, you kind of... People get an impression that you're weak. And that you're a bit sickly, and that's kind of an impression that doesn't leave people... But then you do something like this, and people go, oh , huh! I can't do that. She's obviously not as weak as I thought she was... And it gives you back that validation that you need in your friendship groups. And it did make a big difference in that sense. Because it meant that people kind of lost this label that they had given to me... We had conversations with people. And, to me, it's a normal day to day occurrence that my joints dislocate. But it's throwing off. If you bring it up, then people go, oh no, and get really down in the dumps and awkward with you, because they don't, they cant, they cant empathise at all. And it's like, I don't want, I don't want sympathy. It's just a matter of fact that my arm just fell out and I just thought you might want to know (laughter!). Whereas is they know about it, then they're a lot more comfortable around me, because they're like, actually she has this thing, but It doesn't stop her doing that... And the fact that she just sat down and her arm fell out isn't that much of a big deal."

Completing challenging fundraising events for charity allows individuals to talk to their friends about the charity concerned, and potentially open up to them about afflictions and struggles that they have had – a conversation starter. Completing challenging physical events for charity also allows individuals to defy their disabilities and diagnoses, and reclaim a sense of power and strength that the diagnosis might have appeared to have taken away from them. Being able to talk more about difficult subjects reduces the taboo nature of all of them, and can make many people more comfortable with both disease and challenging areas.

45. 897-906: "(G: How important was it where your fundraising efforts fitted in with what your friends do?)... Err. I... I like to, err, have the biggest. Challenge, and I'm quite competitive about that... If I'm truthful about it, it does matter that my challenge was the biggest, in my eyes (laughter)!"

Some individuals are hugely competitive – wanting to be the most impressive of their friends in terms of distance covered and difficulty of challenge overcome. This is getting tougher and tougher, as the popularity of endurance events grows.

46. 908-915: "(G: Do you feel like the challenge was outside of your comfort zone.)... Um, yes. I think, whenever I enter these things, I go in going, I run, it will be fine! It's not that far out of my comfort zone, I run, and then everyone around you is like I did a marathon last weekend, and the weekend before I did seventy kilometres, and I'm like, I did a ten km four months ago. And then once I'm doing the event I feel really really outside my comfort zone."

The more some individuals complete physical activity events, the less stressed they appear to become about training and meticulous preparation for specific events.

There is a level of effort and discomfort associated with all physical activity events that can be reduced through training and practice.

47. 921-924: "(G: How does that influence how you feel after, once you've finished. The fact that you've done something outside your comfort zone?)... Um, it makes you feel , really really good about yourself. It's true."

Completing challenges that were outside of our comfort zones makes individuals feel brilliant about themselves, and like they have grown both physically and mentally.

48. 932-943: "(G: How long did those feelings last?)... Um, a couple of months. A couple of months I found. Because you're still buzzing for it for a while. People are still talking about it for a couple of months. I think when people stop talking about it, you stop thinking about it.... It's a bit like when people go on a gap year. People are like, oh, my time in Thailand! And then you don't get that buzz anymore, so people go, oh, my time in Thailand, and you go ohh (groan)! (laughter). Allright then! People will probably get sick of me talking about it, and then I'll stop thinking about it (laughter)."

Interest from other people regarding completion of a challenge event lasts for many months and even years after the event itself has been finished. Completion of the event can result in a new more adventurous and physically able identity for the individual concerned.

49. 945-948: "(G: Do you want to do something similar again?)... Yes! (laughter). I was looking at more events on the Monday. It may sound insane, but I was looking at more events on the Monday."

Soon after completing a challenging physical event for charity, individuals consider how they might spend the time and resources that they now have available, and whether or not they would like to devote this to more activities that help them to grow or not.

50. 950-958: "(G: What would you say you were left with after you finished?)..."

Um, a lot of pride, a lot of pain. Yeah, um, yeah. I don't know if you're looking for something specific there or..."

Immediately after completion, individuals are left with feelings of pride, pain, and satisfaction.

51. 960-968: "(G: What would you say the next big challenge is in your life?)..."

Umm. Probably another ultramarathon I think... I've been looking at... 100km makes you really snobby! I think, ah, I don't want to do any old ultra. (laughter).

Yeah definitely another ultramarathon."

Successful completion of a challenge serves to help individuals re-define their abilities and comfort zones, and reconsider what might be possible for them. Often individuals are keen to continue to push further outside their comfort zone and to grow.

52. 970-984: "(G: What are some of the most vivid memories or moments that

you have from the day of doing the race to the stones, please?)... Um, the most vivid memories, are, conversations with people... Initially I enjoyed sightseeing. The thing that really stuck with me, was chatting to people about why they were doing it. About their personal lives... Err. So kind of their background really. I like hearing about where people have come from. And it's distracting, really. SO I don't have to talk, and I don't run out of breath, and I get to hear about them. So everybody wins (laughter)."

Interactions with other people have a privileged position in the memory of those who complete challenging physical activities for charity. Simply being a fellow

participant in the race brings a level of commonality to all competitors , and allows them to relate to each other in a unique way. The ultrarunning community also appears to be supportive and inclusive, and encouraging in terms of helping people open up to others whilst running and to reflect about their lives and purpose and deeper thoughts that individuals may have.

53. 986-1001: "(G: Did you find that people were pretty open when you were running with them? That you could be yourself around them?)... Yeah! Yeah I did. A lot of these people you're never gonna see again... So, it's a nice opportunity. If you're in a situation where you're in pain, you're more likely to empathise with people, because you're already in, the same scenario... So whilst you might not be in the same scenario with them in their lives, you are in the scenario at that point in time. So you empathise with them in a way that you might not have done, if you'd just met them in the street."

Individuals who are in pain and mutually suffering with others are much more likely to empathise with them, and this allows individuals to get 'on a level' with other people, in a unique and vulnerable and supportive way, that is hard to replicate in other circumstances.

54. 1003-1006: "(G: Would you describe this challenge, or these challenges as life changing or life affirming experiences?)... Yes I would. 100%."

Many individuals would describe their challenging physical fundraising experiences as life changing and life affirming experiences, that leave them as a different and more developed person afterwards.

55. 1012-1042: "(G: How did the charity connection influence your experience. The fact that you were running for charity. For this mental health charity?)... Um, er. I think it makes a huge difference. Because it gives you a reason to do it, other than just self-growth... And, I think, having a link to the charity is nice as well, because, kind of, whatever reason you're doing, it usually has some relation to someone you know... Whatever charity, and it's nice to feel that. Whilst you're not directly helping them. You're lending a hand. There are lots of situations where, there's physically nothing you can do. There's nothing you say to make it better. So take cancer research for example. There's nothing you can say to make it better. You can't treat them... You can't give them comfort. But you. And so you feel like, you want to help but there is nothing you can do. Your hands are tied. And that doesn't sit well with me. But if I fundraise for the charity. I feel like I'm doing something. I'm putting those efforts into something... (G: That's brilliant. So, sort of taking control to a small degree?)... Exactly that, yeah."

Completing a challenging physical activity for charity gives individuals an additional motivational reason to complete the challenge and to see it through. It allows individuals to feel as though they are a positive force for good, and that they are taking control of issues that they don't like.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) For many individuals, a variety of factors combine together to motivate them to take part in a tough physical challenge for charity. There appears to be a consensus that the bar is constantly getting higher in terms of what is considered to be a ‘challenging physical activity’, with more and more people fundraising through running. This appears to put pressure on fundraisers to run more extreme distances in order to stand out amongst their peers and others. For many individuals who have been beneficiaries of charities, fundraising for them appears to be a way of paying the charity concerned back for the support and help that they have received, and a way of paying forward help to others who might be suffering in the same way that they have.
- (2.) Training for a tough physical challenge and fundraising whilst doing so can give individuals a positive focus and goal, and motivate them to be positive and constructive about their current situation, and to take steps towards improving their situation.
- (17.) Many individuals who complete ultramarathons consider pain and effort to be part of the attraction to taking part in the event in the first place.

- (40.) Close friends and family have a huge influence upon an individual's decision to participate in physical challenges, and their fundraising activity. Reassurance and confidence can be gained by running with a familiar face ('if they can do it then so can I).
- (55.) Completing a challenging physical activity for charity gives individuals an additional motivational reason to complete the challenge and to see it through. It allows individuals to feel as though they are a positive force for good, and that they are taking control of issues that they don't like.

Section 2 (experience – hot cognition):

- (12.) The sense of community among ultrarunners appears to be a key positive feature for participants. These longer races appear to be less competitive than more conventional shorter races, and there is a mutual respect that exists amongst all runners. The countryside and isolation is also a differentiating feature to smaller races that are more heavily supported by crowds. Running for longer distances in quieter countryside allows individuals to reflect more deeply, and to form tighter bonds with those who they might be running with.
- (13.) Achieving big personal goals is hugely satisfying for individuals. Exceeding expectations results in feelings of gratitude and pride that are perhaps unexpected. Many individuals adjust their expectations during adverse weather conditions.
- (19.) There appears to be a huge sense of camaraderie and openness among ultrarunners that encourages people to ask for help and to freely give support and encouragement. All the members of this community are

able to empathise with one another and share what is on their mind without fear of judgement.

- (24.) The physical element of running ultramarathons appears to dominate the experience for participants. Primarily the experience is a physical test above anything else.
- (26.) Adverse weather conditions on the day of a challenge can bring with them elevated levels of pain, suffering and discomfort. Part of overcoming the challenge is to manage and deal with the conditions as they come.
- (52.) Interactions with other people have a privileged position in the memory of those who complete challenging physical activities for charity. Simply being a fellow participant in the race brings a level of commonality to all competitors, and allows them to relate to each other in a unique way. The ultrarunning community also appears to be supportive and inclusive, and encouraging in terms of helping people open up to others whilst running and to reflect about their lives and purpose and deeper thoughts that individuals may have.
- (53.) Individuals who are in pain and mutually suffering with others are much more likely to empathise with them, and this allows individuals to get 'on a level' with other people, in a unique and vulnerable and supportive way, that is hard to replicate in other circumstances.

Section 3 (fundraising today):

- (5.) Other people's reactions of surprise and being impressed to stories about an extreme challenge can be hugely gratifying and give individuals an ego boost. In some circumstances, individuals must exercise to remain

independent and physically able, and completing extreme challenges is an extreme reaction to the risk of being incapacitated.

- (20.) Individuals claim that others support them because their efforts are challenging, rather than painful, however it is widely accepted that pain is likely to go hand-in hand with the most challenging activities.
- (21.) Some individuals still embrace less mainstream methods of fundraising, for example through events (such as pub quizzes) and the sale of goods and services (such as bracelets and bag packing). However in almost all instances of modern community fundraising, an online giving platform is present to a greater or lesser degree.
- (27.) Social media plays a key role in modern fundraiser's fundraising activities, by keeping them up to date, and sharing their experiences with followers.
- (28.) Donations appear to spike after an individual has completed an event, implying that others wait for someone to finish their challenge before committing to donate to them. Updating followers mid-way through the event itself also appears to drive traffic towards giving pages, and to encourage them to donate. Many followers were happy to like and share an event page or status, but were less keen to actually donate.
- (31.) Perceived effort invested, and personal growth involved, appear to be two reasons that individuals support other people. This effort is of course relative, and depends upon the relative fitness of those concerned.
- (33.) Longer distances and more strenuous challenges appear to be easier to garner support for than shorter distances and more conventional challenges.

- (35.) Many organisations that have ran events for multiple years are incredibly good at organizing the events themselves and providing appropriate support for participants. This is perhaps self-evident owing to the fact that the events themselves have survived and remained popular.
- (41.) Individuals like to believe that they are behind choosing the charity that they end up fundraising for, and that this decision is theirs. Discounts offered to runners willing to run for charity appears to be a factor in some individual's decision to fundraise for a charity. This implies that there is a selfish element to some individual's decision to run for charity – other people are essentially subsidizing their experience in exchange for their commitment to fundraise for a charity.
- (43.) Individuals are acutely aware that their efforts are in the spotlight in this digital age, and feel pressure to deliver upon their promises and not 'let down' their supporters and followers. Many individuals report that they would like for others to know how much effort they have put into a challenging physical effort, and that it would be nice for others to appreciate how hard they had to work to complete their challenge.

Section 4 (the transformation):

- (6.) Completing extreme physical feats reframes an individuals reference points for things like pain and exhaustion, and makes mundane everyday tasks seem far less daunting or difficult in comparison.
- (7.) Completing tough physical challenges can completely reframe how individuals deal with everyday challenges and health conditions.

- (9.) Completing challenging physical activities for charity helps those who are facing challenging conditions in everyday life to reframe those (and if applicable, their illnesses), and gives them positivity that can be taken into other situations. It gives them the mentality that almost every challenge isn't as tough as a challenge that they have overcome, and so they have the ability to do almost anything.
- (16.) Completing challenging physical activities for charity helps individuals to grow whilst helping support a good cause at the same time. This self-growth is contingent upon the challenge being outside of their comfort zone. It is therefore important that the challenge concerned is physically difficult for the individual concerned, otherwise it is both underwhelming in terms of the self-growth experienced, as well as what others consider to be impressive and worth supporting.
- (18.) Distance running is both physically and mentally taxing. Overcoming feelings of doubt related to completion of the challenge is a key part of being successful in these events. The actual process of running the event itself can also be lonely, with long periods of time spent running without company and lots of time to think.
- (25.) Having suffered appears to be a key part of validating an experience that one has had as being challenging. Breaking through physical boundaries and moving outside of one's comfort zones, by definition, requires a level of discomfort, which is inherent with tough physical challenges.
- (32.) Validation from members of a community that an individual aspires to be a part of seems to be held in greater esteem than validation from

non-members. The more impressive and credible the individual who gives the validation is perceived to be, the more this is valued by those taking part. Validation from others is perceived as important, but it depends upon who the other person is.

- (37.) Completing tough physical challenges for charity can change a person significantly, giving them the confidence and motivation to push themselves physically, and to reimagine their limits in all areas of life.
- (46.) The more some individuals complete physical activity events, the less stressed they appear to become about training and meticulous preparation for specific events. There is a level of effort and discomfort associated with all physical activity events that can be reduced through training and practice.
- (54.) Many individuals would describe their challenging physical fundraising experiences as life changing and life affirming experiences, that leave them as a different and more developed person afterwards.

Section 5 (context):

- (3.) Those who complete events multiple times are motivated to improve their efforts from the previous year each time, whether that be in terms of finishing time, amount raised, or an alternative metric.
- (11.) By their very nature, those who complete extreme challenges are often quirky and outgoing individuals, who are prepared to step outside their comfort zone.
- (15.) Effective training and planning for a challenging physical event reduces the unpleasant elements of the ultimate physical challenge. Being better prepared physically for an event allows the individual to enjoy it

more, and to focus less on the unpleasant elements of it. Likelihood of injury and both pain and discomfort experienced are reduced.

- (29.) Shock and awe from followers in reaction to an individuals achievements is hugely satisfying and makes an individual feel loved, respected and superior.
- (44.) Completing challenging fundraising events for charity allows individuals to talk to their friends about the charity concerned, and potentially open up to them about afflictions and struggles that they have had – a conversation starter. Completing challenging physical events for charity also allows individuals to defy their disabilities and diagnoses, and reclaim a sense of power and strength that the diagnosis might have appeared to have taken away from them. Being able to talk more about difficult subjects reduces the taboo nature of all of them, and can make many people more comfortable with both disease and challenging areas.
- (45.) Some individuals are hugely competitive – wanting to be the most impressive of their friends in terms of distance covered and difficulty of challenge overcome. This is getting tougher and tougher, as the popularity of endurance events grows.

Section 6 (legacy – cold cognition):

- (4.) Reminiscing about setting challenges and targets and overcoming and beating them makes individuals feel incredibly proud and happy with themselves.
- (8.) Those who complete challenging physical activities for charity almost universally report that their efforts were ultimately worth it.

- (10.) Fundraising for charity can help individuals to feel as though they are ‘keeping the memory alive’ of a loved one who might have passed away. Each fundraising effort strengthens the positive legacy of that individual who has passed away.
- (14.) Completing challenging physical activities for charities increases individuals respect for themselves, and reminds them of their strength. Being part of a minority of physically able people also makes individuals feel special and superior to others.
- (30.) Those who fundraise and compete challenging physical activities for charity are able to relate closely to others who do the same thing, and have an increased sympathy for them. In some instances, those who do complete particularly challenging activities for charity can find themselves being judgemental of others who complete ‘easier’ tasks, which makes them less likely to part with their cash (if it is perceived as too easy).
- (38.) Elation, pride, and the confidence to continue challenging oneself are all feelings which accompany completion of a tough physical challenge. Soon after completion (and even before completion sometimes), individuals begin to think about what their next big goal or challenge might be (the next focal point for them).
- (39.) Completing challenging physical activities for charity has a positive impact upon individual’s self esteem.
- (47.) Completing challenges that were outside of our comfort zones makes individuals feel brilliant about themselves, and like they have grown both physically and mentally.

- (48.) Interest from other people regarding completion of a challenge event lasts for many months and even years after the event itself has been finished. Completion of the event can result in a new more adventurous and physically able identity for the individual concerned.
- (49.) Soon after completing a challenging physical event for charity, individuals consider how they might spend the time and resources that they now have available, and whether or not they would like to devote this to more activities that help them to grow or not.
- (50.) Immediately after completion, individuals are left with feelings of pride, pain, and satisfaction.
- (51.) Successful completion of a challenge serves to help individuals re-define their abilities and comfort zones, and reconsider what might be possible for them. Often individuals are keen to continue to push further outside their comfort zone and to grow.

Section 7 (relationship with charity):

- (22.) Special attention from individuals who work for a charity in the individual fundraising for an event, for example – supporting them in person at the event, can deepen and strengthen the relationship between an individual and a charity hugely. Those who fundraise for a charity by completing an event represent an opportunity for the charity to forge a valuable and mutually beneficial lifelong relationship between individual and charity, if both understand and listen to each other appropriately.
- (23.) The fundraising element brings individuals closer to the charity concerned, as opposed to the act of solely completing the physical activity itself.

- (34.) External validation on social media sources from charities appears to be hugely valued by individuals. This is a low-cost and high return way for charities to strengthen their bond with fundraisers, and for fundraisers to appear more credible to their followers.
- (36.) Individuals who fundraise for charity by completing challenging physical events have the opportunity to learn more about the charity that they are fundraising for, and are bound to get to know them better. Therefore, the provision of key information regarding what the charity does and how money is spent is key. Having individuals turn up to support those who run is also enormously encouraging and hugely appreciated by those who fundraise for them by completing physical challenges, and helps to create and cement a special bond with individuals.
- (42.) Having a personal connection to the charity that an individual is fundraising for greatly strengthens the relationship between individual and charity. Individuals that have had close friends or family benefit from charities that they fundraise for feel like they are playing an active role in the provision of services for people that the care about.

D.14 Interview Number 14 Notes

Interview Script Highlights:

1. 203-211: “Well, I’d never done a marathon before... I’ve done half marathons, but I never thought I’d actually do the marathon. Until I got a place through Mind to do it.”

Many individuals spend significant portions of their life thinking that they would not really be able to complete a marathon, or particularly challenging physical test (lacking confidence in themselves, and being too intimidated by challenges of particular scale). For many individuals, a charity place is the only way they are able to access an event like the London marathon, because ballot places are strictly limited, and very hard to obtain. This might suggest that individuals who run the London marathon for charity may be proactive and go-getting, not willing to accept no for an answer, and the kind of people who will do whatever it takes to get their own way.

2. 216-221: “It’s my first major one. I’ve always sort of done... No I tend to donate to other people rather than fundraise myself, so this is my first... Real venture into it. I think!”

Many people have donated to numerous friends campaigns before launching their own fundraising efforts.

3. 243-259: “(G: Do you mind if I ask why you decided to undertake on this crazy fundraising running set of challenges in the first place, please?)... Yes. Because my... So I’m... A few reasons. I’m a GP but used to work at CAHMS, so, child and

adolescent mental health. So, I tend to see all the, adolescents in my practice with mental health problems... So, I was well aware of the lack of mental health funding. And unfortunately, my daughter has had very severe depressions... And, she was going through... She was getting better through me running with her. Well, not better, but I managed to get her out and exercising and she's quite an athlete, so we started running together."

Running and exercise can help to alleviate mental health problems. Spending time with family members completing activities can also help to alleviate mental health problems. Many individuals decide to run in order to cope with stresses or traumas that occur in their lives. Exercise and the focus of a challenge can help people to cope with difficult periods in their life.

4. 263-291: "And then we signed up for Mind, but didn't do it. We were going to do the Thames path walk, but she wasn't well enough... We then thought she would be well enough for the marathon, but she wasn't well enough for the marathon. She wasn't well enough, um, but I ran it and she's now well enough. But she did a lot of... Sorry I'm probably skipping a lot of the questions... She got a lot of the initial money, because she... When she was going to do the Thames path and the marathon, she was, for the first time ever, very open on facebook and instagram about what was going on... And said she was going to do this. And so lots of people then donated through that. And it really really helped her, because suddenly everybody knew what was going on in her life. So that was amazing. And that really helped."

Sometimes, fundraising publicly for a charity allows individuals to open up to their friends and family about issues and struggles that they are facing, and therefore

access support that can help them to get better. Social media also allows us to carefully curate the version of our lives that are public facing, and to mask problems and issues to others if we would like, therefore burying issues and creating a duality to our personas.

5. 295-300: “And then I did. She was very happy for me to be very open at work. So our practice newsletter, we put in our story in that as well... So we got... Yeah.”
Opening up, as a family, about mental health problems, can allow others to support them through their struggles, and launching a charity fundraising campaign is something that others can rally around collectively to indirectly support them through that.

6. 317-328: “Ok. I wanted. We wanted to raise two thousand pounds. Money wise, that’s wanted to do. And I wanted to run the marathon in four hours fifteen... And it was hot! And I ran with a pacer until twenty two miles and got cramp! So I did it in four hours and thirty... Yeah. I was quite pleased. So that was my kind of challenge with that. And actually race to the stones, I just wanted to complete it. That was enough!”

Many individuals set themselves ambitious finishing time targets, which, if missed, can result in feelings of demoralization. For first time distance runners, simply finishing the challenge is often their primary goal.

7. 322-333: “It was boiling hot! So if anyone wants to have a wedding. And they want to guarantee sun, they should ask me when I’m doing my next race!”

Individuals who fundraise for charity by completing extreme physical feats often have a dark sense of humour, that allows them to see positives and humour in bleak situations.

8. 340-274: "(G: Looking back at doing the marathon, and doing the ultra, and doing other runs, um, how does that make you feel, kind of generally as a person?)... Brilliant. Brilliant actually. Because of lots of things. I, I don't know if you know, but if you run for mind, and they have given you your actual place, then you're in part of a Mind facebook group... And that facebook group was an absolute... It finishes on the 30th actually, which is very sad, because we've... The most supportive group you can imagine. People were incredibly open. Because most of the people on that group had... Problems with depression or anxiety, or were supporting others... It was, probably the most open group and the most supportive group that I've ever been part of..."

Online communities of fundraisers can be hugely supportive for individuals who are in the same situation, in terms of dealing with issues and attempting to do something positive to help a cause that is greater than themselves. These communities allow people to share information and ask for help and support in a non-confrontational and supportive way.

9. 361-374: "And that was amazing. So that was brilliant. I also through my marathon place joined my local running group which is all female. And it's all chatty ones, and I've made many friends... And, things like the race to the stones. You can talk all the way along, and I met lots of people. And I still... I'm doing something called run for the world, for mind, now... And we're all in different

teams, and I met different people on the race to the stones, because they were wearing mind shirts and things, and yeah!”

Deciding to undertake a fundraising effort for charity can spur individuals to join new social groups and to be more sociable generally. There is a huge sense of community among runners for the same charity. Clothing and garments play a key role in allowing fellow charity members to easily identify themselves to others.

10. 381-393: “(G: What does running and participating in these events mean to you on a personal level? You’ve sort of touched on it already.)... Yeah, I think it’s... It’s... feeling fit. Feeling mentally strong. Feeling part of something, rather than it being... I think lots of people think of running as something that you do by yourself. But, for me, it’s very much something you do as a group, and as a team... And as, something that you’re participating with a lot of people. And an awful lot of people who run, have mental health issues, and it’s a fantastic way of working them out. And so all of that, and it means... Yeah!”

Running and exercising with others appears to be a brilliant way of working through mental health problems and improving mental resilience. Exercising more appears to have a positive domino effect on many other areas of an individual’s life. Running can also be a welcome escape from the pressures of work, family, and our ‘always online’ modern society.

11. 411-425: “Yep, I’m very driven! Like to try new things. Love walking. Love helping people. Love being with people and finding out about people. Love... So I will enjoy just as much being at the front of the race. I will enjoy just as much being at the back of the race, helping people who’ve never run before. If they’ve,

you know... I've got as much satisfaction from running a ten km with people who've never ran a ten km before, and getting them round... Than beating my PB... I think I'm probably a pain to work with, because, um, I'm quite exacting as well. And I do expect people to have high standards, I suppose."

Those who fundraise for charity and complete challenging physical activities find helping others to be satisfying, and are able to be both versatile and constructive when faced with adversity.

12. 432-456: "(G: What would you say are the key features of that event for you? Was it the fact that it's the ultra distance? Suddenly it's further than a marathon. Um, it's a sociable event. What are the key features of the event, for you?)... I think, training for it, and going to the day. It was the fact that it was further than I had ever run. But having done it, I came away thinking, oh I don't really want to run a marathon again, I'll do ultras. Because it was so much nicer to be out in the beautiful scenery, with lots of people that you could talk to... And, everyone was so amazing at the pitstops. And I much preferred that to a marathon... Where it was a bit claustrophobic, and a bit... (G: Claustrophobic?)... Yeah! And I'm tiny. I'm less than five foot. And when you're surrounded by people, it's a bit... (G: A bit full on?... Yeah!"

The nature of ultramarathons appears to be slower, more inclusive, and less intense than that of conventional marathons. There appears to be something special about an experience in which an individual is pushed far beyond their perceived boundaries, and where they exert themselves more than they have ever done so in their lives before. Associating a charity with this experience undoubtedly links the charity to a special moment in the individual concerned's life.

13. 458-469: "(G: What did completing the race to the stones mean to you?)... I think, oh, I don't know, it was just... Amazing. I don't know what to say! It was just amazing in so many ways... Yeah, lots of things."

Finishing an athletic challenge that is the greatest an individual has ever done before results in those memories having a special privileged position in the individuals' mind.

14. 471-474: "(G: Did having the, the race to the stones experience make you feel special?)... Yeah I think so. Not many people have done it!"

Completing ultramarathons makes individuals who have not completed them before feel special, because they are not familiar with the new community of runners involved and because compared to their conventional friends and associates, they are in a minority.

15. 476-483: "(G: What role did the physical element play in how you viewed and how you valued the experience?)... Oh it's definitely quite a strong part of it. I really, um (laughter)... Running through pain is definitely something quite special!"

Choosing to run through pain and discomfort is something that requires and builds mental toughness, and requires motivation from a powerful place inside.

16. 485-495: "(G: How important for you was it that it was a difficult challenge for you? That it was physically hard?)... Oh. I think if it hadn't have been difficult, it wouldn't have been. I mean yeah, I would have felt very different about it. I

don't think I could have... I couldn't have done all the training, and, I had to know it was a challenge, definitely... (G: Thank you. So would you consider pain, or, to great extent, effort, to be a part of the attraction to participating in the event?)... Sadly yes!"

Harder physical challenges result in greater resultant feelings of accomplishment and satisfaction afterwards. Therefore individuals actively choose experiences that they know will push them outside of their comfort zones.

17. 497-517: "(G: How did you experience that pain and effort?)... Phwoar! Um... It was psychologically, there were bits. That were... And much sooner, much earlier than I thought! Times when I'd done mileage that I would do most weekends. Maybe it was the heat. But I was in much more pain than imagined... (G: It's not completely flat is it? There is some elevation? There are some up and downs, and some hills aren't there?)... Yeah no, there's quite a lot of elevation! It was very hot at that point... And, I think my biggest problem was. The people I'd been kind of... The people I'd been running and chatting with, had stayed at the pitstop, and I'd gone out. And at the point where I had no one around me, I could listen to their chat and I had someone to chat to... That was the hard bit. It was really hard."

Unexpected challenges related to completing challenging physical activities for charity can include spells of loneliness, hopelessness, and physical pain and discomfort. Adverse weather conditions can also hugely influence how tricky a challenge is on the day, and transform something straightforward into something very testing.

18. 519-522: "(G: Was it important that you shared that pain and effort with other people?)... Yeah. Yeah."

For many people, it is important that they share the pain that they are going through, and the effort required from them, with other people, so that they are able to be supported by them.

19. 524-529: "(G: Was it important that others were aware of the pain and effort that you went through with this event?)... I think... The fact that we all knew that we were in pain, was quite helpful (laughter). I think, yes, definitely. I think it helped us all. We all knew what agonies we were going through."

It is helpful and cheering for individuals to know that others are aware of the pain and effort that they are going through. There is also a unique bond between participants who are collectively going through the same thing as one another at the same time.

20. 531-544: "(G: Could please just quickly recap um how you fundraised... How you fundraised for your challenge?)... Yep. So um, through I think being very open about what had happened to us as a family... And lots on social media. But also through work. Through the practice newsletter, and just websites, and, yeah... (G: Thank you. And, are you doing it through one of the online giving platforms?)... Ah, through justgiving, yeah."

Diversity in fundraising channels helps individuals to access as many different networks and generations of prospective support and help as possible.

21. 550-573: "(G: Would you consider your relationship with mind to be special because of these experiences?)... Yeah, definitely... (G: Thank you. And, what does special mean in that context)... I think it's, so partly I'm really grateful, because they provided the most amazing PT, who was always there, on facebook. He would answer any question, posted amazing videos. He was very open about his past experiences with mental health... He was very supportive in lots of ways to people. He did, you know, there were a few girls at mind who would contact us quite regularly. And we all, at the end of the marathon, went to the and had a massage, and, a cup of tea, and, it was amazing... (G: Yeah I bet! I bet it was the best cup of tea you've ever had in your life!)... Oh, definitely! Yeah. So, that was, actually, and it just made me far more aware of everything, that you would of thought as a GP I'd know what Mind, you know... I'm far more aware of the scope of what Mind does."

Listening and being able to relate to other individuals who are struggling with the same issues as ourselves allows us to confront our struggles more easily, and seek support from others about how to overcome them. Post-marathon support and rewards also makes individuals feel valued and appreciated by the charity concerned.

22. 575-578: "(G: Do you feel more connected to Mind because you did something that was physically difficult?)... Yeah. Because I really had to. Yeah. Yeah."

Many individuals feel more connected to a charity if they fundraise by doing something that is physically hard, because their experience is particularly intense.

23. 580-584: "(G: Was it important to feel like you had suffered?)... Probably, cause I think if I hadn't, because of the way I am, I wouldn't have felt like I had achieved something."

Completing a task that requires effort results in individuals equating success with exertion, and adds meaning to resultant positive outcomes, because of the way that they appear to have controlled the outcome through strength and resilience.

24. 586-610: "(G: How did you experience suffering, and what did it mean to you?... Err (laughter). It gets harder the more you ask it actually!... Well probably, actually, when you think about it a bit. And I think during the marathon, it made me think a lot about what had happened to my daughter, and um, and the other people around me, the Mind group... And actually, when I had cramp, and was literally on the floor... One of the girls from the Mind group, who I had never met, but I knew through facebook, came and picked me up... And gave me a hug. And, yeah, stopped her marathon to help me. Which was incredible."

Completing physical activity events for charity appears to bring out the very best in individuals, who are in a group mindset which rewards helping and supporting others. Online communities can also translate into offline communities, where individuals who have interacted with one another online actually meet in person, and already have a significant connection with one another.

25. 612-622: "(What role did social media play in your fundraising campaign?)... Actually I'm not someone who has ever used social media before. So I went on, basically to facebook for it... And I, basically my whole instagram is all about

running and mind and that sort of thing. And then for my daughter it's a massive thing, because she's nineteen and so..."

For many older individuals, social media is a less central part of their lives than for younger individuals, however for both groups of people, having a strong social media element to a fundraising campaign undoubtedly boosts the chances of a fundraising drive being successful.

26. 624-632: "(G: How were all your activities related to completing the marathon, and the race to the stones, and all your other running events. How were they received by your peers and other people on social media?)... Oh really well. Everyone has been amazingly supportive... (G: Awesome. Um, and, how does that reaction make you feel?)... Good! Yeah."

The vast majority of individuals who fundraise online report a positive reaction from their friends and peers after announcing a fundraising campaign to the public. This reaction makes them feel supported and as though their decision to fundraise and complete their challenge was a good one.

27. 634-645: "(G: How do you feel when you see your peers fundraise on social media?)... Oh, very supportive... (G: Cool. And, what would make you want to support them?)... Um, partly what it is that they're fundraising for... And, what they're doing."

Those who have fundraised themselves, and completed challenging physical events for charity, are more likely to support others who they see doing the same thing, because they understand and appreciate what they are going through, and because they feel a bond with them through shared experience and understanding.

28. 652-663: "(G: How significant was the validation of people to your feelings after the event? Um, perhaps with regards to the race to the stones, please.)...

Hmm. Interestingly, less so than the marathon... I think that was more. That was a major thing... It is a major thing, and it had to be more, for me."

The more frequently an individual completes challenges for charity, the less significant validation from other people appears to become. This is perhaps due to the normalization of their behaviours, and the stabilization of a boost in confidence in the individual concerned.

29. 665-674: "(G: Do you think the perceived difficulty of the challenges is helping you raise money from other people? The fact that they're difficult?)...

Yeah, definitely. Yeah. But I don't think I could raise. I think I would have to keep upping my game if I want to keep raising money... Yeah! There is no way I could be doing half marathons!"

There is a perception among people that in order to garner the most support from their friends and family possible, the activity that they are trying to complete must be a challenge for them, and outside their comfort zone. This can mean that individuals feel as though they have to 'up their game' and complete harder and harder challenges, for the support they receive from other people to remain at the same level.

30. 676-709: "(G: Is there anything that you think Mind could have done, or could be doing, to make your experience any better?)... No. the only think I would say, which I feel very strongly... Is two things. One, the whole hotel and massage and

cup of tea. You had to have finished within five hours for it all to still be open... And it was the people who took six, seven hours, that really really needed it... I would say that would be a major major thing. Because I think that was devastating for the people that took so long... Um, so there's that, and then the second thing is. And I understand why they've closed it. But the facebook group. Because Mind oversees it... Even though they don't put anything on it. It's being closed at the end of this month. And that is a group that... People have been open and have spent the last year putting things on there that they don't say anywhere else... And it really worries me, where they're gonna be vocal and get support... When it gets closed."

The closure of online community groups (such as facebook groups for Mind charity runners) after the event has finished might be a cause for concern for vulnerable people that suffer from mental health problems who then lose a supportive community. There also appears to be a disparity in the treatment of fast runners and slow runners at large events such as the London marathon, which upsets competitors. For example, access to parties and massages being limited for slower runners.

31. 759-769: "(G: How has your relationship with Mind changed throughout doing these challenges, if it has changed?)... Um, yeah. I'd say it's become more personal, and, I'm more likely to, actually because I know more about it, I'm far more likely to, signpost people properly at work to the right things. And I've had Mind into the surgery to come and talk to our patients... Yeah, all sorts of things like that. So, yeah, definitely strengthened."

Those who fundraise for charity over a significant period of time tend to develop personal relationships with those who represent the charity, and also learn more about how the charity operates, and what the charity does. For individuals whose work and personal lives intersect with the charity concerned, this can result in deeper bonds, and a change in the way they signpost other people at work. Those who have witnessed beneficiaries benefiting from the support of a charity feel more closely connected to the charity concerned, and more motivated to support them.

32. 771-780: "(What has it meant to you getting closer to Mind, personally?)... Oh I think it's. It's been... I think it has actually been. It's just been part of... For me, I think if I had run for another charity, I wouldn't have got half of what I got out of running the marathon and the ultra, I think... So it made the whole thing far more significant in my life, and, special."

Completing a challenging physical activity for a charity that as great personal meaning for an individual results in a more profound experience and even more special memories than for a charity to which the individual concerned has a loose connection.

33. 782-785: "(G: Do you think you've changed as a person because of these running experiences?)... My family says I have. I think I'm nicer (laughter). Nicer to be around!"

Some individuals report feeling happier, more content, and 'nicer to be around' as individuals after completing a testing physical challenge for charity.

34. 787-795: "(G: How about yourself, do you think it's meant anything to you, change wise? Do you see things differently, or...)... I think I am definitely... I'm... When I started it, um, I think I was probably quite low, and I think I had struggled a bit, because of what had gone on. And actually, because... Yeah, because of the physical activity, and, now the fact I go out and run with friends the whole time, and, um, It's also given me a focus away from work, and away from, um... And it gives me something to focus on other than my daughter actually, which is good. And really positive."

Those supporting other people suffering from physical or mental health problems can often feel overlooked and depressed, as all their energy and the focus of others is directed away from them. A challenging physical activity gives individuals a positive focus outside of work or family, and an excuse to exercise and socialize with other people. It allows people to take a constructive and positive approach to a challenging set of circumstances which may be beyond their control.

35. 797-806: "(G: How did you feel about yourself after you, er, finished the race to the stones? When you crossed the line and got to the end?)... Um, really pleased actually. Yeah just, kind of, yeah pleased with myself. Just content, if that's the word... (G: Brilliant. Thank you. And, would you say that these experiences have influenced your self esteem at all?)... Yeah. Yeah."

Completing challenging physical activities for charity results in positive changes in self esteem and increased levels of satisfaction.

36. 812-830: "(G: How did participation in all these events make you feel in your normal friend groups?)... In my normal friend groups?... (G: Yes.)... I think... Ohh! I

think quite a... I don't think I had... I think because, I'm probably the younger end of lots of my friendship groups... And, I think it meant that, although they knew I was doing it, they don't relate to it in the same way that all the girls that I run with do... So, not such a, it wasn't such a, big thing. In fact I probably saw less of them because I was out running more! I did have to kind of make up for it, so...

Extreme and unusual physical challenges might be harder for traditional and conventional friends to relate to, resulting a dissonance between the individual fundraising and their old friends. The demands relating to time can also mean that someone who has committed to a training programme and fundraising effort might be less able to see their friends and family in the same way that they formerly did (before the attempt).

37. 832-844: (G: Sorry, and how about your running friends, um, are these friends that you made pretty much this year?)... Yeah basically since October, when I started training... So yeah that's amazing. There I get an awful lot of... I get... I suppose I'm the only one, certainly my age, who's done a marathon, and an ultra, this year... So, that's, pretty good!"

Some individuals are immensely proud to be in a minority, in terms of being the only people within their social groups and age groups to attempt particularly difficult physical challenges.

38. 856-890: "(G: How important was it, where your fundraising efforts and where your physical efforts fitted in with theirs?)... Oh, in terms of not overlapping with that they were?... (G: No no, just in terms of... It's interesting, I'm quite competitive, and it's interesting that you're the only one that did an

ultra and a marathon in a year. Are you a bit competitive on that, kind of, with respect to that.)... I'm definitely kind of... I'm the only... I ran my marathon faster than anyone else by an hour and a half.... And I'd trained with them all, and for one of them I'm ten years older, so you can see how competitive I am!... Because I was able to do it, that's how I was able to do the ultra, because I knew I could... But also they all supported me in that. So they would come out and do extra runs with me, because I needed extra training runs... Or they'd fit in long runs. They'd change the timings so I could run before and after the runs, to make mine long enough... So, really supportive."

Many individuals take pride in quietly being the 'most extreme' member of their social groups, who is willing to challenge themselves the most and push the furthest out of those that they know.

39. 892-901: "(G: Do you feel like these challenges have been outside your comfort zone?)... Sometimes, yeah... (G: Cool. Thank you. And, because they've been outside your comfort zone, or sometimes have, how has that influenced how you feel afterwards? Does it influence kind of how you perceive it?)... Oh yeah, it makes you have a much bigger sense of self worth and achievement. Much bigger!"

The further outside of an individual's comfort zone a challenge is, the greater the sense of achievement afterwards. Therefore pushing outside of one's comfort zone is an essential part of continuous growth and, for most people, positive mental health.

40. 909-914: "(G: Do you remember, kind of how long that feeling lasted? Is it still with you now?)... Oh I'd say it's... It's definitely still there. And it probably got stronger a few days after, kind of once you've got over the complete exhaustion! And realized what you've done."

It often takes several days for an individual's achievements to 'sink in'. This might be because they spend time among groups of people for whom their challenges are not normal, and their efforts are contextualized among less niche groups of society, where their activities are further from the norm.

41. 916-922: "(G: Do you want to do something similar again?)... Yes!... But longer!"

For many people, an experience whereby they move positively outside of their comfort zone results in them wanting to repeat the experience again, but bigger, and better.

42. 924-943: "(G: What would you say you were left with afterwards, once you'd finished?)... So I think. I think because I had finished on an ultra, which you can keep doing, you know, adding to, adding to distances, adding to where you go. There's no kind of end point. There's no kind of... My friends with me were so supportive... I thought they would be fed up with me, because they'd supported me all the way through the marathon, and I didn't expect them to come to the race to the stones at all. But they came to the pit stops, and were there at the end, and, um. That was really amazing... And I think if I'd stopped after the marathon, then I know a lot of my friends, who'd done the marathon, had a big dip after the

marathon... And I think, that's the difference between the marathon and the ultra.

I can go, oh well I did that distance, and next time train for a longer distance.”

Completing a challenging physical activity for charity reminds individuals of those in their life that care for them and that want to support them. Ultramarathons also help individuals to shatter mental limits that people impose upon themselves, reframing long distances from impossible to achievable. This is perhaps because of how ultras must be tackled in terms of chunking training and the event itself, and the skills learned along the way.

43. 945-959: “(G: What would you say is the next big challenge in your life?)... In my life? Oh!... My daughter getting into university (laughter). Her a-level results? Um, which is probably... Another reason why I do the ultras. So I didn't have that big dip whilst she was doing her a-levels... When I knew that she was the one that needed the... She needed to, you know, to have support at the time.”

Challenging physical activities provide a distraction for individuals from stressful situations in their lives over which they feel like they have limited control.

44. 975-982: “(G: Any kind of stand out moments, or, sort of memories that you have?)... Yeah, so... Some were. Some were, and this sounds weird, but, running along realizing I was the only woman among most of the men there... That made me feel quite good.”

Running amongst the company of those who were once perceived to be superior to oneself and realizing that in fact they are not, can be a big mental boost for an individual.

45. 986-993: “Because, you know... Having lovely chats with them. And then, at the pitstops, when you’re pretty tired, and you’ve got to fill your bladder with water, and nutritional stuff... And the guys just open them up and did it all for you, so you didn’t even have to think about it. That was brilliant!”

Support from others at particularly challenging moments of one’s life is hugely appreciated and remembered. Therefore charities must understand when support for their fundraisers might be appreciated and remembered (for example at aid stations).

46. 997-1027: “Um, and then... And then things like, meeting a girl who. I’d seen... I’d actually recognised her from instagram, because we’d both been doing fundraising for Mind. And, she’d fallen, and, we were going much slower than we wanted to... The roots were awful, and there were so many big roots... So people other side of me fell... Yeah, people falling over the place. So she fell, and was going much slower than she expected. And we ended up talking. And, she sort of ran. Although she finished in the end a long time in front of me. Because I stopped a long time with my husband in the pitstops and, you know, I just kind of. I took it more easily at the end, because for me this wasn’t about time. She put a lovely thing on instagram the next day about leaving her angel and keeping her going, and all that. And you think, actually Ruth did it for me. And I think that’s lovely, and a lot of people did it for each other... And I think they, lots and lots of people, I couldn’t... If I hadn’t had her to lift me... You know, it was very very, literally a team supporting me.”

Many individuals form close bonds with those that they run with whilst completing challenging physical activities for charity, despite having not known them prior to the start of the event.

47. 1046-1049: "(G: Would you describe the challenge as a life changing or a life affirming experience?)... Yes, definitely."

Completing challenging physical events for charity can be life changing for those that take part, in a positive way.

48. 1055-1059: "(G: How have these experiences influenced your connection to Mind, please?)... How have they influenced it? I think we've said before. It's just reinforced it. It's made it stronger and made me more aware of Mind, and more supportive of Mind."

Completing challenging physical events for charity can help individuals learn more about the charity concerned, feel more strongly connected with them, and result in them wanting to support the charity more in the future.

49. 1070-1076: "And they were lovely actually, because they sent a certificate, just in my name, and I said, could it please be in mine and my daughter's name. And they sent a certificate in mine and my daughter's name to say what we've fundraised... So that was great."

Understanding the personal sensitivities of the situation of those that are fundraising for them can result in a stronger bond between charity and fundraiser (e.g. their real deep down motivations for doing what they are doing, and their context).

50. 1078-1084: "(G: And, kind of, the fact that you were fundraising for charity, as well as the running, how did that influence your experience? Do you think it's been more fulfilling because you've been running for charity and for Mind?)... Definitely. And more positive. And, I think it's meant I can share what I'm doing more. Because why would you just brag about your, you know, actually it's the fact that you're running for something, and you're fundraising, and..."

Completing a challenging physical event for charity allows individuals to be more open about their physical activity, and 'permission' to talk about their effort and endeavors in a way that might be perceived as self-centered or 'showing off' were the charity element not present.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (43.) Challenging physical activities can provide a distraction for individuals from stressful situations in their lives over which they feel like they have limited control.

Section 2 (experience – hot cognition):

- (15.) Choosing to run through pain and discomfort is something that requires and builds mental toughness, and requires motivation from a powerful place inside.
- (17.) Unexpected challenges related to completing challenging physical activities for charity can include spells of loneliness, hopelessness, and physical pain and discomfort. Adverse weather conditions can also hugely influence how tricky a challenge is on the day, and transform something straightforward into something very testing.
- (18.) For many people, it is important that they share the pain that they are going through, and the effort required from them, with other people, so that they are able to be supported by them.
- (36.) Extreme and unusual physical challenges might be harder for traditional and conventional friends to relate to, resulting a dissonance between the individual fundraising and their old friends. The demands relating to time can also mean that someone who has committed to a training programme and fundraising effort might be less able to see their friends and family in the same way that they formerly did (before the attempt).

- (44.) Running amongst the company of those who were once perceived to be superior to oneself and realizing that in fact they are not, can be a big mental boost for an individual.
- (46.) Many individuals form close bonds with those that they run with whilst completing challenging physical activities for charity, despite having not known them prior to the start of the event.

Section 3 (fundraising today):

- (4.) Sometimes, fundraising publicly for a charity allows individuals to open up to their friends and family about issues and struggles that they are facing, and therefore access support that can help them to get better. Social media also allows us to carefully curate the version of our lives that are public facing, and to mask problems and issues to others if we would like, therefore burying issues and creating a duality to our personas.
- (5.) Opening up, as a family, about mental health problems, can allow others to support them through their struggles, and launching a charity fundraising campaign is something that others can rally around collectively to indirectly support them through that.
- (6.) Many individuals set themselves ambitious finishing time targets, which, if missed, can result in feelings of demoralization. For first time distance runners, simply finishing the challenge is often their primary goal.
- (8.) Online communities of fundraisers can be hugely supportive for individuals who are in the same situation, in terms of dealing with issues and attempting to do something positive to help a cause that is greater than themselves. These communities allow people to share information

and ask for help and support in a non-confrontational and supportive way.

- (20.) Diversity in fundraising channels helps individuals to access as many different networks and generations of prospective support and help as possible.
- (24.) Completing physical activity events for charity appears to bring out the very best in individuals, who are in a group mindset which rewards helping and supporting others. Online communities can also translate into offline communities, where individuals who have interacted with one another online actually meet in person, and already have a significant connection with one another.
- (25.) For many older individuals, social media is a less central part of their lives than for younger individuals, however for both groups of people, having a strong social media element to a fundraising campaign undoubtedly boosts the chances of a fundraising drive being successful.
- (26.) The vast majority of individuals who fundraise online report a positive reaction from their friends and peers after announcing a fundraising campaign to the public. This reaction makes them feel supported and as though their decision to fundraise and complete their challenge was a good one.
- (27.) Those who have fundraised themselves, and completed challenging physical events for charity, are more likely to support others who they see doing the same thing, because they understand and appreciate what they are going through, and because they feel a bond with them through shared experience and understanding.

- (28.) The more frequently an individual completes challenges for charity, the less significant validation from other people appears to become. This is perhaps due to the normalization of their behaviours, and the stabilization of a boost in confidence in the individual concerned.
- (30.) The closure of online community groups (such as facebook groups for Mind charity runners) after the event has finished might be a cause for concern for vulnerable people that suffer from mental health problems who then lose a supportive community. There also appears to be a disparity in the treatment of fast runners and slow runners at large events such as the London marathon, which upsets competitors. For example, access to parties and massages being limited for slower runners.
- (50.) Completing a challenging physical event for charity allows individuals to be more open about their physical activity, and ‘permission’ to talk about their effort and endeavors in a way that might be perceived as self-centered or ‘showing off’ were the charity element not present.

Section 4 (the transformation):

- (3.) Running and exercise can help to alleviate mental health problems. Spending time with family members completing activities can also help to alleviate mental health problems. Many individuals decide to run in order to cope with stresses or traumas that occur in their lives. Exercise and the focus of a challenge can help people to cope with difficult periods in their life.
- (9.) Deciding to undertake a fundraising effort for charity can spur individuals to join new social groups and to be more sociable generally. There is a huge sense of community among runners for the same charity.

Clothing and garments play a key role in allowing fellow charity members to easily identify themselves to others.

- (10.) Running and exercising with others appears to be a brilliant way of working through mental health problems and improving mental resilience. Exercising more appears to have a positive domino effect on many other areas of an individual's life. Running can also be a welcome escape from the pressures of work, family, and our 'always online' modern society.
- (11.) Those who fundraise for charity and complete challenging physical activities find helping others to be satisfying, and are able to be both versatile and constructive when faced with adversity.
- (16.) Harder physical challenges result in greater resultant feelings of accomplishment and satisfaction afterwards. Therefore individuals actively choose experiences that they know will push them outside of their comfort zones.
- (21.) Listening and being able to relate to other individuals who are struggling with the same issues as ourselves allows us to confront our struggles more easily, and seek support from others about how to overcome them. Post-marathon support and rewards also makes individuals feel valued and appreciated by the charity concerned.
- (23.) Completing a task that requires effort results in individuals equating success with exertion, and adds meaning to resultant positive outcomes, because of the way that they appear to have controlled the outcome through strength and resilience.

- (39.) The further outside of an individual's comfort zone a challenge is, the greater the sense of achievement afterwards. Therefore pushing outside of one's comfort zone is an essential part of continuous growth and, for most people, positive mental health.
- (42.) Completing a challenging physical activity for charity reminds individuals of those in their life that care for them and that want to support them. Ultramarathons also help individuals to shatter mental limits that people impose upon themselves, reframing long distances from impossible to achievable. This is perhaps because of how ultras must be tackled in terms of chunking training and the event itself, and the skills learned along the way.
- (47.) Completing challenging physical events for charity can be life changing for those that take part, in a positive way.

Section 5 (context):

- (1.) Many individuals spend significant portions of their life thinking that they would not really be able to complete a marathon, or particularly challenging physical test (lacking confidence in themselves, and being too intimidated by challenges of particular scale). For many individuals, a charity place is the only way they are able to access an event like the London marathon, because ballot places are strictly limited, and very hard to obtain. This might suggest that individuals who run the London marathon for charity may be proactive and go-getting, not willing to accept no for an answer, and the kind of people who will do whatever it takes to get their own way.

- (2.) Many people have donated to numerous friends campaigns before launching their own fundraising efforts.
- (7.) Individuals who fundraise for charity by completing extreme physical feats often have a dark sense of humour, that allows them to see positives and humour in bleak situations.
- (12.) The nature of ultramarathons appears to be slower, more inclusive, and less intense than that of conventional marathons. There appears to be something special about an experience in which an individual is pushed far beyond their perceived boundaries, and where they exert themselves more than they have ever done so in their lives before. Associating a charity with this experience undoubtedly links the charity to a special moment in the individual concerned's life.
- (19.) It is helpful and cheering for individuals to know that others are aware of the pain and effort that they are going through. There is also a unique bond between participants who are collectively going through the same thing as one another at the same time.
- (29.) There is a perception among people that in order to garner the most support from their friends and family possible, the activity that they are trying to complete must be a challenge for them, and outside their comfort zone. This can mean that individuals feel as though they have to 'up their game' and complete harder and harder challenges, for the support they receive from other people to remain at the same level.
- (34.) Those supporting other people suffering from physical or mental health problems can often feel overlooked and depressed, as all their energy and the focus of others is directed away from them. A challenging

physical activity gives individuals a positive focus outside of work or family, and an excuse to exercise and socialize with other people. It allows people to take a constructive and positive approach to a challenging set of circumstances which may be beyond their control.

- (37.) Some individuals are immensely proud to be in a minority, in terms of being the only people within their social groups and age groups to attempt particularly difficult physical challenges.
- (38.) Many individuals take pride in quietly being the ‘most extreme’ member of their social groups, who is willing to challenge themselves the most and push the furthest out of those that they know.

Section 6 (legacy – cold cognition):

- (13.) Finishing an athletic challenge that is the greatest an individual has ever done before results in those memories having a special privileged position in the individuals’ mind.
- (14.) Completing ultramarathons makes individuals who have not completed them before feel special, because they are not familiar with the new community of runners involved and because compared to their conventional friends and associates, they are in a minority.
- (33.) Some individuals report feeling happier, more content, and ‘nicer to be around’ as individuals after completing a testing physical challenge for charity.
- (35.) Completing challenging physical activities for charity results in positive changes in self esteem and increased levels of satisfaction.
- (40.) It often takes several days for an individual’s achievements to ‘sink in’. This might be because they spend time among groups of people for

whom their challenges are not normal, and their efforts are contextualized among less niche groups of society, where their activities are further from the norm.

- (41.) For many people, an experience whereby they move positively outside of their comfort zone results in them wanting to repeat the experience again, but bigger, and better.

Section 7 (relationship with charity):

- (22.) Many individuals feel more connected to a charity if they fundraise by doing something that is physically hard, because their experience is particularly intense.
- (31.) Those who fundraise for charity over a significant period of time tend to develop personal relationships with those who represent the charity, and also learn more about how the charity operates, and what the charity does. For individuals whose work and personal lives intersect with the charity concerned, this can result in deeper bonds, and a change in the way they signpost other people at work. Those who have witnessed beneficiaries benefiting from the support of a charity feel more closely connected to the charity concerned, and more motivated to support them.
- (32.) Completing a challenging physical activity for a charity that has great personal meaning for an individual results in a more profound experience and even more special memories than for a charity to which the individual concerned has a loose connection.
- (45.) Support from others at particularly challenging moments of one's life is hugely appreciated and remembered. Therefore charities must

understand when support for their fundraisers might be appreciated and remembered (for example at aid stations).

- (48.) Completing challenging physical events for charity can help individuals learn more about the charity concerned, feel more strongly connected with them, and result in them wanting to support the charity more in the future.
- (49.) Understanding the personal sensitivities of the situation of those that are fundraising for them can result in a stronger bond between charity and fundraiser (e.g. their real deep down motivations for doing what they are doing, and their context).

D.15 Interview Number 15 Notes

Interview Script Highlights:

1. 184-185: “Whenever I fundraise, it’s always for THHN. I’ve raised, it’s not a huge amount but it’s probably about a thousand pounds or so for them. Over a year or so.”

Some individuals always fundraise for the same charity, regardless of the activity that they decide to do, and (almost) regardless of their relationship with and the status of the charity concerned.

2. 196-218: “(G: why did you decide to do it in the first place. What was the reason behind it?)... So yeah it’s a whole bunch of reasons. I’ve been reading a lot about endurance and endurance events. And what makes people, endure... And, I’m very interested in how your mind can, well, the way you think about the event, can heavily influence how you perform... I’ve done a couple of marathons that are, mixed terrain, and quite difficult... I just wanted to take it further... You know I’m sixty one. People tell me that I shouldn’t. Because they tell me I shouldn’t, I’m more likely to.”

Some individuals react positively to being told that they should not or cannot complete a difficult physical challenge, by stepping up their game and working to prove those who doubt them wrong. Many individuals who decide to complete challenging physical activities for charity will spend a significant amount of time researching the event that they decide to do, as well as tactics and methods of getting ready and the training required for it.

3. 224-239: "(G: Did you have any specific goals that you wanted to achieve. For the race, for the challenge?)... Yeah. Being completely ignorant of what it takes to finish an ultra. I had it in mind that I wanted to finish in twelve hours... Um, in the event I did fifteen hours and twenty minutes... I could have done better, but I seriously underestimated how hard it was! Um, but the goal was to finish in one piece, and to finish in twelve hours. And my daughter got married the week after, and I wanted to be able to walk her down the aisle. So I needed to finish it in reasonable form."

Many individuals set themselves ambitious targets for finishing challenging *physical events that must be adjusted on the day in order to account for conditions and how they react to a venture into what is often unknown physical and mental territory for them. Individuals must balance both training, the event itself, and the impact of the event itself, with the disruptive impact that it can have upon family, social, and work commitments. In this instance, completing a very tough challenge before the individual's daughter was to be married may have been a symbolic show of strength in the face of a new masculine presence in the family.*

4. 249-256: "(G: Looking back at that and getting the ultra done, how does that make you feel?)... Oh, incredibly smug! (laughter). You dine out on it for weeks and bore people to death with it! It's, it's... I've got two older children and two younger children. And 8 and an 11 year old. And, I'd like them to have a positive role model in me. That you don't have to give up and grow old gracefully. You can do what you want to do."

Individuals who complete challenging physical activities for charity are incredibly proud of their achievements afterwards, and take great pleasure in explaining to

others what they have done (as well as witnessing their reaction of shock and admiration for it). Those individuals with children or grandchildren are conscious that they would like younger people to have positive role models in older adults, and so explain this as another reason that they decided to take part. This might signify that individuals are keen to leave a positive legacy behind them through the behaviours that they inspire in younger generations.

5. 258-263: "(G: Do you feel like it was worth it? All the kind of training and hours?)... Oh Absolutely. I've got so much out of it. I've, i.. The thirty four miles that I didn't finish last year. And I've signed up for the thames towpath 100miler in may."

For many individuals, completing tough physical challenges successfully helps them to feel like they have righted a wrong from the past, and that completing a large challenge is akin to redemption for them. This is hugely beneficial for them psychologically, because it appears to effectively write-off a past failure of theirs.

6. 268-270: "Well maybe there is something slightly masochistic about it. In all seriousness, I think there's... You kind of know it's going to happen. So I wouldn't say you welcome it exactly, but once it arrives, it's like, it's kind of an expected event, so..."

Those who completely grueling challenges are fully aware that they will suffer and embrace and deal with that suffering, knowing that it will 'turn to good' for them. In this way, there is an element of masochism, whereby individuals do get some ultimate pleasure from the pain that they put themselves through.

7. 272-292: "(G :What does kind of completing and participating in that ultra mean to you?)... Um... In terms of, um, personal satisfaction, it was just proving to myself that I could do it... Um, it's... um. It's a distance that , that fewer people have done that have done marathons... So there's a certain unique aspect to it. Um, you... Meet a whole bunch of people who are just inspiring along the way. So, there is a social aspect to it as well... And, it, it mean to me, that I can... I'm capable of that , I'm probably capable of more, and lets go and see what more there is to go and achieve."

Psychologically, it appears that individuals attach significant self-worth to being able to overcome and achieve major challenge for themselves. The small and exclusive nature of ultramarathon finishers clubs also adds an air of elitism and exclusivity to that group, that allows individuals to mix with other similar people, who are also able to put up with physically tough conditions, and explore what is possible on the other side of these.

8. 299-313: "Um, I'm a retired engineer. I retired about six months ago. I'm, I would say, fairly obsessed with running! I like the outside, you know, I like the outdoors. We live next to the coast, so we like to, you know, use the beach as much as possible. Walk the dog along the coastal path, that sort of thing... So, my life is very outdoors. Um, I'm, I'm an inquisitive sort of person, so if I get involved about something, I like to find out as much as I can. So I'll read and listen to audiobooks whilst I'm running. So, explore the topic quite deeply... And that's maybe a little bit because, having retired from engineering, I need some other... I need something else to concentrate on."

Those who are looking for an outlet for their efforts, and something to achieve and feel good about, often turn towards exercise and ultrarunning. A certain degree of self confidence is required to explore distances beyond those which individuals have done before, but also a willingness to learn and train and explore what it takes to get there.

9. 318-369: "(G: What are kind of the key features of that event?)... Um, it was non stop for me. I did it in one day. Um... The the, when you say the key features, do you mean the things that attracted me to the event?... (G: Yeah sorry. I'm afraid these are horribly deliberately open ended.)... Ah ok. Well I'll answer it the way I think you... (G: Yeah exactly. There's no expectations, and so please answer it however you want.)... Yeah ok so, what attracted me to it was, I know people who have done a few of the threshold events... Um, and, the reports that I heard from them were that they were extremely well organized. That was extremely important to me. I knew that the pit stops would be, at very manageable intervals. So I could stop thinking about it being 50 miles and think about it being seven pitstops.... Well it's quite important. If you're standing on the start line thinking I've got fifty three miles to go, it's just too daunting. But, if you think you've just got seven pitstops... You tick them off fairly regularly... That's kind of, an important aspect for me. If you had to be self supporting, and have all your gear with you and all your water... I would, probably not have done it. I needed a medical facilities, at the stations as well. That was pretty important. Because the. The chances of picking up an injury that is gonna prevent you from finishing, are quite high. And so... You know you want the best advice along the way... South

downs way looked amazing... So, that was, that was a big driver actually, is that running in a nice landscape is important... And that's probably it!"

A well organized, supported and scenic race is important to some individuals, especially if they are new to ultrarunning. This alleviates stress related to nutrition, injury, and navigation.

10. 372-375: "(G: Would you say that having the experience made you feel special?)... Yes."

Completing challenging physical activities for charity such as ultramarathons makes individuals feel special.

11. 381-388: "(G: What role does the physical element play in kind of how you view and how you value the experience?)... Ah it's just crucial. It's just the thing, isn't it?... It's kind of, it's what it's all about."

The physical element of ultrarunning is hugely important to the overall experience for competitors. Learning to overcome huge distances, and to get to one's body and mind appears to be a major appeal to longer distance events.

12. 390-405: "(G: How important was it that it was hard? That it was a difficult challenge?)... Yeah it was key. For me. It's that. If it was just another half marathon, or just another marathon, I probably wouldn't do it.... You know, its kind of... Um. Because this gets a little bit obsessive, it's kind of... Where's the next challenge. And it's not that a marathon isn't a challenge, because It is. And I could make a whole challenge of going faster... But I'm attracted to the distance, and the sort of, being out there for longer, I find very appealing."

There is an inherent appeal to difficult challenges for certain kinds of individuals.

The growth in popularity of the marathon distance has made this achievement more common, and therefore some individuals are keen to push further in search of tougher and more exclusive tests.

13. 407-410: "(G: Would you consider pain and effort to be a part of the attraction to participating in the event in the first place... Yeah. I think it is.)"

Pain and effort appears to be inherently linked to what attracts individuals to the London marathon – a tough physical test to overcome.

14. 412-425: "(G: How did you experience that pain?)... Um, there's, you get a lot of, um, muscle pain, certainly towards the end... And if you, if you stop, then, getting going again can be quite... You can get a lot of muscle pain from that... But, it's... Part of the reading that I did before it, was, having a mindset that, allows you to focus somewhere else. So, counting footsteps, or, concentrating on a tree that's up the road, or... Something mindful perhaps."

The challenge of completing a tough physical test such as an ultramarathon is twofold – both mental and physical. It requires individuals to be dogged in their determination, and creative in terms of how they motivate themselves.

15. 427-439: "(G: Was it important that you shared that pain and effort with other people?)... Um... In a way, yeah. I wouldn't say it was very important.... If people ask me, I'm very... I wouldn't ... I'm not sure I'd come forward with my experience... But it's... It's more of a personal thing."

Whilst sympathy from others is nice, it is certainly not the point of the challenge for most individuals – it is simply a welcome side effect.

16. 441-451: “(G: Was it important that other people were aware of the pain that you went through when you did the event?)... Nah. Not particularly. Um, there was. There was a point where I was supported by... Friends and family. My wife sent me text messages and facebook messages and things like that... But that wasn’t in recognition of my pain. That was just in recognition that... It was getting dark and I’d just run forty five miles.”

Support from key (respected) friends and family is hugely appreciated and an enormous boost for some people.

17. 453-467: “(G: How did you fundraise, for the charity. In relation to the challenge?)... Um, I just used justgiving. I used. I’d, I’d share that on facebook as much as I possibly can. I tend to publicly thank people for donations, so that that bounces the story up into the newsfeed... So that it keeps it in people’s mind. I don’t... I do it close to the event, so that people don’t get sick of it. Well, not too sick of it... And that’s, that seems to work ok. Um, yeah...”

Regular use of social media related to a challenge based fundraising event helps to keep media related to the giving page and fundraising attempt at the top of people’s newsfeeds.

18. 469-492: “(G: Would you consider your relationship with the charity, um this charity, to be special because of this experience?)... Yeah... Yeah I’m very involved with them anyway, so... (G: And what does special mean in that context?)... Well,

the charity provides, um, holidays for families with terminally ill, or reasonably bereaved. And the ethos behind it is to make memories. Good memories. And having experienced first-hand, what, even just a couple of hundred quid can do. I know that the connection. I know where my money is going. I know that there's very little overheads. To these charities... So it all makes a very big difference to these people... It's good. And, the fact that its local, has a huge influence on me. So..."

Smaller charities that appear to have limited overheads are perceived to be more efficient and more grateful of funds than larger charities. Being able to understand how money is spent, and witness the positive impact of funds raised enables individuals to feel a much stronger and closer connection to both the charity concerned as well as the beneficiaries.

19. 494-497: "(G: Do you feel more connected to the charity because you did something physically challenging?)... Um. Yes. Yeah I think so."

Completing a fundraising challenge that was physically difficult appears to increase the strength of connection to the charity concerned for some people, because of the effort required to complete a task, in part, for a cause aside from oneself.

20. 499-503: "(G: Was it important to feel like you had suffered?)... Oh that's an interesting question isn't it. Um, no I don't think so, no. If I could have run it, and run the distance, and got the kudos for it, and, not hurt. I would have been quite happy!"

A large part of the kudos associated with completing a difficult challenge appears to be grounded in the perception of an individual's ability to be strong and fit by others, and therefore the suffering and pain associated with a physical challenge is central to others thinking the challenge was hard.

21. 505-517: "(G: How did you experience suffering, whilst you were doing the challenge?)... Um, like I said, it's muscle pain. More than anything else. I mean your feet hurt as well. There's... I mean the sort of mental element of it as well. Um, the little nagging doubt that starts with, 'you don't have to do this, you can stop at the next pitstop'. You know.... 'You don't have to keep going'. And that can kind of eat away. I don't know whether you can call that pain or not, but it's triggered by the pain. Um, so that's. But that's part of the challenge of the thing."

The mental and physical challenge of completing a challenging physical fundraising event go hand in hand. As well as physical discomfort sustained from running for a long period of time, there is a mental struggle to stay motivated, maintain focus, and remain positive.

22. 524-531: "(G: What role did social media play in your fundraising campaign?)... Well it's. It's key to me. You know, because of the. I mean the justgiving is just so easy to set up on social media... I mean people like me can do it, so...!"

Social media plays a pivotal role in the vast majority of most modern fundraiser's campaigns.

23. 533-537: "(G: How were your activities related to finishing the event received by all your peers on social media?)... Oh huge support. Massive. You know,

hundreds of people supporting and congratulating. It was... It was great."

Activities related to completing challenging physical events for charity are generally very well received by peers on social media, which results in feelings of validation, popularity, and increased social worth. It also provides followers with a topic of conversation, and an opportunity and excuse to reconnect with the person who is fundraising.

24. 539-577: "(G: How did their reactions make you feel?)... Brilliant It's, it's a euphoric feeling... Probably you'll come onto this in a minute, but there's a downside to that... It's, what I... I wasn't expecting this at all. Because training is, you know started in the week after new years day. Literally the next day, started training... So you're like six months training. And the event itself. And the, um, the support, and um, goodwill messages from friends, whilst you're doing it... Then you ride this euphoric wave for a very short time. And then you drop. Because you've had that. That, um, recognition of what you've done... And then suddenly, there is this big hole, because... (G: What next?)... There's that, and then what is there to look forward to?... And I wasn't expecting that. And a lot of people on the participation pages on facebook have said the same thing. It seems like quite a common feeling... (G: Sort of post run, post race blues?)... Yeah!"

Feelings of euphoria following the finish of a tough physical event for charity can turn to feelings of depression and a lack of direction as the individual loses the focus and structure that training formerly provided.

25. 579-585: "(G: How do you feel when you see your peers fundraise on social media?)... Oh I'm impressed! You know I try to support them. If they're doing something physical. Somehow, doing something physical seems better than rattling a tin in the high street. You know. They both do the same function. But it's the putting themselves out."

There appears to be a perception that doing something physical for charity is better than fundraising in other non-physical ways. This might be because of the perceived exertion required to complete something physical, which appears to demonstrate a willingness to sacrifice comfort for the cause being championed.

26. 591-602: "(G: What makes you want to support people that you see... Your friends who fundraise on social media?)... Um, because I recognise the effort people are putting in, and what that effort... You know, finding the time to put the effort in. Um, and, are we talking about physical events here, or, just...?... (G: Um, just generally!)... Just generally. Ah, well, um if it's a cause that I, that I'm keen on. Then I'm more likely to support them than if it was something I don't feel too strongly about. Um, if I donate, I'll at least share and spread the word for them. Um."

Those who perceive others to be exerting themselves for charity are more likely to support them, than to support people who they don't believe are exerting significant amounts of effort, or moving outside of their comfort zones.

27. 604-609: "(G: How significant was the validation of others to your feelings, after the event?)... Umm. I'd say it's pretty important. I think if I hadn't had those

messages of support afterwards, I could have felt quite flat. You know. Um, but, yeah I'd say it's pretty important."

Most individuals that complete challenging physical activities for charity expect a certain degree of support from those that follow them in social media and in person, and there is the suggestion that were an individual to not receive any support or validation from others, that they might feel a little flat afterwards. Clearly in this modern age, for most people a degree of self-validation is sought from other people in particular, online. Challenges completed for charity appear to be social media kryptonite!

28. 611-615: "(G: Do you think the perceived difficulty of the challenge helped you to fundraise?)... Yeah. I mean I didn't raise as much as I thought I might, but that's probably more to do with my use of social media, and, being a little bit more pushy."

Many individuals underestimate the difficulty of fundraising, and the effort required to hit ambitious fundraising targets, and convince others to part with their money.

29. 618-637: "(G: Is there anything that the charity could have done to make your experience any better?)... Um, Yeah I think they. I'll have to be careful what I say you know, because I'm on the steering committee of the charity!... (G: Um, well it's all anonymised, it's not gonna get fed back to anyone.)... Nah no, as I said, since I've been on the steering committee, we've changed the way we approach things. There have been a lot of changes in the charity... And I think, we're just catching up with things now. But what the charity needs to do, is get behind

people who are fundraising, and publicise their efforts. For them, as well as them publicizing their own efforts... And that would then add some weight to their... To their efforts I think.”

Many individuals believe that if a charity was to publicise their efforts, this would help them to boost their fundraising efforts. It might be that the perceived approval by the charity of their efforts is more comfortable to share than a blatantly self promotional post that could come across as bragging.

30. 639-644: “(G: How about the event. Is there anything the organisers could have done to make your experience any better?)... Um, no, the event itself was fantastic. The improvement would have come from me. Um, listening to medics, and the advice that I was being given, but didn’t take any notice of!”

Expectations are high with regards to how well events should be organized, but it appears that threshold events do very well at organizing participants and delivering upon the promised experience.

31. 646-654: (G: Did your relationship with the charity change because of doing the challenge?)... Er, in my case not, because I was already deeply involved with them anyway... (G: That’s fine. Thank you. Um, and, would you say the experience brought you closer to the charity.)... No. Because like I say, I was already involved with the charity, so...”

For those that are already intimately connected with the charity that they are fundraising for, they might not necessarily feel significantly more connected with the charity concerned after they have completed their physical fundraising activity.

32. 656-676: "(G: Do you think you've changed as a person, because of doing race to the king?)... Yep. Yes... (G: Brilliant. Would you be able to kind of, maybe elaborate a bit about how you might have changed, why you might have changed?)... Um, I think, when you recognise in yourself, that you can do something that perhaps a couple of years ago you wouldn't have even contemplated... The tagline for the race, was 'more is in you'. And that kind of, idea that you're capable of much more than you think you are... Does change you a little bit. Because you tend to sort of... I don't... Maybe your resilience does kind of change. Making you more resilient and more likely to stick at something, as a result of it."

Completing challenging physical events for charity that are outside of one's comfort zone results in an increase in both resilience and self-belief.

33. 683-693: "(G: How did you feel about yourself, er, after you finished? You said you felt incredible, and then there was a bit of a low...)... Yeah. So, that kinda summed it up really. There was a very euphoric feeling – a high. That lasted for... A couple of days. Maybe a week. Before the realization that the memory had passed, and that that particular moment had gone. That's not to say that there weren't other moments. Because I'd already signed up to the next one. So I've got that to look forward to. But this was such a big deal for me, that it's like a kid looking forward to Christmas. So you look forward to it, look forward to it, look forward to it, and then it's gone, in a very short space of time."

Soon after a major challenge event has been completed, some individuals report feeling empty or directionless, after the fun and the excitement of the event has passed.

34. 695-698: "(G: Would you say the experience influenced your self esteem at all?)... Yeah. Yeah I think I felt good about myself as a result of it."

Completing challenging physical events for charity has a positive influence upon an individual's self esteem.

35. 700-705; "(G: Did anyone else influence you to take part in this challenge?)... Um. Only in that I know people that I have done these events. And that they are people that I respect. Nobody that... There wasn't anybody that, that convinced me to do it, if that's what the question meant."

Individuals who decide to complete challenging physical events for charity like to think that they solely were behind their decision to take part in the challenge, rather than admit to being influenced to complete the event by anyone else.

36. 707-711: "(G: How important was validation from other people, throughout the event?)... Yeah that was good. That was important, and helpful. Um, to know that people are rooting for you. It was a big motivational boost."

Knowing that you are being supported, especially by friends and family, is a huge motivational boost.

37. 718-728: "(G: How did participation in the event make you feel in your friend groups?)... It probably didn't have much of an impact. Because I mix with people that do this kind of stuff. So, you know. Once you've got the initial kind of, good for you for doing it, it just kind of becomes part of day to day conversation. So, it

helps you feel part of a group perhaps... It's almost like you have a, a place in the group."

Completing challenge physical activities for charity, and especially ultra distances, helps individuals to feel like they have earned a place for themselves in an elite group.

38. 750-756: "(G: Do you get competitive with your friends? Are you keen to, run farther, than they do?)... There's an element of that. Just in terms of running. If it was about the fundraising, then, I know that to step up my fundraising, and to be competitive with my fundraising, I've got a pretty big act to follow with some of them. And, I'm not really prepared to put the effort in that that takes."

Many individuals are competitive with regards to how far they are prepared to push themselves, and to be seen as the most 'extreme' or 'crazy' person in their friend groups.

39. 763-775: "(G: Do you feel like the challenge – race to the king, was outside your comfort zone?)... Yes... Yeah. Without a doubt.. (G: And how did that influence how you felt afterwards.)... Ah it just adds to the, the, the feeling of euphoria that you've done something that you thought you couldn't."

Completing a challenge that an individual did not think they would be able to complete results in a particularly satisfying and euphoric feeling afterwards.

40. 797-824: "(G: What were you left with afterwards?)... What was I left with afterwards...? Um, sore feet! Two less toenails... Probably half a stone lighter... Um, an amazing feeling of, of accomplishment... Extraordinarily tired... Because of

the fitness that I had along the way, I was hungry, but I didn't want to eat anything... Yeah it wasn't very nice. I was staying in a hotel in a service station, and there was a McDonalds there. And I got a mcdonalds, and went back to my room, and tried to eat it, and couldn't even manage a quarter of it... But I bounced back in a day or so. So..."

After completing challenging physical events, many individuals are left with physical discomfort and pain related to their challenge, which acts as evidence to others that they did something hard.

41. 828-838: "Well it will be this Thames towpath 100... And, training for it actually. Because it's actually a bit of a challenge working out how you train for something, when you cant actually run the distance... Because it takes too much out of you. I kinda know what I've got to do, but that in itself Is a bit of a challenge."

Training for ultramarathons often involves committing to a race in which the full distance will only be ran on race day, hence each new challenge is a step into the genuine physical and mental unknown.

42. 840-870: "(G: What are some of the most vivid memories or moments that you can remember from the challenge?)... Er, meeting various groups of people along the way... There was this feeling that, you kinda, you meet somebody, you chat to them for a moment or two and then you run on, or they do. And then you meet them again. At various intervals along the way... So for the day, they become, they become friends. You're kinda looking out for each other and... That was good. And the scenery was spectacular... I didn't experience the... What I was

expecting, was for my legs to really hurt when I started running again after a pitstop. But I didn't get that. I was able to just get going again after I started up, and that was a, a really nice feeling. You know, obviously they really hurt towards the end, but at no point could I not run... So that was a very strong feeling, and a validation of the, training that I did."

The ultrarunning community appears to be warm and inclusive, and relationships struck up with individuals on the day can often result in deep and profound connections. This might be because of the 'level' which people are on – both interested in the same thing and striving towards a shared goal through effort and exertion. Being able to complete a challenge with minimal discomfort also validates months and sometimes years of training that people do, helping them to feel like all their hours of preparation were worth it.

43. 874-893: "(G: How did the charity connection influence kind of your experience?)... Um, it was quite a good mental aid to.... Um, obviously there are low points where you're not feeling too good, or that little voice says, you don't have to do this, you can stop. And you kind of focus on what the charity does, and what it provides for the families involved.... And the suffering that they go through. Which is, unending, and will, ultimately bring about a loss. Then it kinda helps you to just refocus, and think, well, I'm not feeling too great at the moment, but it will pass... And what they're suffering, won't pass. For a long time... Yeah, it's a good incentive. To keep going."

Many individuals think of the charity that they are raising money for, or their beneficiaries, when they are experiencing particularly tough or low moments. Comparing their suffering to those of the beneficiaries, for whom the suffering is

not temporary, but often for a lifetime, helps them to pull themselves together and be constructive, and to stop them feeling too sorry for themselves.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (2.) Some individuals react positively to being told that they should not or cannot complete a difficult physical challenge, by stepping up their game and working to prove those who doubt them wrong. Many individuals who decide to complete challenging physical activities for charity will spend a significant amount of time researching the event that they decide to do, as well as tactics and methods of getting ready and the training required for it.
- (8.) Those who are looking for an outlet for their efforts, and something to achieve and feel good about, often turn towards exercise and ultrarunning. A certain degree of self confidence is required to explore distances beyond those which individuals have done before, but also a willingness to learn and train and explore what it takes to get there.
- (12.) There is an inherent appeal to difficult challenges for certain kinds of individuals. The growth in popularity of the marathon distance has made this achievement more common, and therefore some individuals are keen to push further in search of tougher and more exclusive tests.
- (13.) Pain and effort appears to be inherently linked to what attracts individuals to the London marathon – a tough physical test to overcome.
- (16.) Support from key (respected) friends and family is hugely appreciated and an enormous boost for some people.
- (35.) Individuals who decide to complete challenging physical events for charity like to think that they solely were behind their decision to take

part in the challenge, rather than admit to being influenced to complete the event by anyone else.

- (36.) Knowing that you are being supported, especially by friends and family, is a huge motivational boost.
- (38.) Many individuals are competitive with regards to how far they are prepared to push themselves, and to be seen as the most 'extreme' or 'crazy' person in their friend groups.

Section 2 (experience – hot cognition):

- (6.) Those who completely grueling challenges are fully aware that they will suffer and embrace and deal with that suffering, knowing that it will 'turn to good' for them. In this way, there is an element of masochism, whereby individuals do get some ultimate pleasure from the pain that they put themselves through.
- (11.) The physical element of ultrarunning is hugely important to the overall experience for competitors. Learning to overcome huge distances, and to get to learn how to control one's body and mind appears to be a major appeal to longer distance events.
- (14.) The challenge of completing a tough physical test such as an ultramarathon is twofold – both mental and physical. It requires individuals to be dogged in their determination, and creative in terms of how they motivate themselves.
- (21.) The mental and physical challenge of completing a challenging physical fundraising event go hand in hand. As well as physical discomfort sustained from running for a long period of time, there is a mental struggle to stay motivated, maintain focus, and remain positive.

- (42.) The ultrarunning community appears to be warm and inclusive, and relationships struck up with individuals on the day can often result in deep and profound connections. This might be because of the 'level' which people are on – both interested in the same thing and striving towards a shared goal through effort and exertion. Being able to complete a challenge with minimal discomfort also validates months and sometimes years of training that people do, helping them to feel like all their hours of preparation were worth it.

Section 3 (fundraising today):

- (15.) Whilst sympathy from others is nice, it is certainly not the point of the challenge for most individuals – it is simply a welcome side effect.
- (17.) Regular use of social media related to a challenge based fundraising event helps to keep media related to the giving page and fundraising attempt at the top of people's newsfeeds.
- (18.) Smaller charities that appear to have limited overheads are perceived to be more efficient and more grateful of funds than larger charities. Being able to understand how money is spent, and witness the positive impact of funds raised enables individuals to feel a much stronger and closer connection to both the charity concerned as well as the beneficiaries.
- (20.) A large part of the kudos associated with completing a difficult challenge appears to be grounded in the perception of an individual's ability to be strong and fit by others, and therefore the suffering and pain associated with a physical challenge is central to others thinking the challenge was hard.

- (22.) Social media plays a pivotal role in the vast majority of most modern fundraiser's campaigns.
- (23.) Activities related to completing challenging physical events for charity are generally very well received by peers on social media, which results in feelings of validation, popularity, and increased social worth. It also provides followers with a topic of conversation, and an opportunity and excuse to reconnect with the person who is fundraising.
- (25.) There appears to be a perception that doing something physical for charity is better than fundraising in other non-physical ways. This might be because of the perceived exertion required to complete something physical, which appears to demonstrate a willingness to sacrifice comfort for the cause being championed.
- (26.) Those who perceive others to be exerting themselves for charity are more likely to support them, than to support people who they don't believe are exerting significant amounts of effort, or moving outside of their comfort zones.
- (27.) Most individuals that complete challenging physical activities for charity expect a certain degree of support from those that follow them in social media and in person, and there is the suggestion that were an individual to not receive any support or validation from others, that they might feel a little flat afterwards. Clearly in this modern age, for most people a degree of self-validation is sought from other people in particular, online. Challenges completed for charity appear to be social media kryptonite!

Section 4 (the transformation):

- (5.) For many individuals, completing tough physical challenges successfully helps them to feel like they have righted a wrong from the past, and that completing a large challenge is akin to redemption for them. This is hugely beneficial for them psychologically, because it appears to effectively write-off a past failure of theirs.
- (7.) Psychologically, it appears that individuals attach significant self-worth to being able to overcome and achieve major challenge for themselves. The small and exclusive nature of ultramarathon finishers clubs also adds an air of elitism and exclusivity to that group, that allows individuals to mix with other similar people, who are also able to put up with physically tough conditions, and explore what is possible on the other side of these.
- (10.) Completing challenging physical activities for charity such as ultramarathons makes individuals feel special.
- (41.) Training for ultramarathons often involves committing to a race in which the full distance will only be ran on race day, hence each new challenge is a step into the genuine physical and mental unknown.

Section 5 (context):

- (3.) Many individuals set themselves ambitious targets for finishing challenging physical events that must be adjusted on the day in order to account for conditions and how they react to a venture into what is often unknown physical and mental territory for them. Individuals must balance both training, the event itself, and the impact of the event itself, with the disruptive impact that it can have upon family, social, and work commitments. In this instance, completing a very tough challenge before

the individual's daughter was to be married may have been a symbolic show of strength in the face of a new masculine presence in the family.

- (9.) A well organized, supported and scenic race is important to some individuals, especially if they are new to ultrarunning. This alleviates stress related to nutrition, injury, and navigation.
- (28.) Many individuals underestimate the difficulty of fundraising, and the effort required to hit ambitious fundraising targets, and convince others to part with their money.
- (30.) Expectations are high with regards to how well events should be organized, but it appears that threshold events do very well at organizing participants and delivering upon the promised experience.
- (38.) Many individuals are competitive with regards to how far they are prepared to push themselves, and to be seen as the most 'extreme' or 'crazy' person in their friend groups.

Section 6 (legacy – cold cognition):

- (4.) Individuals who complete challenging physical activities for charity are incredibly proud of their achievements afterwards, and take great pleasure in explaining to others what they have done (as well as witnessing their reaction of shock and admiration for it). Those individuals with children or grandchildren are conscious that they would like younger people to have positive role models in older adults, and so explain this as another reason that they decided to take part. This might signify that individuals are keen to leave a positive legacy behind them through the behaviours that they inspire in younger generations.

- (24.) Feelings of euphoria following the finish of a tough physical event for charity can turn to feelings of depression and a lack of direction as the individual loses the focus and structure that training formerly provided.
- (32.) Completing challenging physical events for charity that are outside of one's comfort zone results in an increase in both resilience and self-belief.
- (33.) Soon after a major challenge event has been completed, some individuals report feeling empty or directionless, after the fun and the excitement of the event has passed.
- (34.) Completing challenging physical events for charity has a positive influence upon an individual's self esteem.
- (37.) Completing challenge physical activities for charity, and especially ultra distances, helps individuals to feel like they have earned a place for themselves in an elite group.
- (39.) Completing a challenge that an individual did not think they would be able to complete results in a particularly satisfying and euphoric feeling afterwards.
- (40.) After completing challenging physical events, many individuals are left with physical discomfort and pain related to their challenge, which acts as evidence to others that they did something hard.

Section 7 (relationship with charity):

- Some individuals always fundraise for the same charity, regardless of the activity that they decide to do, and (almost) regardless of their relationship with and the status of the charity concerned.

- (19.) Completing a fundraising challenge that was physically difficult appears to increase the strength of connection to the charity concerned for some people, because of the effort required to complete a task, in part, for a cause aside from oneself.
- (29.) Many individuals believe that if a charity was to publicise their efforts, this would help them to boost their fundraising efforts. It might be that the perceived approval by the charity of their efforts is more comfortable to share than a blatantly self promotional post that could come across as bragging.
- (31.) For those that are already intimately connected with the charity that they are fundraising for, they might not necessarily feel significantly more connected with the charity concerned after they have completed their physical fundraising activity.
- (43.) Many individuals think of the charity that they are raising money for, or their beneficiaries, when they are experiencing particularly tough or low moments. Comparing their suffering to those of the beneficiaries, for whom the suffering is not temporary, but often for a lifetime, helps them to pull themselves together and be constructive, and to stop them feeling too sorry for themselves.

D.16 Interview Number 16 Notes

Interview Script Highlights:

1. 227-241: "(G: Why did you decide to do it?)... What, the race or the fundraising?... (G: Um, both I suppose. The challenge! The challenge of the race and the fundraising.)... Ok. So the challenge came first. So it was, a little bit of a rocky moment, because I didn't get into London this year. So I thought, oh, what can I do that's better than London (laughter!)... (G: Brilliant! Just double, double the distance or something!)... Yeah. And a friend send me the entry details and I thought that looks interesting. So I signed up!"

For many individuals, the decision to undertake a physical challenge comes before their decision to fundraise for it. Often, the influence of friends and family is significant, with them introducing individuals to the idea of other physical challenges and options in terms of how to push themselves. Many individuals who decide to undertake ultramarathon distances have a constructive approach to adversity, and will attempt to overcome challenges with a constructive mindset that finds a remedy or way around a problem, rather than to simply roll over and admit defeat.

2. 243-248: "(G: Did you have any particular goals? Did you just want to survive it? Kind of, what were your objectives for the challenge?)... Um, mostly to finish it! I had no idea what the challenge was gonna be like. Because around here we don't have a great deal of hills to train on."

Their primary objective of many participants when approaching a significant athletic challenge for the first time is simply to finish it within the time constraints set out by the organisers.

3. 252-257: “It was really really hot. So I, I decided that because I couldn’t train on hills, I’d train mostly in the gym and things like that.. I’d got a time in my mind, and I was about an hour and a half over that time.”

Weather conditions on the day of a physical challenge can have a significant impact upon how much effort is required from the individual to complete it. This might mean that participants must adjust their goals and strategies for finishing, in order to account for adverse conditions.

4. 261-266: “Yeah. My body shut down about seven miles before the end... Yeah, so the guys at the pitstop were trying to get me to stop, and I just said no way. If I have to, I’m gonna walk.”

Many particularly tough physical challenges require participants to push through both mental and physical barriers, and, at times, extend far beyond their normal comfort zones. Those that finish testing physical challenges pledge to themselves at a certain point that they will do whatever it takes to finish – not finishing is simply not an option for them.

5. 277-286: “(G: Do you feel like all of your efforts, with the training, and the day itself, do you feel like they were worth it?)... Yeah. Yeah definitely... I didn’t... The moment I crossed the finish line, I never wanted to do it again, and would rather you had shot me right there and then, and put me out of my misery...”

Immediately after completing a tough physical challenge for charity, many individuals vow never to do something similar ever again, because of the pain that they are in as a result of their daring.

6. 288-297: "(G: What does participating in these events, and doing a big challenge like that, mean to you, personally?)... It, it is a confidence boosting thing. It's a motivator as well. To the kids, going out there and staying healthy... You know, everything is just really motivating. And meeting all the different people as well."

For many individuals who take part in physically difficult challenges for charity, doing so helps them to build and boost their self confidence and esteem. Parents who complete challenging physical activities for charity are often aware of the example that they are setting for their children, and are particularly keen to set them a positive example that they can look up to and be proud of.

7. 300-316: "(G: What sort of person are you, and how would you describe yourself to other people? To someone that doesn't know you?)... Umm. I would say I'm outgoing... I like to help when I can... I can also be quite stubborn... You have to be to cover 53 miles (laughter)!"

Mental toughness and the ability to deal with challenges as they arise are characteristics required to complete ultramarathons.

8. 320-325: "(G: What were the key features of the event for you?)... Umm, the support, along the way, so the organisation. Knowing that there is medical

support and stuff like that. Um, it's more about the organisation for me, I would never do anything that wasn't supported."

For many individuals, a well organized and well supported event is key to them wanting to take part of it, particularly with regards to medical support, aid stations, and event organisation.

9. 328-331: "(G: Would you say having that experience made you feel special? To be, kind of, an ultrarunner. To get that challenge done?)... Oh definitely. Yeah, definitely. It's quite a small club."

Completing challenges that have not been completed by a significant number of people makes individuals feel special, because they become part of a small group of people that have gone further than the average, in terms of pushing their mental and physical boundaries and covering distances on foot.

10. 333-341: "(G: What role did the physical element play in how you look at and how you value the experience?)... Um, I guess like, I like to think of myself as someone that can do things.... And certainly when people say, I'm doing something crazy, I'd like to think I would be up for that sort of thing!"

Many individuals take great pride in being regarded as 'crazy' by their friends and family, and relish the brave and outgoing persona that others perceive them to have.

11. 344-364: "(G: How important was it that it was hard?)... It wasn't so much whether it was hard or not. It was just the challenge of trying to complete the miles.... I think, even if it would have been a flat road race, I think it would have

been the challenge of completing the miles... And the fact that it was in gorgeous countryside, and the sun was shining... (G: Yeah. I suppose it's sort of a double edged sword. Um, the sun...)... Yeah... (G: It's nice to have a really nice day, but it's also horrible that it's boiling hot!)... Yeah. Yeah definitely."

Many individuals who complete challenging physical activities for charity are able to balance realism with optimism, employing whatever mental tactic or trick is needed to complete the task at hand

12. 371-374: "(G: Would you consider pain and effort to be a part of the attraction to participating in the event in the first place?)... Yeah. Yeah it is."

For many individuals, a testing, effortful, potentially painful experience, is a part of the attraction of the event ('if it doesn't challenge you, then it won't change you').

13. 380-387: "(G: How did you experience that pain?)... Oh. My um... It was cyclical pain. It was just like my lower half of my body. It was just not playing anymore. Yeah... It was a brick wall with spikes in it!"

Many individuals will experience the most discomfort that they have ever experienced in their lives when completing a challenging physical test for charity.

14. 389-393: "(G: Was it important that you shared that pain and effort with other people?)... Oh yeah, definitely. I would never have done it without the um, guys that I hooked-up with to run with."

For many individuals, their support network, including those that they run with, is a key part of how they remain motivated and distracted throughout the challenge, and a key part of their success.

15. 395-398: "(G: Would you say it's important that others, other people in your life were aware of the pain that you went through with this event?)... Oh yeah. I didn't stop banging on about it (laughter!)."

For many individuals, the fact that they did something physically difficult allows them to feel less embarrassed to tell others about their experience, and more entitled to a degree of bragging and pride related to what they have done.

16. 400-411: "(G: How did you fundraise? For the charity, please.)... Um, I set up a localgiving page... And, um, just shared that on social media. The charity did a lot of advertising as well on their social media, so... All through that."

Online giving platforms for a key part of almost every major challenge based fundraising attempt.

17. 413-416: "(G: Would you consider your relationship with the charity to be special, because of your experience? Your race to the king experience.)... Yeah definitely. They think I'm mad as well! (laughter)."

Individuals tend to take pride in being referred to or thought of as 'mad' by others, including the organisation that they are fundraising for. This should be remembered by charities who are keen to make their fundraisers feel as good as possible about themselves as people completing something for them.

18. 418-425: "(G: What does special mean?)... It's just kind of, spurs everybody else to do more for each other I think... I think that's the special part to it. It's that it's such an achievement. It makes the whole thing a bit more special."

For many individuals, their perception of what a 'special' or 'tough' challenge is based upon what others perceive to be difficult, and the widely accepted social norms related to distance running in their social groups.

19. 427-434: "(G: Do you feel more connected to the charity because you did something that was physically difficult?)... No. I mean I've got personal reasons to the charity, so... It wasn't... The fundraising came out of a relationship we already had, so..."

For those individuals with pre-existing connections to the charity, their relationship change as a result of their challenge may be less significant than for those who had no connection to the charity before their fundraising effort.

20. 436-442: "(G: Was it important to feel like you had suffered?)... No. I didn't want to suffer (laughter!)... No, that wasn't part of the plan George, to be honest!"

Whilst suffering if not something that individuals enjoy, it appears to be accepted as part of the journey, and something that individuals decide to endure for the sake of the rewards at the end of the challenge (self-growth, pride, support for the charity concerned).

21. 445-449: "(G: How, how did you experience that suffering, and what did it mean to you. All the difficult elements of that challenge?)... It just proves how strong I am. But everybody else completed it as well, so, it, it just shows you what you can do."

Individuals that overcome tough challenges that involve suffering are taught how strong they are, and their perceived ability in themselves is boosted.

22. 451-454: "(G: What role did social media play in your fundraising campaign, please?)... It was, it was quite a big part of my fundraising."

Social media plays a key role in modern fundraising campaigns, allowing individuals to quickly access communities of their friends and family remotely, and allowing their followers to easily track their fundraising journey.

23. 456-468: "(G: How was kind of finishing the event received by all your peers on social media?)... Um, they, they were just um, totally amazed that I had actually done it (laughter!)!... Yeah, everybody was really supportive... (G: That's fantastic. And, how did their reaction make you feel?)... Err. Very humbled actually."

The reaction of friends and family on social media to fundraising efforts is hugely motivational and significant to those that are raising money for charity. The reaction of others to their efforts and achievements can result in the person feeling both valued and humbled at the support behind them.

24. 470-478: "(G: How do you feel when you see your friends fundraise on social media?)... Oh I try and help them whenever I can... (G: Great. And, kind of, what makes you want to support them?)... Partly because they're friends, and we kind of, support each other so... And other times it's because of the charities."

Those who complete tough physical challenges for charity report being more likely to support others that do similar things to them in the future.

25. 480-484: "(How significant was the validation of other people to your feelings after the event?)... It was important. I think if I'd have got any negative feedback from anybody, it would have spoiled the whole event really."

Many individuals base a large part of their esteem upon the feedback that they receive from others online, meaning that receiving continuous positive validation from others is important to some people.

26. 486-489: "(G: Do you think the perceived difficulty of the challenge helped you raise money from other people?)... Yeah definitely."

The harder the perceived difficulty of an event to others, the more likely they are to support someone.

27. 491-501: "(G: Is there anything you think the charity could have done to make your experience any better?)... No not really. It would have been nice to have seen some of them along the route, but that was... It wasn't the sort of event that it was easy to do that. Um... But they sponsored me with a running vest, and um, you know helped to promote what I was doing, so... You know they are a really small charity so they couldn't have done any more really."

Expectations related to support from a charity are much lower for outfits that are perceived as smaller by fundraisers. These expectations are higher for larger charities.

28. 503-506: "(G: How about the event itself, is there anything the organisers of the event could have done to make it any better?)... No. Except flatten the hills (laughter)! That would have been good!"

Those ultra events that have survived for many years in the UK appear to be well organized and open to feedback from participants.

29. 508-516: "(G: did your relationship with the charity change because of doing the challenge at all?)... No. No, not really... (G: Great. And, would you say the experience has brought you closer to the charity at all?)... Yeah, yeah."

Whilst many individuals might say that their relationship with the charity that they fundraise for has not changed as a result of their experience, it undoubtedly exposes them to the charity concerned more, and brings them closer to the charity in a number of different respects.

30. 518-526: "(G: On a personal level, do you think you've changed because of the experience you've had, at all?)... I... Yes, in as much as I want to do another one (laughter). Which I wouldn't have said on the moment of finishing it (laughter)... (G: The pain fades I suppose?)... The pain fades, and the bad memories are replaced with the good ones!"

Painful memories associated with an achievement appear to be eclipsed by positive memories related to the joy of finishing a tough challenge, and the satisfaction that comes from overcoming it.

31. 532-540: "(G: How did you feel about yourself, after you had completed the challenge?)... Um, I felt really proud of myself. Um, because it was really tough going. Those last few miles... And I did really really want to stop. And I didn't."

Many individuals who complete tough physical challenges for charity experience moments of doubt throughout the event. Being able to reflect back upon how they

overcame these mental challenges makes individuals feel proud of themselves, and of what they are able to endure in order to achieve their goals and objectives.

32. 542-547: "(G: Would you say the experience has influenced your self esteem at all?)... It... It did in that sort of immediately afterwards when everybody wanted to talk about it, and everybody was really interested in it. And it did give me a really big boost, to have so many people interested in me."

Completing tough physical activities for charity results in an increased social interest in the individual, as their friends and family are keen to hear about their experience, and vicariously hear what an ultramarathon involves. This increased attention results in an individual feeling more popular and interesting to others, and a boost in self esteem.

33. 549-552: "(G: Did anyone else influence you to take part in the challenge at all?)... No, everyone told me, tried to talk me out of it (laughter)."

Those who complete tough physical challenges like to believe that they are in control of their own destiny, and that internal personal motivations are the primary reasons for taking part in a challenge (as opposed to the influence of others).

34. 554-561: "(Did anyone else influence you to fundraise for that charity?)... No, um, like I said, I've got personal reasons for supporting them... So it was always gonna be that charity that I was gonna fundraise for."

Whilst this individual claims that no other person influenced them to fundraise for the charity concerned, it later becomes apparent that her child had a huge

influence upon her selected charity. This might suggest that individuals like to feel like they are fully in control of who they choose to fundraise for, rather than being swayed by friends and family and external influences.

35. 568-577: "(G: How important was validation from other people throughout the training and the attempt?)... It helps with the motivation. Um, but, I, I always just. I do most things by myself, when it comes to the running, and stuff like that. But there are people out there who don't run and don't really get it... But I do it anyway. But it's good that I don't get any negative reactions, so..."

Validation from other people throughout and after the fundraising process is hugely motivational, even though this validation is not the primary reason that many people take part in the challenge in the first place.

36. 579-587: "(G: How did finishing the challenge make you feel in your friend groups?)... Umm. It made me, want to try to convince other people to do it. Because I had that, if I can do it, so can you... So for next year's race, I've got a team, that's gonna do it with me."

This individual was inspired to encourage others to move outside their comfort zone after completing her ultramarathon. This is because it convinced her that many people have much more ability within them than they give themselves credit for, and that all the positives associated with completing a challenge and fundraising are accessible to others (even though they might not realize it).

37. 594-597: "(G: Do your friends fundraise much at all?)... My running friends do. Especially the ones who do, um, marathon events. They tend to be the ones who fundraise."

Fundraising through marathon and running events is hugely popular and commonplace amongst most social circles.

38. 600-604: "(G: Do the challenges that your friends do, does that influence what you do?)... Sometimes, yeah. If I see something where my friends have done that I'm interested in, I would definitely look into doing it myself."

The social context of an individual's challenge is hugely important, and is a reflection of where they feel their abilities lie within that group.

39. 606-617: "(G: Do you feel like the challenge was outside your comfort zone?)... It was definitely outside my comfort zone. Definitely... (G: Great. And, how did that influence your feelings after the event? The fact that it was so far outside of your comfort zone.)... Um, I think it was, it just made it feel extra special... It just adds to the whole, oh my god, I really did this."

Completing a challenge that is outside of an individual's comfort zone results in particularly strong feelings of pride and elation afterwards, and a boost in confidence to explore what other achievements might be in reach to them just outside their comfort zone.

40. 620-631: "(G: How long did that last, or is it still with you now? That feeling of accomplishment?)... Yeah, it's still with me now. Um, I've just started running,

a week or so ago... And, I'm already thinking about training for next years event...

Yeah, it's... I don't think it ever leaves you. It just spurs you on."

Feelings of accomplishment related to completing a challenging event for charity are enhanced by the charity dimension, and stay with people for a significant period of time after the challenge has been finished. Their completion of the challenge spurs them on to consider what other challenges might be within their reach if they dedicate their now free time to them.

41. 633-640: "(G: Do you want to do anything similar again?)... Yeah... (G: It sounds as though you've already got events in the, in the crosshairs.)... Yeah definitely. I'll definitely be heading off to do another one."

For many individuals, a positive charity fundraising experience results in them wanting to complete more similar events in the future. This represents a major opportunity for the charity concerned to turn a one-time fundraiser into a repeat fundraiser, and so support and encouragement at key moments for them is essential.

42. 642-654: "(G: Once you've finished, what would you say you were left with afterwards?)... Um, just... You know when you just have a huge sigh of relief?... A bit like when you're... When you've got a big thing coming up, and it's over, and you did well.... You just kind of let it all out. It was quite emotional."

Finishing a tough physical challenge for charity can bring with it feelings of relief, after the pressure related to the training, fundraising, and social spotlight that the individual is put under all evaporates into a celebration of their achievements.

43. 656-672: "(G: What would you say is the next big challenge in life for you?)..."

So, in running, I'm gonna try and do a hundred kilometer run next year, so, a little be longer... In life generally, I've got a daughter off to university in September... And, my youngest is transgender, which is why I support the charity that I do."

Many individuals participate in distance running as a relief from the stresses related to family, work, and life. Supporting a charity that relates to issues an individual has experienced (but cannot necessarily directly control) can allow them to feel a degree of positive influence upon areas of their life that they would like to control, but might not be able to (directly).

44. 701-725: "Yeah... My son, who used to be my daughter, is only fifteen... So we've been going through it, for maybe three years. Since he came out... so... It is difficult, because, to start with, I was very angry, with him... But then you realize that it's still the same person, and, you don't love them any less... And then you go into overdrive of trying to help and... It is a challenge!"

In this instance, this participant's child transitioning from one gender to another resulted in significant emotional turmoil for them, which is apparently helped by distance running, and another external focus for their attention and effort.

45. 739-767: "(G: What are some of the most vivid moments or memories that you can remember from race to the king?)... There's a couple that, really stand out. And, it's... I met quite a few people who, we sort of stuck together through a lot of the miles... And the memories that stand out are... Getting to... I think it was the fifth... The fourth or the fifth pit stop. And, desperately needing a cup of tea.

And we walked off, from the pitstop, cup of tea in hand... (laughter)... But we couldn't find anywhere to throw the cup... (G: Brilliant. Um, and, are there any other very vivid, memories or moments that you can remember from the day?)... Yeah, diving into a café that we passed, to buy ice cream. And, just, everyone at the pitstops. Everyone who worked for threshold who organized it. Were, were just fantastic. There was just nothing that they weren't prepared to do. The food that they had. The encouragement. Everything about them. Yeah it just all sticks. All the good stuff fortunately sticks in your head... And we just don't talk about the hills!"

Memories involving interactions with other people appear to have a privileged position in the memory of participants. Negative memories or emotions appear to be more easily forgotten than positive ones.

46. 769-784: "(G: Would you describe the challenge as a life changing or a life affirming experience?)... Definitely. Definitely life changing... (G: Brilliant. And... how... how so?)... I think it just... The people that I met along the way, and chatted to. Because most of them you're probably never gonna see again, you're a lot more open with them. And they're more open with you... And, you know, we. There were people who wanted to talk about broken relationships, and bereavements, and you know, happy times, sad times. And people just share."

For this individual, their ultramarathon experience was a life changing experience. Participants in ultramarathons appear to be particularly open and supportive of other participants. Many individuals appear to have had deep reflective talks with other participants, often who they had never met before. This sharing appear to be mutually respectful and supportive and therapeutic for all concerned.

47. 791-795: "(G: In terms of the charity, is there anything they could have done to make it more significant to you. The challenge?)... The charity? No, they couldn't have done any more than they did."

Expectations related to smaller charities are significantly less than for larger charities. Most participants do not perceive their relationship with the charity concerned as one that involves the charity doing anything specifically for them.

48. 797-801: "How do you think the charity connection, the fact that you ran for charity, influence your experience?)... It, probably made me more determined to finish. I think that I would have felt that I'd let my sponsors down, if I hadn't finished."

Completing a challenging physical activity for charity makes individuals more determined to finish, because they feel pressure not to let down those that have supported them, as well as the charity concerned.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) For many individuals, the decision to undertake a physical challenge comes before their decision to fundraise for it. Often, the influence of friends and family is significant, with them introducing individuals to the idea of other physical challenges and options in terms of how to push themselves. Many individuals who decide to undertake ultramarathon distances have a constructive approach to adversity, and will attempt to overcome challenges with a constructive mindset that finds a remedy or way around a problem, rather than to simply roll over and admit defeat.
- (12.) For many individuals, a testing, effortful, potentially painful experience, is a part of the attraction of the event ('if it doesn't challenge you, then it won't change you').
- (14.) For many individuals, their support network, including those that they run with, is a key part of how they remain motivated and distracted throughout the challenge, and a key part of their success.
- (23.) The reaction of friends and family on social media to fundraising efforts is hugely motivational and significant to those that are raising money for charity. The reaction of others to their efforts and achievements can result in the person feeling both valued and humbled at the support behind them.
- (34.) Whilst this individual claims that no other person influenced them to fundraise for the charity concerned, it later becomes apparent that her child had a huge influence upon her selected charity. This might suggest

that individuals like to feel like they are fully in control of who they choose to fundraise for, rather than being swayed by friends and family and external influences.

- (35.) Validation from other people throughout and after the fundraising process is hugely motivational, even though this validation is not the primary reason that many people take part in the challenge in the first place.
- (43.) Many individuals participate in distance running as a relief from the stresses related to family, work, and life. Supporting a charity that relates to issues an individual has experienced (but cannot necessarily directly control) can allow them to feel a degree of positive influence upon areas of their life that they would like to control, but might not be able to (directly).
- (44.) In this instance, this participant's child transitioning from one gender to another resulted in significant emotional turmoil for them, which is apparently helped by distance running, and another external focus for their attention and effort.

Section 2 (experience – hot cognition):

- (3.) Weather conditions on the day of a physical challenge can have a significant impact upon how much effort is required from the individual to complete it. This might mean that participants must adjust their goals and strategies for finishing, in order to account for adverse conditions.
- (4.) Many particularly tough physical challenges require participants to push through both mental and physical barriers, and, at times, extend far beyond their normal comfort zones. Those that finish testing physical

challenges pledge to themselves at a certain point that they will do whatever it takes to finish – not finishing is simply not an option for them.

- (13.) Many individuals will experience the most discomfort that they have ever experienced in their lives when completing a challenging physical test for charity.
- (20.) Whilst suffering if not something that individuals enjoy, it appears to be accepted as part of the journey, and something that individuals decide to endure for the sake of the rewards at the end of the challenge (self-growth, pride, support for the charity concerned).
- (45.) Memories involving interactions with other people appear to have a privileged position in the memory of participants. Negative memories or emotions appear to be more easily forgotten than positive ones.

Section 3 (fundraising today):

- (2.) Their primary objective of many participants when approaching a significant athletic challenge for the first time is simply to finish it within the time constraints set out by the organisers.
- (15.) For many individuals, the fact that they did something physically difficult allows them to feel less embarrassed to tell others about their experience, and more entitled to a degree of bragging and pride related to what they have done.
- (16.) Online giving platforms for a key part of almost every major challenge based fundraising attempt.
- (22.) Social media plays a key role in modern fundraising campaigns, allowing individuals to quickly access communities of their friends and

family remotely, and allowing their followers to easily track their fundraising journey.

- (25.) Many individuals base a large part of their esteem upon the feedback that they receive from others online, meaning that receiving continuous positive validation from others is important to some people.
- (26.) The harder the perceived difficulty of an event to others, the more likely they are to support someone.
- (27.) Expectations related to support from a charity are much lower for outfits that are perceived as smaller by fundraisers. These expectations are higher for larger charities.
- (47.) Expectations related to smaller charities are significantly less than for larger charities. Most participants do not perceive their relationship with the charity concerned as one that involves the charity doing anything specifically for them.

Section 4 (the transformation):

- (7.) Mental toughness and the ability to deal with challenges as they arise are characteristics required to complete ultramarathons.
- (11.) Many individuals who complete challenging physical activities for charity are able to balance realism with optimism, employing whatever mental tactic or trick is needed to complete the task at hand
- (19.) For those individuals with pre-existing connections to the charity, their relationship change as a result of their challenge may be less significant than for those who had no connection to the charity before their fundraising effort.

- (21.) Individuals that overcome tough challenges that involve suffering are taught how strong they are, and their perceived ability in themselves is boosted.
- (32.) Completing tough physical activities for charity results in an increased social interest in the individual, as their friends and family are keen to hear about their experience, and vicariously hear what an ultramarathon involves. This increased attention results in an individual feeling more popular and interesting to others, and a boost in self esteem.
- (33.) Those who complete tough physical challenges like to believe that they are in control of their own destiny, and that internal personal motivations are the primary reasons for taking part in a challenge (as opposed to the influence of others).
- (40.) Feelings of accomplishment related to completing a challenging event for charity are enhanced by the charity dimension, and stay with people for a significant period of time after the challenge has been finished. Their completion of the challenge spurs them on to consider what other challenges might be within their reach if they dedicate their now free time to them.
- (46.) For this individual, their ultramarathon experience was a life changing experience. Participants in ultramarathons appear to be particularly open and supportive of other participants. Many individuals appear to have had deep reflective talks with other participants, often who they had never met before. This sharing appear to be mutually respectful and supportive and therapeutic for all concerned.

Section 5 (context):

- (6.) For many individuals who take part in physically difficult challenges for charity, doing so helps them to build and boost their self confidence and esteem. Parents who complete challenging physical activities for charity are often aware of the example that they are setting for their children, and are particularly keen to set them a positive example that they can look up to and be proud of.
- (8.) For many individuals, a well organized and well supported event is key to them wanting to take part of it, particularly with regards to medical support, aid stations, and event organisation.
- (10.) Many individuals take great pride in being regarded as ‘crazy’ by their friends and family, and relish the brave and outgoing persona that others perceive them to have.
- (17.) Individuals tend to take pride in being referred to or thought of as ‘mad’ by others, including the organisation that they are fundraising for. This should be remembered by charities who are keen to make their fundraisers feel as good as possible about themselves as people completing something for them.
- (18.) For many individuals, their perception of what a ‘special’ or ‘tough’ challenge is based upon what others perceive to be difficult, and the widely accepted social norms related to distance running in their social groups.
- (28.) Those ultra events that have survived for many years in the UK appear to be well organized and open to feedback from participants.
- (37.) Fundraising through marathon and running events is hugely popular and commonplace amongst most social circles.

- (38.) The social context of an individual's challenge is hugely important, and is a reflection of where they feel their abilities lie within that group.

Section 6 (legacy – cold cognition):

- (5.) Immediately after completing a tough physical challenge for charity, many individuals vow never to do something similar ever again, because of the pain that they are in as a result of their daring.
- (9.) Completing challenges that have not been completed by a significant number of people makes individuals feel special, because they become part of a small group of people that have gone further than the average, in terms of pushing their mental and physical boundaries and covering distances on foot.
- (24.) Those who complete tough physical challenges for charity report being more likely to support others that do similar things to them in the future.
- (30.) Painful memories associated with an achievement appear to be eclipsed by positive memories related to the joy of finishing a tough challenge, and the satisfaction that comes from overcoming it.
- (31.) Many individuals who complete tough physical challenges for charity experience moments of doubt throughout the event. Being able to reflect back upon how they overcame these mental challenges makes individuals feel proud of themselves, and of what they are able to endure in order to achieve their goals and objectives.
- (36.) This individual was inspired to encourage others to move outside their comfort zone after completing her ultramarathon. This is because it convinced her that many people have much more ability within them than

they give themselves credit for, and that all the positives associated with completing a challenge and fundraising are accessible to others (even though they might not realize it).

- (39.) Completing a challenge that is outside of an individual's comfort zone results in particularly strong feelings of pride and elation afterwards, and a boost in confidence to explore what other achievements might be in reach to them just outside their comfort zone.
- (42.) Finishing a tough physical challenge for charity can bring with it feelings of relief, after the pressure related to the training, fundraising, and social spotlight that the individual is put under all evaporates into a celebration of their achievements.

Section 7 (relationship with charity):

- (29.) Whilst many individuals might say that their relationship with the charity that they fundraise for has not changed as a result of their experience, it undoubtedly exposes them to the charity concerned more, and brings them closer to the charity in a number of different respects.
- (41.) For many individuals, a positive charity fundraising experience results in them wanting to complete more similar events in the future. This represents a major opportunity for the charity concerned to turn a one-time fundraiser into a repeat fundraiser, and so support and encouragement at key moments for them is essential.
- (48.) Completing a challenging physical activity for charity makes individuals more determined to finish, because they feel pressure not to let down those that have supported them, as well as the charity concerned.

D.17 Interview Number 17 Notes

Interview Script Highlights:

1. 179-182: "I thought actually, London marathon could also be part of the fundraising. So actually me and my other half did the London marathon. And it fell on our wedding anniversary, so my justgiving page was like 'please sponsor us for doing our london marathon on our first wedding anniversary!'"

In some circumstances, couples, or more than one member of the same family participates in challenge events, and fundraising activities. There can be some pride associated with being part of a family unit that is both athletic and philanthropic.

2. 190-192: "Yeah definitely, and also like um, well, we didn't run together, because, I'm slower, erm but, um, and race to the stones was my first ultra, so I kind of went a bit longer than a sort of shorter ultra would be."

Some individuals that are interested in completing ultramarathon distances believe themselves to be 'slow' over shorter distances, and so therefore feel like they can still excel and be exceptional by going further than others.

3. 197-216: "Um, no, so I used to run for a running club when I was younger. Probably when I was about nine. Ish! So I ran competitively, yeah for a running club probably from about nine to uni. So, um, so, training probably four five times a week? And then races on top of that... Pretty much, almost gave up when I got to uni. Replaced running with, going out!... Dancing instead!... And then sort of slowly started getting back into it not long after uni. But joined a different

running club that's a bit more sociable... It's kind of, er, rather than do races, you can turn up and do a run with the running club, or do a race. And I've been running with them for about ten years. So running's kind of been a part of my life for, most of my life!"

It would seem that those who run competitively at a high level can only continue to do so in the same way for a limited amount of time, before they look for a more relaxed, more sustainable (in the long term) form of exercise. Many runners who have been running for their entire lives still would not consider taking part in an ultramarathon. Clearly a specific prompt or decision is needed to be made in order to switch things up and attempt longer distances.

4. 218-229: "(G: Do you regularly do challenges for charity, or is this kind of a relatively new thing?)... Um, I don't do that many, because I suppose I'm aware of how much stuff there is that other people do, and there are obviously so many friends and family that you can ask to support you... So I did the odd swimming challenge when you're little, where you do a sponsored swim, and then, probably my first biggish fundraising was probably the London marathon 2010. "

Most adults are aware that the realm of challenge event fundraising is crowded, and that many of their friends and family have multiple demands put upon them in terms of different people fundraising for charity and asking them for support. They feel a pressure to differentiate themselves from others.

5. 233-240: "Yeah I think it was 2010. No, it might have been 2008 actually. And it was, so that was like my first marathon, and I did it for a local hospice... There's this, um, when I was younger, my school teacher was looked after there before

she passed away. And that was a gold bond place, so I had to raise two thousand pounds.”

The London marathon is an introduction into distance running and fundraising for many people who go on to explore ultra distances.

6. 244-245: “And I was probably more nervous about raising the two thousand pounds as I was actually doing the race!”

The stress and pressure related to fundraising and achieving fundraising targets can be as much if not more intense than the stress and effort related to training and running the distance.

7. 248-253: “So that’s kind of probably been the last thing I think I’ve done, sort of sponsored wise. Erm, and then like last year, I decided I wanted to do a challenge, this year. And, I do running, obviously I’ve done marathons before, and also thought I would do something a bit more extreme, and obviously doing it for charity, it’s a great, when you’re challenging yourself, it’s great when you’re doing, when you’re supporting a cause as well.”

For many individuals, challenging themselves is the primary reason for completing a challenge for charity, and supporting a cause and fundraising is an extra additional reason for them to take the plunge, on top of more self-centred personal reasons.

8. 257-267: “So I did it for a children’s hospice charity as well, which I have, er volunteered for and worked for previously... So, part, having worked there I kind of know a lot about it anyway. But they’re really good with the London marathon

runners, because they raise so much money through the London marathon runners, they do like a hospice tour. So, even though I've been to the charity. My husband for example, could look round the hospice, and hear from supportive Dads, and I think it helps when you've got a charity that you've either had first hand experience of yourself..."

Individuals often raise money for a cause or charity that they have first hand experience of. Providing tours involving beneficiaries is a brilliant way of helping those that fundraise to feel closer to the cause that they are involved in, and to feel more connected to both the charity and beneficiaries involved.

9. 271-287: "Either you're a supportive parent, or you've been to the hospice, and cause, I dunno, sometimes you see things and it's like, I want to run for... Oh that charity sounds good! And you don't kind of have a, you know, passion for it really. So it helped kind of giving updates. So with the London marathon I did training runs with the charity, and we did updates on social media, and the justgiving page when we visited the hospice, and that kind of, yeah... (G: That's so cool, thank you. Um, and sorry what's the charity called? I'm intrigued!)... So it's called shooting star Chase. So they're a children's hospice charity that cover surrey and London... I probably, I've probably volunteered for them for the last eight years? And then worked for them for about a year and a half."

Often those who fundraise for charity have been or would be interested in volunteering for the charity concerned.

10. 291-299: "And I think quite a lot of friends have kids, and obviously, we, one of the things we did to fundraise was do a quiz. And I played a video, a three

minute video of the family, and then a lot of parents sort of it put them in their shoes. Kind of what it's like to be them, how they coped... It's kind of a charity where everyone has... It makes them think I suppose. Rather than kind of a pet charity, people, kind of... It's a bit more niche!"

Creating communications that brought the beneficiaries to life helped prompt prospective supporters to put their hands in their pockets and donate to their efforts.

11. 304-317: "Um, so I think... So I moved, to Guildford, and I was looking to do some for of um volunteering. Actually no yeah, I'd moved to Guildford, wanted to do some sort of volunteering. And I'd heard of shooting star chase through work. At a radio station I work for... Yeah and, got involved with them a bit more. And, kind of with that, you can help out as much or as little as you want. So I would help out at events that they had. It might be cheering at the London marathon, or helping at a car sale or something. Um, and I think it got to the point where I was kind of volunteering about once a month, um, and I eventually moved out of radio, and then got job there in their fundraising team. So I learned all about it when I was working there, and kind of getting companies on board to support the charity."

There appear to be certain points in life where some people look for meaning in what they are doing with their life, and explore helping others through volunteering or fundraising. This can lead to deep and meaningful connections between the charity and the individual, often forged at formative stages in their life.

12. 319-328: "(G: Why did you decide to do race to the stones?)... So, well my sister did it last year! And it's kind of one of those sibling things, where if she's done it, then you can do it. Kind of a little bit of that. But a lot of people, I was interested in doing an ultra. I quite like the long and steady races. Love trail, and I just looked into it. And I read quite a few people's blogs, which obviously gave me the pros and cons of, you know, and obviously an ultra isn't, plain sailing, but the more I read into it on what people have done, the more I watched people's videos, and I was just kind of sold..."

Family and friends can be hugely influential in terms of persuading people to sign up to challenge events. Older siblings have a significant influence upon younger siblings in terms of sparking interest for a particular type of challenge or event.

13. 332-342: "The atmosphere and that fact that even though I was going to be doing it on your own, you wouldn't be, you know, on your own. And, there was a guy from... There was a documentary last year called mind over marathon, which was about the royal family. And there was a guy in that who did it last year. And he hitch hiked from I think Yorkshire to the start... And he completely missed the start, he was really late, but yeah he did like a video, which looked good, so um, kind of just hearing people's feedback really of how they found it."

Inspiration to explore ultra events can come from the rising quantity of ultra-related posts across social media, and documentaries and media exploring how people come to be involved in running longer distances.

14. 344-359: "(G: What were your objectives for the challenge?)... Um, to get round in one piece? (laughter). I suppose it was, to finish! One thing was to finish,

hopefully in one piece. And, to, um, enjoy it, and raise as much money and awareness as possible for the charity. So I did, um, I'm not somebody who normally likes getting up in front of camera. But I did, um, like facebook lives all the way around. And a couple of facebook lives um, sort of half way, I sort of announced to everyone that we were, I think kind of around half way, we were six p off our target, and we wanted to hit our target, so I did a facebook live. And then I did one at the end. And I was doing sort of social media updates... Because I thought, if I think, what I'm doing is a lot, obviously other people who don't do any running will think this is another level. So we made quite a lot of money on that particular, um, on that particular day."

The growth of reliable mobile internet and the proliferation of smartphones allows those that are fundraising to stay online throughout activities, such as training or the event itself. This brings a unique dimension to their fundraising activity, allowing them to update their followers 'live' and drive donations this way.

15. 363: "Um, yeah it was kind of, yeah. Push yourself, and hopefully finish in one piece."

Pushing oneself and getting out of one's comfort zone tends to be a key objective of participants in physical activity challenges.

16. 366-392: "(G: Surviving in one piece and raising all that money, how does that make you feel when you look back at it?)... I don't actually believe that I did it (laughter)! I keep looking back at photos going, did I, did I actually do that? Because it just seemed like a bit of a blur!... Yeah. It does seem a bit of a blur and I do have to remind myself. I haven't run since, because I slightly hurt my, my knee

on the way around!... (G: Oh god! It's the gift that keeps giving!)... Haha yeah!

That's the thing, you kind of think, did I actually do that? And then you stand up and remember that you did! So I did a sort of re-live video. So on my, my um strava app, you can then link it up to an app called re-live... And it then does, it recognises what pictures you took on the way around. And you're able to share it with people, and people who supported us. But yeah I kind of, it's sort of in denial that it actually happened! And then already thinking, hmm, would I do another one... Like, forgetting how hard it was. I'm kind of in a bit of denial really!"

There is often disbelief among participants about how they overcame their challenge, when they reflect back about the experience afterwards. Exercise and running related apps, as well as smartphones themselves, help individuals to capture and collect moments and information from the experience itself, which allow the to re-live the experience multiple times afterwards.

17. 394-411: "(G: Do you feel like, um, your efforts were worth it?)... Yes, definitely!... And it was only after the London marathon anyway, it kind of, seemed perfect timing, because my training plan for the London marathon started, well just before Christmas time. Did the London marathon, and then the training for the race to the stones kind of started after my marathon training. So I kind of had to ignore it for a while. Do the London marathon. Recover from that, and then go into my race to the stones training plan. So it was kinda good because I'd already got to the marathon level by the time I did the London marathon during my training... So yeah it was definitely worth it."

Certain running events can work well together, in terms of building up training and completing longer and longer distances as part of a greater running career – e.g. the London marathon and the race to the stones. Charities that are aware of this might be able to capitalize upon individuals that are keen to push further and complete longer running challenges after completing shorter distance races.

18. 412-444: "(G: What does doing these challenges, and you know. Participating in these challenges and getting them done mean to you?)... Um, I suppose it's a personal. It's setting yourself a challenge and actually, doing it. I think, and it's also one of those things where it's only down to you. In training, I'd try to enter long trail races, so if I had to do a marathon I'd rather do it in a race with other people, than on my own.... So that kind of, you've got that sort of, not support, but you're doing it with other people. Whereas on the day, you kind of actually think. Like on the start line it actually hit me, like it's all down to me. And I got a bit tearey, and emotional. Because... (G: It gets very real?)... I think it just hit me that the, I entered so long ago, and then suddenly I go oh my god it's today, and it's only me that can get me round. So I think it sort of. Yeah setting yourself a challenge, and achieving like, achieving the training, trying to stick to the training, and trying to stick to the plan, and I think kind of on the day, in the run up it's kind of 99% Physical. And then on the day, I'd say it's more, it's so much more mental. You've done all the kind of physical, you know, training and stuff. It's just getting that, um, and ignoring that person on the other shoulder saying you cant do it... Um, and like how you mentally break it down. So I ended up just thinking mentally of just making it to the next ten k, to the next checkpoint. So,

just saying to myself, I've got 80k to go for example. So you kind of learn about yourself and your mentality I suppose!"

Nerves and emotions can be running very high at the start of the challenge or race itself. The process of setting oneself a challenging goal, and then completing it, is incredibly fulfilling and results in personal growth. This individual believes that the training is primarily a physical challenge, and the event itself is primarily a mental challenge.

19. 468-489: "Um, so I suppose well, kind of things that stick out to me are kind of, the atmosphere of the event. So, you've got the checkpoints roughly every ten k. So you've got the people helping with the checkpoints supporting you, and providing encouragement. And kind of the atmosphere and hubbub of the people you're doing it together with... Um, and, um, like the kind of, because it's trail, it's also like the sights, and, like the sights that you get to see as you go around. I had a running cap on me, I had a running cap on my head, and every now and then I kept making an effort to look up. Because it's so easy just to look at the ground. To look up and look around me. Because there are so many amazing views on the way round. Sometimes I'd be like right I'm taking a photo. Um, and like when the sun was setting, it was probably about eighty or ninety k... And it's so easy to just get caught up in the moment and just think about, you know, what you have to do. And yeah also its just things like, the support on the way round was really good. So it was my first ultra, and it was great not having to think about the food that I'd take with me on the way around."

The 'atmosphere' and support related to this particular race appears to be a key feature of it for the participants. The nature of ultrarunning also appears to be less

hectic and more immersed in the outdoors, which gives people the opportunity to reflect deeply.

20. 493-508: “So I’d seen in advance that they were so organized with the food that they would have at each checkpoint. So apart from like an emergency bar, that I had on me, all my food I picked up on the way around. So I’d fill up water, um, say hi, and so they make it kind of really easy for your first ultra. Because I know some people they literally have to run with everything. You know, sort of, all the food you’ve got to run with. So, for a first time it was, you know, really good. And like if you needed help they had kind of. The medics were there as well. And we went back the next day to cheer on. So on Sunday we went back to cheer on people who were doing either it over two days, or that had done it non stop and were still going... And it was a great kind of, just a great atmosphere where people don’t just turn up, see their other half, and then just bugger off. They kind of, stay and cheer other people on.”

Being able to cheer finishers on after completing the event themselves is a great way of continuing to soak up the atmosphere of the event, to feel good and satisfied about completing it, and a way of feeling like an individual is doing something good for others.

21. 514-535: “(G: What did it mean to you to complete the challenge? And finish the race?)... Um, I suppose it was a bit kind of pride in a way, the fact that you question that you can do it... Especially on the start line. You kind of question that you can do it, and you do do it. And that, especially when you’re doing it for charity, you’ve kind of said, I’m gonna do this challenge, and raise this money...”

Obviously if you didn't finish, then you'd still have supported the charity, but you kind of feel like you've told all these people that you're gonna complete this challenge in aid of this charity... And, um, that, it's good that you've said what you're gonna do I suppose. So I suppose pride, slightly combined with disbelief, really."

Raising money for charity whilst completing a physical challenge adds significant pressure to the individual concerned, as their movements are visible and (to a certain extent) accountable to those that decided to support them. This both adds pressure, but also amplifies feelings of success and pride afterwards.

22. 537-561: "(G: How important for you was it that it was hard? That is was a difficult physical challenge?)... Umm. Well yeah I think it kind of has to be! Yeah well, if it wasn't hard then everyone would probably be rolling out 100k, everyday! Um, I think that's part of it. Especially doing something for charity, I could have done a marathon for charity. I probably wouldn't have done just the London marathon for charity, um, so um, it was kind of one of those things where it had to be a challenge for me, physically or mentally. Whatever I did... In order that, it made it easier for me to say to people to sponsor me, can you do this. Um, and, um, so, and this was something that I definitely knew would be as much, sort of physical as mental really. And I think that's part of it. We had some people that sponsored us twice. They would first sponsor us for the London marathon, and then when they heard I was, and then when it was nearing race to the stones, they sponsored me again. And I explained actually my fundraising page is for all three, but they were like yeah I wanted to sponsor you like almost twice... And people would sponsor us, yeah, twice, because they would hear how I was

doing at like, 90k, when I had to kill myself, so er, yeah, I don't know whether I've answered the question..."

Most individuals need to feel like their challenge is difficult for themselves, in order to have the confidence to convince those that they would like to sponsor them to part with their money. Completing multiple challenges for the same charity as part of an extended challenge journey can help some individuals to receive multiple sponsorships from the same people.

23. 572-602: "(G: Is that part of the appeal, you know the fact that it's physically difficult?)... Yeah, I think it is. It's doing something that, you've never done before, I'd definitely be interested in doing it again. Although, I think, obviously race to the stones I've done before, but it would be interested to do it, having done it for learning. So learning things like actually some of the stuff in my rucksack, I didn't need... Learning things like, um, I dunno, you just might do it slightly differently, the following year. You kind of know the course, and you know, kind of, I learnt things from reading people's blogs, from this time round. I 'd definitely do it again, you know, not for charity. Because I kind of feel like, you know I've done that kind of thing. But if I was to help again I'd probably do it as a volunteer. Because you feel like actually, I don't know, what ratio of staff to volunteers were there. But they obviously couldn't put on that event without the help of a lot of people. So, um, I would be interested in doing it, and seeing like the other side of it, as a helper... Um, because there were like some amazing volunteers that we spoke to. Even like the car parking people, who'd been there all day... Um, I think they get a free place off the back of it. But I think it's just interesting to be a part

of it, um, and help people, and kind of provide support. But yeah, I would definitely do it again, not for charity.

This individual would be keen to repeat her experience, but without fundraising for charity whilst doing so. This would suggest that the pressure and demands related to completing the challenge alongside fundraising for charity were significant and not all positive.

24. 604-619: "(G: How did you experience pain and effort throughout the challenge?)... Umm, at the beginning it's fine. Got to about thirty to forty k, and I started to think, this is getting a bit harder now. And I kind of worked out, I think at thirty k, it was three quarters of a marathon, and I suddenly realized, three quarters of a marathon is quite a long way, and, then again was thinking I knew my sister and my brother were at half way, and so I thought right, I've got sixteen k until I see them... So it was like a countdown to see them. And then, when I saw them and had pasta and stopped. They were like walk for a bit, to let things settle. And I was like no, I've got the buzz from seeing you guys, and ran straight off. And then it was just trying to count down every ten km."

Participants in distance events typically 'chunk' the challenge into different portions, tackling one chunk at a time. Rewards in the form of food, seeing loved ones, and other comforts, can help those taking part to stay motivated and positive.

25. 623-637: "So at fifty km when I left them, they were like well done, you're doing really well! And I sort of jokingly said to them, only forty nine km to go (laughter), and suddenly I thought oh god, this is a long way to wait before I see somebody else I know, finish. But then yeah you just think of every ten k as it

comes. But at seventy k, my knee started to twinge... Um, everything else was fine, I thought I'd walked more at that point. Because at fifty k it was like, I've never done anything over this distance in my life... The training you do, it's like a marathon at most. So when you get to fifty k it's like this is now unknown territory."

For many people, the distance that they are running will be the furthest they have ever ran in their entire life, and so after a point, their journey is into the unknown (mentally and physically).

26. 641-651: "But I probably kept running more than I thought I would. Walked up all the hills. But yeah at seventy km my knee started to twinge a bit. And when I got to the eighty k roughly, um, stop, it was in agony. And I was just like, I don't know how! I'll finish, but I don't know how I'll finish... I'll walk the whole way. Saw a medic, they weren't overly helpful! They gave me a painkiller and some cream. And, walking hurt, running hurt, going down hills was killer. So I kind of worked out that, if running is just as bad as walking, I may as well run."

This experience taught this individual how to cope with and manage pain and discomfort in order to ultimately achieve a precious goal. Many individuals experience significant suffering throughout their challenges in order to make it across the finish line.

27. 655-691: "And, I remember taking to my cousin when he rang. And I was like right, I've got four parkruns to go. Like twenty km. That's four park runs. And then at ten km, it was just that psychology of like, from now, I'm in single figures... So, although the sign says 90km, I was counting down like ten then nine

then eight. And even though my knee really hurt, it was almost like a race against the clock, because, it was starting to get dark, and I wanted as little as possible in the dark. So I was like, right, keep running, what if you... Just keep running. Yeah so it was kinda like just a battle through... Apart from that, everything else was fine, it was just a, my knee. Um, and there are some areas around ninety where it's really quite rocky and uneven, and you've got to watch your footing... Um, and so it's trying to get through that before it gets, um... Before it gets um, before it gets dark. So afterwards, I think the kind of aches and pains afterwards are what you'd get from a road marathon... So, sort of sitting up, and getting out the bath, ache... But my knee kind of hurt for about, maybe a week after... And that's probably just from being on my feet, being on your legs for so long... But yeah, just the knee was the main thing!"

Smartphone prevalence and the relaxed rules related to ultramarathons allow competitors to stay connected to friends and family during the event itself. This can be a huge source of motivation and strength at key moments. Aches and pains after the event itself are almost inevitable, and signs to others that the challenge had an impact upon the participant's body.

28. 697-719: "(G: Was it important that you shared that pain and effort with other people?)... Um, well actually I kept quite quiet about it. So on my facebook live, I did that bit just after 50km. Saying oh my god, we were 6p off my target, and now we've made it, thank you so much, and I put in an update, while wakling up a hill. And then at ninety km, I did an another facebook live update, and I think I said my knee is hurting, and adjusted the time. Because in my first video, I was like, I'll probably be done by 10. And in the next video I was like, I'll probably be

done by about 11! But I didn't want to kind of have like, sympathy, too much... I did say that it was hurting, but not like a massive deal about it. Um, I kind of was keeping, people who were there at various points. Keeping them updated about it, and my mum had said, you don't have to finish if it's really bad! And I was like, nope, it's not an option! Um, so, um, I fainted about an hour after I finished, a couple of times, and then again, that's not really something I made public with people!... I was like, wow, I'll just keep that quiet!"

Those who complete ultramarathons like to portray an image of themselves which is both strong and fit, and so dislike the idea of complaining without evidence of their suffering. People like to create a carefully curated image of an individual that is undoubtedly suffering, but will do whatever it takes to finish.

29. 723-725: "So with the weather, I think people knew how hot it was already. So with friends and family they were going, oh my god, it was hot, just, being myself on that day, let alone doing what you did."

Adverse weather conditions can have a significant impact upon how difficult the challenge is for the individual concerned.

30. 727-750: "(G: How did you fundraise for the challenge, please?)... So, I probably set up the fundraising page, quite early last year. When I signed up to, race to the stones, probably about September time, I set up the page quite early. So I know, if people do the london marathon, for example, they'll set up the page in October, do a lot of fundraising stuff, and then January, do a bit more. And so I kind of wanted to get ahead. Because I was like, oh the marathon people! So when I did sign up to the race to the stones, promote it a bit, then when I got a

place in the London marathon, I knew it was our wedding anniversary. Then my other half applied for a gold bond place. And when he got accepted we were like right, we'll merge it all into one, and kind of go like, look, we're doing the London marathon on our first wedding anniversary, plus, I'm doing my first ultra... And, we, you know, it was kind of the usual friends and family. So, emailing people round. My mother in law does dancing and singing, so she went round with little old fashioned sponsorship forms, to everyone in her kind of dancing and singing groups. And they'd never met us before, and did a little blurb about us, and got, about, seven hundred pounds for us, from that!... Which is, insane!"

Online giving platforms are an essential part of most modern fundraising campaigns, however traditional methods of sponsorship and collection still resonate with different demographics and certain generations. Creating opportunities for friends, family and advocates to fundraise on the individuals behalf can also be hugely effective, tapping into many different networks of prospective donors outside their own.

31. 750-775: "Um, and then we put on a quiz. Just hired a village hall. It hardly cost us anything to do... Just with food and stuff, and charged people for entry, you know, per ticket. Got some really amazing prizes, um, sort of, contacted local companies for sort of prizes that people might want to win. And then from that I think, once costs came off, it was about five hundred pounds... And yeah, kind of friends, family, colleagues, and then the other thing was, the charity was also really good at promoting people that they had, um, specifically doing the London marathon, so they got us to fill in a questionnaire about us doing, you know, whatever, and they did a video of some of the runners, on social media. And then

put press releases out on social media, to local, er, media to where you live. Um, so, targeted! So our story headline was like, you know, we're running the London marathon on our first wedding anniversary. Um and we got interviewed by BBC Surrey... Well bbc radio surrey. Um, so, um, that was quite good. So the story kind of got picked up, in a couple of places. Um, and, so I think the target we set out was three. We had to raise two to cover Graham's, um, my husband's gold bond place."

Creating a unique personal angle to a fundraising story can help individuals to convince others to sponsor them. Charities that get behind fundraisers by creating content about them can help people to look more credible to their supporters and prospective donors.

32. 779-792: "And I wasn't really sure if we would get to three, but I kinda thought, well as long as we get two, that's fine. And we did, err, about three thousand one hundred. I think! So we um just hit the target we were after... Um, but yeah, it's only kinda, there's only so many friends and family that you can ask to help you out. But you have to make a lot of effort. I'd loved to just have emailed people, and then you've made your target, but you kind of really have to make an effort. But the quiz was great. And a lot of fun, because there were a lot of people that kind of weren't necessarily aware of the charity, and we had a little video at the beginning, and people kind of said afterwards how, you know it hit a nerve a bit. And people had had like, they'd had a good time. Which was kind of what we wanted people to do. Have a good time, and obviously raise money."

A part of the challenge related to fundraising is hitting a target once all of the 'easy' donors have been targeted and donated. This requires creativity and

persistence. Finding a captive audience and emotionally appealing to them can be hugely effective in prompting undecided donors to reach into their pockets.

Creating fun experiences that bring communities together is also conducive to getting people to donate.

33. 794-820: "(G: Would you consider your relationship with the charity to be special because of your challenges?)... Um, yeah. I suppose I've kind of got a layered relationship with the charity because I've volunteered with them... And worked for them, and supported them. And I kind of almost feel like I owe it to them to have done a challenge? I mean I support them, I do events, like um, I do their like lottery thing, and regularly donate to them. But I kind of felt like I needed to do, it's almost like you can talk the talk, but you need to walk the walk. So it's kind of a bit like I felt like I needed to do something. And it was great because, um, at the London marathon for example, they afterwards gave us like a card, which was, um, handmade by one of the kids at the hospices... Which was great, because like, they'd designed it, and they'd got loads of staff to write little messages in it. So, staff that I did know, and also staff that I didn't know.... Which is quite nice for the charity to go, you know this is, they ran like eighty runners in the London marathon. It was quite nice for them to um, you know then to have done that."

Connecting with the charity in multiple ways (i.e. through volunteering, fundraising, and also through connecting with the beneficiaries) helps individuals to strengthen their relationship with them. Some people feel like they 'owe it' to a charity to support them and complete a challenge on their behalf. Connecting grateful beneficiaries with fundraisers can also have a huge impact upon them,

helping them to appreciate the impact of their efforts, and to form meaningful bonds with the charity.

34. 824-833: “So yeah and it’s great also, my husband also hasn’t had as much involvement with the charity. And he got to see kind of the support that they provide... Because they recognise that, doing the London marathon, and doing an ultra is, you know, a big thing. And they’re really good for you know, motivational messages, and setting up planning groups for the London marathon. And, doing hospice tours, so they kind of really do support them to hopefully achieve their event, but also achieve their target as well.”

Fundraising and athletic goals are intricately interlinked.

35. 835-856: “(G: Do you think, do you feel more connected to the charity because you did something physically difficult?)... Yeah, I think so. Um. Because I suppose I visited the hospice a few times for, working there. Then, it was a bit different going back to see it when I knew I was doing something to help them... Before on the job, if I had a hospice tour, I’d be trying to encourage like a company to support them. Whereas this it was like, this is actually down to us... And it also was, when you’re running a marathon, for example, there are gonna be times when it’s gonna be hard. And you remember, like, I dunno, a picture of a particular family, or a story you’ve heard... And it kind of helps, going actually, the pain I’m going through temporarily, for however many hours. Is nothing compared to what the family has to go through.”

Fundraisers who have a close connection with the charity that they are fundraising for, established through research, meeting beneficiaries, or first-hand experience of

their services, are more likely to think of these beneficiaries during tough times, and to use this as motivation. For many individuals, the thinking is, 'this might be tough, but its nothing compares to what the beneficiaries of the charity are going through'. For this to be sincerely felt, clearly the fundraiser must have a good working knowledge of what the beneficiaries are going through.

36. 860-883: "Um, so, um, yeah it's great just the support network I suppose. We got to meet quite a lot of the runners, doing the London marathon for example... And someone running the London marathon for example. Her husband also did race to the stones, I think just for fun. And I actually bumped into her, the day after... He did it over two days. And we bumped into her, and it was really nice. So it kinda went, full circle. Because we kind of also went to support... So it's kind of good to feel like you've had... Even though it costs the charity, like, millions to keep going every year. You know, you feel like you've helped, a little part of that... Not just the money, but also the awareness. Um, helping raise awareness of the charity."

Participants in difficult challenges feel as though they share a unique bond with one another, having shared the same effortful experience together.

37. 885-902: "(G: Was it important to feel like you had suffered?)... Umm, well ideally, it would be great if I didn't (laughter), I just, um, went round, you know, easy! But I suppose that's part of a challenge. If I could say that I was an experienced ultra marathon runner, then it would probably be really easy. But I think, um, ideally it would have been good to finish without any problem but I think, you know, if it had been without that. It's quite nice to have it where, it's a

challenge, and you do ache afterwards... And you do have aches and pains. And it kind of reinforces that it's hard. And I've done marathons before, and it's still... You still get the aches and pains afterwards. So it's kind of a good. Sort of like a reinforcement that it actually happened, and that your body doesn't actually like you for a short period of time. And for friends and family. And people that don't run, it's quite nice on the day after that people can see that actually, you know I'm struggling to get up stairs."

The resultant aches and pains related to finishing an ultramarathon help the participant and others to reinforce that what they did was physically hard and is therefore an achievement. Evidence that the challenge is hard suggests to friends and family and prospective supporters that the challenge is significant and therefore worthy of support.

38. 904-946: "(G: What role did social media play in your fundraising campaign?)... Er, so I did do quite a lot on social media. So I have a facebook account, which I use for just, personal stuff. We did a few, we didn't go OTT, but we did a few updates. So, it might be, we've just been on a hospice tour, and our sort of initial thoughts on that, or it might be like a little bit of a countdown. So yeah, facebook was really good to contact friends and family. I did email people, but facebook was kinda a really good way to remind people. And also thank people. So it was just kind of, we'd kind of tag whoever has helped us, and other people might see that and go oh my god I need to sponsor them. Um, and then twitter I use, purely for work, but again, I did like, updates on twitter, and linked in as well. So we kinda used all... Oh I did instagram as well. I think facebook was the key one. Because we've got the most, sort of, followers, from that. And then

on the day, I didn't have much signal for the first half, but for me it was like, company... Literally I had no one in front of me and behind me, so it was quite nice thinking, oh, there's someone at the end of this, video. And people would write messages, and, um, sort of do more donations, so, just off the back of, probably social media. Probably 24 hours after, we raised, maybe about 500 pounds probably? And, erm again, the second facebook live people were asking me like, how was your knee. Because I'd already mentioned it in the video. Um, so yeah it was a massive help. Because, you can put things out on social media, and people may not see it. Whereas if you're kind of emailing people constantly, it's just a pain. So we sort of did a little bit of emailing, and the rest sort of trying to plan social media really... Oh and also we planned the quiz through facebook... And so when we came up with the quiz, it was all done through it. We did like a facebook group, and because it was teams as well, people would like tag other people who might want to go, and they would sort of tag people in going, do any of you want to go? And that was super handy with the quiz."

Tagging others and involving others on social media is an effective way of increasing the impact of a fundraising campaign amongst those that may be interested. The proliferation of high speed mobile internet also allows people to post real time live updates on social media during training or the event itself, which can drive donations and increase awareness of the campaign itself.

39. 949-973: "(G: How were the activities relating to finishing it, received by your friends on social media? What was their reaction like one you'd finished?)... Um, so I'm trying to remember what time I finished. I finished about quarter past ten, and I probably didn't update... Actually maybe I finished about half ten. But, there

were lots of kind of. There were lots of people kind of messaging me, having seen the video, saying kind of, oh my god, have you finished yet! And like keeping time of the time to see whether I had finished before it got dark or not. And so I had a lot of messages, either on social media, or no text, having seen the video. And like someone said, a close friend of mine said they had cried after they saw the first video... It wasn't even bad or anything, it think they were just crying, I don't know because I was going through something hard. Um, so, and then again in the morning, quite a lot of people were asking how it went and stuff. So it's quite nice to say to people, oh actually I did do it! Because my last update had been at about ninety km... So at some point I'm going to have to go back to them, and like put them all into a document! So when I'm old and grey, I can look back at them. Some of them are really really sweet, and so it's nice to... Anyway it's awesome.”

Surprise and shock from friends is gratifying for participants, reinforcing to them that they have done something that other people consider impressive and difficult. These reactions from friends and family are taken to heart by participants, and often repeatedly read through at a later time and date in order to reminisce positively about the experience.

40. 975-990: “(G: How did all those reactions make you feel?)... Um, well you kind of. It's a bit weird, because you sort of think, oh well all these people have such sweet messages for you. And you almost feel like, not that you don't deserve it, but that you kind of, I don't know... Obviously you're doing something that's hard, and a lot of people kind of haven't heard about the charity before, that you're supporting. And it was kind of, quite um, overwhelming a little bit. So when I did the facebook lives, I wasn't looking at the likes that were popping up. I was just

looking into the camera or where I was going. So it was only afterwards that I got to look back at them. And also, I was quite lucky in that I didn't have any signal for the first half really, and in the second half, after the halfway mark. I was able to sort out my internet, so, we, it was just perfect timing because if it was up a long hill, and I was walking, I'd get my phone out and be like, let's look at any messages that people have text me or any messages and stuff."

Messages of support and encouragement from friends and family is hugely motivational for participants, and the proliferation of high speed mobile internet and social media allows for this to be done remotely, live and in real time.

41. 994-1005: "So that was quite... It kind of gives you a bit of a boost. So, the funny thing is, if I did that race again, and not for charity. I might not shout out as much, and obviously wouldn't get, as much support and encouragement stuff. So it helped getting messages through and kind of, reinforcing that you can do it and um, 'you're crazy', and that sort of stuff. Because it kind of connects you with the other side of the world. Because after the 50km bit, it kind of does die down a bit. Because the majority of people do it over two days... So it's just quite nice to kind of connect with people, um, that you kind of know and love, and um, reinforce that you can, get round I suppose!"

The charity element of a challenge attempt allows individuals to feel more comfortable in self-promoting their efforts, and results in increased interest and positive feedback from their social networks. What can be considered as 'raising awareness of a charity' is not seen as bragging or shameless self promotion.

42. 1007-1021: "(G: How do you feel when you see your peers fundraise on social media?)... It depends what they're doing. Sometimes I think they're crazy, err but, yeah I suppose what they're doing, and, who they're doing it for. Sometimes there are causes that you know are really close to that person's heart. So, like a friend of mine, er, really, er, she had a baby about eight weeks, ten weeks early. So she fundraised for bliss, which is a charity that supports, premature babies. So, sometimes, if you know a friend has a real kind of experience, they've either been supported by that charity or kind of experienced a similar thing... You sort of have... You sort of kind of want to support them even more I suppose."

Fundraising campaigns that are emotionally appealing are more likely to persuade individuals to donate than campaigns that are devoid of this. Friends are happy to support other friends, especially if the cause which they are raising money for is particularly close to their heart, and might have caused suffering or grief in the past.

43. 1025-1042: "But I dunno. We kind of go through phases where people do stuff for charity. Um, yeah I always think actually... I never think kind of, oh, did they support me or not. I try and support everyone... Like a friend of mine did a twenty four hour challenge at the weekend. And she contacted me after the race to the stones kinda going, asking me tips. And it's quite nice kinda going oh, I can help! And I was able to offer tips about nutrition, lots of stuff. And, um, and then also support, support them financially to support the charity as well... So I kind of always try and think, it's not always me me me, it's also supporting other people and their challenges, regardless of, like someone doing five k, might be just as

much of a challenge as someone doing a marathon. It's all relative according to their fitness and things like that really."

Social circles recognise that all challenges are relative, and that the determining factor is often how far outside one's comfort zone it is. Being asked for advice by friends, the charity concerned, or others, is also pleasing to people, and makes them feel as though they are respected and looked up to.

44. 1044-1059: "(G: How significant was the validation of other people to your feelings after the event, do you think?)... Errm. I don't know. I don't know really. I suppose, people, I suppose some people thought I was a bit crazy and were concerned about just, are you ok. Um, and so like my little sister was quite concerned and was like how're the legs, but then you tell other people that you're talking to, and I talked to a colleague earlier, and I said, yeah I've done an 100k. And I was introduced as, yeah she ran an 100k the other weekend. And I feel I have to say actually I didn't run the whole way. And she said, oh, did you get injured? And I said, no I didn't get injured! It's just physically you cant run, well I cant run that far. You have to walk up hills and stuff. It's funny how people react in different ways... A lot of my running friends..."

Those that are involved in the endurance realm quickly become used to the scale of longer challenges, and de-sensitised to feats that others might find shocking. Being thought of as 'crazy' or 'mad', and having others concerned about their welfare is also something that people find quietly gratifying.

45. 1063-1074: "Well I ran probably 90% of the way. But I feel like I had to explain that I didn't run all sections, like I ran the entire way, but I did that very

slow. Like fourteen hours is a slow way to run the whole way. Um, yeah I kind of, felt like I had to play it down sometimes. Like it was really hot that day, but I said, yeah it was hotter on Sunday. But yeah a lot of my running friends, who I think have a lot of, um, well most of them have done marathons and so even they thought it was a bit, um, a bit extreme... But yeah they were just sort of a bit more caring about, um, you know, how I felt, the day after really.”

There appears to be an awareness that the messages sent out during fundraising must be tailored to fit the audience, in terms of how impressive the feat may be to them, and therefore how much the individual feels like they are able to brag. For example, this ultramarathon might not seeme hugely significant to seasoned ultrarunners, but will be mind-boggling to the average 5km runner. Individuals are keen to gain acceptance within a new community by appearing to ‘take it in their stride’ but also big-up their achievement amongst acquaintances that are not as familiar with longer distance running.

46. 1076-1095: “(G: Do you think the difficulty of the challenge helped you to raise money from other people?)... Um, yeah, I think ninety nine percent of people have never done anything like this before in their life. If not more. So I think people kind of, put into their shoes, well I’ve, I mean most of them haven’t done a marathon before... Like, most of them, if I was to, maybe do a challenge 10km, people know well I’ve done 10km before, it’s not really much of a challenge. So I think people translate it to, well I would never do anything like that, it’s crazy, of course I’ll sponsor you. So yeah, I think that’s probably the mindset of people that have, um, and that’s why it’s good when you give updates on the way round. Kind of like I think at 90km, I was like I still have ten km to go,

and it's nine o'clock at night! And it kind of reinforces how long it's been going for... So they just think you're mad, really."

Reinforcing to friends and followers the extreme aspects of their challenge in contexts that they can relate to can help followers and donors or prospective donors to understand the scale of their challenge better. For example, splitting the race up in 10km increments, and then posting after each of these. Playing to the narrative that an individual is crazy can also help drive donations. For example, showing less than positive footage of injury, running at night, or other less savoury aspects of the challenge.

47. 1097-1114: "(G: Is there anything you think the charity could have done to make your experience any better?)... Ohh. Umm. I don't think so. So it kind of helped... Obviously it was a two pronged challenge, so, the, London marathon I think they do so much for the runners, because they have so many people doing it, and it raises about two hundred grand for them... So they put a lot of time and resources into like planning monthly training runs, um, and to doing hospice tours, and, things like that. And they do a coach to the start. They try and make your kind of journey as kind of easy as possible, in terms of getting to the start line. And like motivational messages, they do like the facebook group for people that are doing their challenges, regardless of whether or not it's running or cycling. So like tips online and stuff. So I suppose for the race to the stones, I was kind of the only person doing that. So you're not gonna get the same..."

Personalised attention, and finding ways of making each participant in a mass event feel like the charity is paying them special attention, and that they have a special bond, increases attachment between the participant and charity concerned.

Online communities of like-minded fundraisers can be a huge source of support and encouragement Many fundraisers are aware of the costs involved in supporting them by the charity, and do not take the support that they're given for granted. .

48. 1118-1132: "You're not gonna get a duplication of what they do for the marathon runners. So I was kind of getting countdown emails sometimes... Like '100 days to go, we hope it's going well! Let us know if there is anything else you need. And then when I got close to a target, they'd say like, oh, so close to your target. What can we do to help. And then sort of tidbits of information about the charity and stuff. And then sort of individual members of the charity would sort of contact me saying, kind of good luck and stuff. So I'm not really sure, yeah. I suppose, unless they had a mass amount of people doing that race, that would raise loads and loads and loads of money, they wouldn't necessarily mirror what they were doing for say the ride London or the London marathon. I think they were really supportive kind of the whole way through. Especially as it's just me the whole way through. You just kind of forget! Because the charity has to raise ten million, and I raised three grand. You do just sort of, if you get one person doing one person doing one crazy challenge on their own. So it was good that, regardless of that, they were really supportive kind of in the run up to, and after."

Many individuals that raise money for charity recognise that supporting them requires significant resources from the charity concerned, and hugely appreciate the effort and labour intense personalized approach, and that they feel like they are a part of the charity's future and success.

49. 1136-1147: “And we had the quiz. As well. Um, we, used... They’ve got like a section on their website where you can like make posters, but they’re already... Basically you like add in the date, the location, and it’s all branded with the charity stuff on there. So we used that a lot. The resources were really useful. Also for the quiz I’d contacted them saying, have you got any branding we can borrow. And so we had pop ups and like collection cans and tins and stuff. So they were really helpful in trying to facilitate things whilst we were doing it... And obviously I was doing it wearing the charity vest as well. Which was really good.”

Resources provided by charities for community fundraisers can be hugely helpful in improving their fundraising efforts, especially where individuals might have hit a plateau, or be struggling for ideas.

50. 1149-1192: “(G:How about the event itself, the race to the stones. Is there anything they could have done, to make it better?)... Err, I don’t think so. It was quite interesting chatting to people on the way round, you know have you done this before, is this your first ultra. And I did chat to one guy who sort of picked up something that they could have improved on. But they’re silly little things. That you notice at other events. And because you notice it at another event then you think, oh, that could be really useful. But stupid little things. So like, the pit stops were roughly between eight and twelve km. They were meant to be every ten km, but ended up being between eight and twelve km. And um, obviously most of the food was there. And like I for example, wanted to make the pit stops as quick as possible. But I’d have to tell myself that five to ten minutes at every pit stop doesn’t sound like much, but times that by like nine or ten pit stops, that’s then,

quite a lot of time... So I'd literally run into every pit stop, fill up my water, um, grab food. If I needed to go to the loo then go to the loo, then go. And walk while eating... And I found things, like stupid little things like, you'd finish eating as you were walking, and then there's no bins. And it sounds really stupid, but you've got your rubbish, and it's like ok, I'll just put it in my bag. Whereas I did do a race. I've found quite a few races where they did little water stations, and then like say, a few hundred metres down, they'd have like a bin bag, where some people, have had, they've had some bottles of water, want to get rid of it, and they'll put it in the bin bag. So it's little things like that where it's like, oh, I'll put it in my bag. Yeah, nothing else I can think of really... The distance to the pitstops early on. Sometimes they're like 8km difference, and then it seemed to be more in the second half they're like 8km twelve km. And like, that extra km, um, massively helps... But I thought it was really organized. I suppose because it's my first ultra, I can't really compare it to another. I've helped at one before. I volunteered, I volunteered at a marsh pitstop. And it was so much more organized than that. But I think part of it is the size. It's massive. Thousands of people doing it. So yeah, it's really well organized."

Minor issues with the Race to the Stones include the lack of rubbish bins soon after aid stations, for the resultant rubbish that individuals produce after consuming things at the aid stations.

51. 1194-1219: "G: Did your relationship with the charity change because of doing these challenges?... Um, well no. I suppose I felt a bit more connected to the charity, maybe? Even though I worked for them and volunteered for them, it's quite nice that you're doing something to help them that is... So previously,

I've helped at an event, or I've tried to get corporate partners on board, whereas this time I was helping by raising money, rather than getting someone else to do the work. And I think, yeah, the support from people, because, I don't think anyone that works at the charity would probably do anything like this. Sort of, type of challenge. It was nice. And I think, with the support they provide, you kind of feel... Although they provide that kind of support to everyone that does the challenge, um, it's obviously kind of a different level if you've helped out with them volunteering. So yeah, definitely a closer connection I suppose... I'm kind of thinking are there any other ways that I can help, rather than do another.

Probably wouldn't necessarily do another fundraising thing soon. But there must be other ways to help. To help raise awareness, or, um, you know, sort of, little things that don't. Little ways that you can do to support the charity. So they've got um. They've got, charity shops, so it's things like, right ok, rather than donate things to a different charity shop. Maybe focus on things that can be given to them And, if someone is looking to support a charity maybe putting them forward and stuff. So yeah, I'm just thinking how, yeah, other ways to support them in the future."

Many individuals that fundraise for charity through physical activity events feel more connected to the charity concerned afterwards, having forged close relationships with both charity employees and an emotional connection to the cause of the charity.

52. 1221-1250: "(G: Do you think you've changed as a person because of your race to the stones experience?)... Um, I suppose... Hmm... I dunno. I suppose it's more probably having belief I suppose? It's easy to kind of talk down, your

achievements. I suppose. So like with running, with the marathon, the goal time I set quite a bit slower than I thought I would do. And I was never really like, actually I can run faster... So I suppose it's that belief in... You say you're going to do something and you actually go out and do it. It's kind of having that challenge factor there that mindset. Which maybe can be transferred to work. So it's like, sometimes you might have doubts about your ability... It's kinda like saying actually, it's kinda self, self-belief really.... And then hopefully, any future races that I do will be, so much easier (laughter). Hopefully!... And, I suppose, if you're... I'd love to do another one. So it's kinda keeping my eyes open to... If I was to do another one, ok, what did I like about race to the stones, would I want to do that distance. Duh, duh duh duh, duh duh duh. So it's definitely opened my eyes to the ultra. The ultra marathons.”

Some individuals report changing as a person as a result of their physical activity fundraising experience. These changes can include increased reported self-belief and confidence, which has a knock-on effect upon other areas of life, including employment and social life.

53. 1256-1268: “So the weird thing. So I ran with a lady for maybe the last five... No maybe ten km. So it was really narrow and rutted, and so I was on my phone updating my other half, and my mum, to kinda go, I've got 10km to go. Because they wanted to know, you know when I was finishing. And my sister was tracking me. So I kinda went past me, and she went oh, are you ok. And I went, yeah I'm fine, I'm just updating people. And then I thought actually, she was struggling with blisters, so we kinda ran together for... We kinda ended up running together. It's quite nice because we kept each other going. So, my knee

was really hurting. Her blisters were really hurting. And we were saying, oh, who have you got waiting at the finish? And she had her kids, and she wanted to walk and I'd be like come on, it's soon. Just tryna keep each other motivated. Um, so it was really nice when, we were getting closer to the finish. And it's quite frustrating because, um, I don't know if you know the course, but it kind of goes back on itself towards the finish?"

During physical activity events some individuals form strong bonds with other participants, who by virtue of their mutual participation, have a number of things already in common. Chatting with others can help pass the time, and be a great source of strength and encouragement. Modern technology and developments in mobile internet allow supporters to track participants and communicate with them in real-time, removing (to a certain extent) the sense of isolation and solitude that traditionally existed in distance running experiences.

54. 1272-1285: "Yeah so you get to about two km to go, and you get to this lady. And she says, you're gonna run past me, um, and then you're gonna run round some stones, come back along the road, run past me, go back into the field, and then finish. And I kind of knew a bit about that beforehand. People had warned you. Yet it's still horrible. So you see all these people coming directly towards you, that are running to the finish, and you're facing them and say, how much longer have I got left. And they say four hundred metres to go, before you turn around. And it's like, brilliant. And then about one hundred metres later, we said to someone else, how much longer have we got before we turn around, and they were like, five hundred metres. And it's like, right... Um, so we kind of kept each other going I suppose, to the finish, um, and then yeah, kind of closer to the

finish, when we approached the finish line, it was just a relief thinking, oh, we've actually done this. We've completed it! Um, and then afterwards it was kinda like, yeah, go to the loo, get a drink, I was like, I must have some form of alcoholic celebration."

Certain particular moments and memories in a challenging physical activity journey have a privileged position in the memory of participants – for example the start and end of the race.

55. 1289-1318: "And then also just go to the finish. To sort of soak in... To support other people. You feel you should support... You don't wanna just bugger off and go to where you're staying, you want to support other people. And then we went back to the stones, um, so the finishing part on the stones, but you do kinda go round it. So we went back to the stones to kinda have a finishing photo of the two of us there, and then went back to where the two of us stayed. So, it kinda didn't sort of sink in properly until the day after I think... And then yeah I fainted a couple of times before we got there... You suddenly go into like, suddenly go into practical mode of like, right, I've burnt about eight thousand calories, I need to eat quite a bit before I go to bed. I need to drink... You kind of almost go into, recovery mode really quickly, of trying to, like what I can I do to a, clean myself up, but also, try and help my, you know, recovery process I suppose. So it's probably only really the morning after it kicks in, and you start going through messages you've had. Maybe overnight and you've not had a chance to reply to. Um, and then um, and when you see people throughout the week, like friends and family and stuff, you kind of get to relive it... And tell them all about it really."

Completing challenging physical activities for charity results in a huge spike of social interest in individuals from friends and families, and allows them to re-live their experience again and again for their benefit.

56. 1322-1324: “Yeah it’s weird. I kind of cried at the start, I thought, oh if I cry at the start, maybe I’ll cry at the finish, but then I didn’t. I dried up. Probably , too hot (laughter).”

Physical activity based fundraising activities can be incredibly charged, with participants reporting being overwhelmed with emotions at certain points. This can include tears, gratitude, elation, and frustration. These extreme emotional reactions serve to create vivid memories and enhance the richness of their fundraising experience story.

57. 1326-1348: “(G: Would you say the experience has influenced your self esteem at all?)... Um, yeah, I suppose so. Yeah. Because I suppose also, a part of it is, is the belief you get from doing it, but also, shouting about it as well. So, saying to people on social media, which I’m not really very good at. You have to say on people on social media, I’m sort of, training doing a video, I even did that through, I’ve never done facebook live before, so I recorded, what I thought was facebook live, and then realized, I think I had to press the button twice, and I did what I thought was a video, went to press stop, and I was like, oh, I haven’t even recorded!... So, um, yeah, it’s kind of not feeling... Yeah, feeling like you can shout about it and tell people, and annoy people! Straight away, like a few days later, I kind of wanted to go back to people who supported us, whether it was back in September, or the day before, who had shared pictures, because obviously it’s all

very well doing something sponsored, but it's nice to acknowledge... The fact that I did this, this is how it went, this is the result and stuff. So I tried to kind of do that, as much as possible."

Completing challenging physical activities for charity has a positive influence upon individual's self esteem, increasing self belief, and encouraging them to be more comfortable with promoting both themselves and their activities to others both in person and on social media.

58. 1350-1392: "(G: How important would you say validation is to other people throughout the attempt?)... So I suppose... Because my phone didn't really work throughout the, well, I didn't update to... I had like a whatsapp group with my husband, my mum and my sister. Um, so, my husband was gonna be at the start finish, my sister was gonna be at halfway, and my mum was gonna kind of show up sort of ad lib... So I did a kind of update at 10km, at the first pitstop, or maybe the second pitstop. I think. And then I did updates every checkpoint, I think. But because there was no signal it just kept bouncing back... So I kind of felt, it was weird, like they don't know if I'm still going... And also my sister was at the halfway, but she has no idea when she's going to get there... And it was a weird feeling of I cant, like communicate with anyone. And I tried to texting my sister, it bounced back, I tried phoning her, it bounced back, and I was like right, I'm just going to rock up at halfway and hope, that she isn't gone. So it was only the halfway, the halfway point really that I had seen my mum who had come to surprise me, and my sister. And kind of being able to chat to someone, and kind of get back to... I dunno. You're kind of on a high and feel like you're talking, gibberish!.. Then, you sort of then get back into it again. Um, and then started

chatting people on the way round. Like, the volunteers were really good. So I suppose people just validating, you know, you're a little bit crazy, and look after yourself, really. That was kinda what people were saying... without a phone, I think it would be hard. Like, I wasn't on it all the time, but especially if you're walking up a hill, I was like, I may as well look at my phone whilst I'm doing it, and sort of take a picture or something... So I don't think it hindered me, I think it sort of helped, seeing people's messages."

Individuals draw significant motivation and reassurance from the validation of others to their efforts online. Moments that are punctuated with meaningful human interaction also appear to hold a privileged position in the memories of participants, with those that supported either remotely or in person being hugely appreciated by the individual concerned.

59. 1404-1447: "(G: How did doing the race to the stones make you feel in your friend groups?)... Um, it was interesting, because I've got kind of different friend groups... So I've got kind of my running club friends, friend groups, or people I used to know from running. So I've got my current running friends, my old running club friends. I think a lot of them hadn't done a marathon... Had done marathons before, but not ultramarathons. So they kind of got the... If I uploaded the run to strava, for example, they'd see it and be like, actually oh my god, your pace... You know, they'd look at my average pace, that included walking, and included the undulation, and be like, they'd be a bit more kind of, um, they'd know a lot more about the race itself... So yeah, like, running in the heat, and pacing, and how do you run and eat, and how does that work... So they then, I suppose other friends who were like non runners, were more like, if someone

said to them, oh I struggle doing a 5km park run, how did you do that, however many times... So, it's yeah, it's kind of an interesting thing where people who don't run, think you're really mad. And people who do run think, oh wow... But yeah, it does sort of open up conversations about, oh how was it? And they're intrigued as to sort of, you know, how it went, and it sort of opens up their eyes to potentially doing ultras themselves. So yeah a mixed reaction from people. So my mum, she used to run, and she said, you don't have to do it! And I was like, no! I'm gonna do it and if I have to walk I will. But it was interesting talking to people as I ran who said, oh, ive done this run, and you get to kind of know. You get to have mini chats with people. Like sometimes people would walk, up a hill, and I'd walk with them and we'd chat, and then I'd wanna run, at the top. And sometimes we'd just end up leaving each other. We'd sort of flip between people."

Different friend groups perceive the scale and nature of an ultramarathon challenge to be different, depending on their personal circumstances and experience. This results in the individual who is fundraising to tailor how they explain the challenge differently to each group. Ultramarathons typically require runners to run more slowly, but for longer, which results in a different sort of challenge to a shorter race, which some might perceive harder and some might perceive easier. Running an ultramarathon provides opportunities to meet like minded individuals, and connect with them as they run, resulting in feelings of camaraderie, belonging, and the feeling that others 'understand them'.

60. 1453-1485: "(G: How important was it, where your fundraising efforts fitted in with what they do? Are you quite a competitive person in terms of, challenges

between friends and fundraising amongst your friend groups?)... Um, I'd say I'm quite competitive in sport. So if I'm gonna race as in, I know I won't be first, but I know there's a lady in front of me and I want to overtake her... So I'm competitive in sport, but probably not so much between friends I suppose... I probably have less belief in myself sometimes. But, yeah, I suppose I don't really have that much to compare it to. So if I had another friend doing lots of fundraising there'd always be that, oh, can you beat that thing they just did. And, like, my sister did it last year and didn't fundraise for charity, but a part of me was like, I'd quite like to finish before then... Um, so, um, so was not competitive, but I did think, oh what time did they do, oh they did that time, um, so, um, yeah. So, I tried to do a bit of reading up into how other people found the experience that they did, so that, sometimes people have a lot of learning from doing the ultra, and I kind of wanted to do well in my first, so... My sister for example, said, take a spare set of clothes, so you can completely change halfway through, and other people would just be like, take a spare set of socks... So you kind of learn, to pick up tips from other people I suppose."

Many participants research their challenge extensively online before taking part in the challenge, seeking out information in easy to access place from others that have taken part in the past. Subconsciously or not, individuals like to feel like they are doing better at achieving their own personal objectives better than their other social contacts, whether beating them outright, or simply having more admirable goals based on their circumstances in the first place.

61. 1487-1507: "(G: Do you feel like the challenge was outside your comfort zone?)... Yes. Up to halfway, no, but the second half, yes. I think the thing I

learned from ultra training was the things that are different for an ultra from what I'd call normal running. When I say normal running I mean up to a marathon. So when you're training for a marathon, you might run with gels or energy beans, or whatever. For energy. But with an ultra, unless you're gonna win it, it's more food. So actually, it's saying, I hate, I normally leave two hours after eating a meal, before I go for a run, so it's going, have a, cereal bar, or a bar, whatever it is made of, and try and run quite soon after. So it's trying to practice the nutrition side of it. Running with a rucksack. Not even a phone normally. So it was like, training with a rucksack, with some equivalent stuff that I'd take with me... Sort of, similar, forms of races. So like several of the races I entered with the running club were like road, cross country. So it was like entering races that used the trail. So if I had to do a marathon that weekend that was a trail, can I find a trail marathon. With my bag, and all the kit need on raceday. So I can check there isn't any chafing, and I know where everything is."

The time spent outside and participating in an event (with regards to ultrarunning) requires a different approach to road running, in terms of managing being outside and on ones feet for longer. Those who take part in physical activity events for charity appear to enjoy telling others about their experience, and relish the shock and admiration that others have for them. A huge amount of learning related to distance running events takes place during training and the event itself, which individuals enjoy sharing with others (and being looked up to as a source of wisdom).

62. 1511-1535: "Um, like walking. For training. I never consider walking, ever in a race. So, suddenly having that mindset of, right, as soon as there is any form of

a hill. Walk up it, to conserve energy. It's not because you're being lazy. It's to conserve energy. Yeah, and, um, so it's kind of learning. It's varied. And it's sort of a steadier pace when you're running... More steady than what you're used to for a marathon... So it's kind of... Even though it's running, it's quite a different experience. And trying to smile as well! Like normally in a race, if I have someone taking a picture of me, like a photographer, I look awful afterwards, I'm not really paying attention. But this time I was like, no, I'm going to try to smile in most of them... Or like, at least pretend that it's enjoyable. Because it's a photo that I will definitely want to keep. Um, so, um, yeah it was just quite nice to think, oh, I want to pick that person up in front of me. Or, oh, I'm fifth lady or whatever. It was just like get round, and not really think about the time. I only really thought about the time as in, I want to try and finish before it's really dark. It wasn't, I'm gonna finish in a particular time. So it was quite, yeah a different mindset."

Goals related to ultramarathon challenges appear to be more general than those for shorter races, because the experience is more of an unknown, and simply finishing seems to be valued as such a great achievement. Photographs and artefacts from the day are hugely important to participants, who want evidence of them completing their challenge to share on social media, with them looking good in those pictures. These lasting images are highly emotionally charged for participants, and have great value as social currency online within social networks.

63. 1537-1556: "(G: Are you keen to do something similar again?)... Yeah. Yes. So afterwards, at halfway, I said I hated running. Because, other things are so much easier. And, at the finish, I was like no, never doing anything like this ever again. But then afterwards, on the day after, you end up going, well, what if, I had

perhaps stopped to see a medic at that point. What if at the halfway point, I had been a little bit quicker. Um, I wonder if I'd refueled a bit more... And you end up thinking, could I have done that quicker... But I don't know if I would end up doing race to the stones again, just because I've done it before. So again, I might look to help at race to the stones. But I'm definitely interested in looking at, an ultra, at some point. Um, er, yeah, so it's quite easy to forget the training that you go through, and the aches and pains... But I guess you focus on the height, the highs of it rather than the lows of it, so no, it hasn't put me off."

Many individuals report saying that they would never complete a similar challenge again when asked during or directly after the challenge itself, but soon after (once the aches and pains have faded), reported considering doing something else again. Clearly positive memories are more readily stored and accessed than negative memories related to the event, suggesting that the glory remains whilst the pain fades, and that most participants are inherent optimists who look for the best in the past.

64. 1558-1570: "(G: What would you say you were left with, after you had finished?)... Er, a hurt knee, I dunno. A massive sense of achievement. Especially because you've done it on your own. When you're running with someone, obviously you've got that thing to keep you going as you're running round, and stuff, but it's kind of that, you know, you did it on your own. And yeah, just massive, sense of achievement, and pride. Yeah pride, but also, achieving the target you set yourself... You know, fundraising wise as well."

Completing ultramarathon distance races often requires more self-motivation and determination than shorter races because the distances are longer and there is less readily available support surrounding the runners.

65. 1572-1605: "(G: What would you say the next challenge is in your life?)..."

Hmm I dunno. I've got some... Probably the next lot of races I've got are probably September time. It seems like ages away but it's actually not. I wanna say a trail half? And a trail full marathon that I did last year in September, that I did, loved, and want to do again.... But I am looking to, have something, I don't know what, to aim for. I don't know whether it will be a road marathon and try to get a time I've always wanted to get and not got, on the road, or, have another ultra. So I'm er, I'm yet to decide what the next challenge is. You kind of feel like you want to maintain it. Like I was going to go running today, and test my new lights... Well it's hot I probably wont. Probably tomorrow, I'll take today off. But you kind of, feel like. It's like a bit like the London marathon. I ran, twenty minutes further than I wanted to, the weather was horrible. And like most people said that most people ran like twenty minutes to thirty minutes slower. And I was annoyed, because I really wanted to do a particular time, and I didn't. But I'd quite like to do another marathon within like one two months, because you've got that training, and all you need to do is maintain it... So yeah, I might look to do... I've definitely got a marathon this year on trail. But it's mainly down to the fact about whether there is an ultra, of interest, here before Christmas. But I don't like really going too much over the winter. Like long. I wouldn't want to do an ultra in the winter. It would be more layers, and getting wet, so um yeah, seeing if there

is anything else out there before October, if I was looking to do an ultra. Or a road run. Or maybe next year.”

Many individuals are at a loss as what to do with themselves after completing a significant physical challenge that they have been working towards for many months. This leaves a void in terms of what they do with their time and what they mentally focus on.

66. 1607-1633: “(G: What are some of the most vivid memories that you can remember from the day? The race to the stones day?)... Umm, Oh no it’s fine! Um, probably crying at the start line. And just contemplating the enormity of what I was about to do... Um, the halfway mark, where, around halfway, my sister and my other half were there. And I could here my mum shout at me! And I was like, oh, my mum’s here. Um, that was a nice surprise. Seeing the sunset go down... That was amazing. While I was running. And I was going, oh my god, how much longer have I got in the dark. And, the sign saying like a kilometer to go. And I remember seeing a sign saying 90km. And thinking, that’s like two park runs. Only ten kilometers to go... Um, and seeing my other half, um, waiting at the finish. Also like landmarks along the way round, and, crossing the finish line.”

Major moments in terms of vivid memories related to challenge events appear to be the start, finish, and any moments involving loved ones or particularly profound social interactions. These can all be highly emotionally charged and points of focus for the participants. The less experienced the runner, the more significant these memories appear to be.

67. 1635-1666: "(G: What was like actually, crossing the finish line? Was it emotional?)... First of all, you run back on yourself, so, for about 2km, you kind of, run along a road... Round the stones, kind of, back along the road. So the first time you run along the road, people are running past you to get to the finish. When you then run round the stones, you're then running past people, who've got further to go. So the psychology from either side. But you like run round the field, see the finish, speed up, you're running like half a square, you've got your head torches on at that point. And you get towards the finish and it's all lit up, with flags. And I remember saying to the lady. Ah it's the finish! And she just turned her head torch off, so we didn't have the light on, in the photos... And I remember saying to them, where is the exact finish line, because you can see these lights and flags, but you don't know where the exact finish line is... Um, and, so, yeah it's amazing. Crossing the finish line. Getting the medal, and you're kind of a bit like, you're not really sure. Yet you have this energy, and, you're kind of, you feel like you need to, um, you're filled with adrenaline I suppose. And it's just a weird feeling. And, there's a bar as well... And everyone was like, the bar's still open! And I was like, I could really do with an alcoholic beverage."

Individuals that participate in challenging physical activities for charity are increasingly aware of how they will look in photographs afterwards as they make themselves around. Immediately after finishing the challenge itself, adrenaline levels are incredibly high.

68. 1668-1690: "(G :Would you describe the challenge as a life changing or a life affirming experience?)... Hmm. Yeah probably. Because I suppose. Yeah it's the hardest thing, it's probably the hardest thing I've ever done in my life... So I was

chatting to this lady, and she was telling me, talking about her kids. And obviously I've never had kids before. But I was saying, I would put this, this is the hardest thing I've ever done. So if I was a mum I would probably put childbirth above that... It's probably the hardest thing I've ever done. But that's probably. It's both physical and mental. Um, so, yeah it's kind of two in, two in one. But that's what I thought it would be... So um, you know it was like I suddenly went, oh my god, that was a real challenge. It, it turned out to be what it was."

For many people, the physical activity that they complete for charity will be the hardest thing that they have ever completed in their lives, which increases the significance of the activity to them hugely.

69. 1692-1710: "(G: How do you think the fact that you ran it or charity influenced your experience?)... I think, there was good and bad about running it for charity. There was good because I helped raise awareness and funds for charity. It's probably bad because that's now my expectation, so, like, my, so my expectations when I do another marathon, sorry ultramarathon, are that, it'll be as organized as the race to the stones... There'll be as much food and stuff as there was there etc. And that there will be lots of support from people and the crowd and social media and that sort of stuff. But I know I won't have that when I do it again. So um, it's kind of like a double edged sword. So yeah, I kinda want to think, if I was, if, it's the perfect time. Um, doing something for the first time is the perfect time to do it for charity. And the last time I did something for charity was the marathon, and that was, yeah two thousand and eight, and that was ten years ago. So, you don't feel... It was just good."

Participants see both positive and negative elements to completing a physical activity for charity. Positive elements can include the support received from friends, family, and the charity concerned, and the fact that their 'feel good' factor after completing is amplified exponentially because it also helped a charity. Negatives might include the increased pressure that is put upon participants in terms of scrutiny and attention from others, and the fact that expectations and the bar will be raised for them for the next time they do it.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (2.) Some individuals that are interested in completing ultramarathon distances believe themselves to be ‘slow’ over shorter distances, and so therefore feel like they can still excel and be exceptional by going further than others.
- (7.) For many individuals, challenging themselves is the primary reason for completing a challenge for charity, and supporting a cause and fundraising is an extra additional reason for them to take the plunge, on top of more self-centred personal reasons.
- (12.) Family and friends can be hugely influential in terms of persuading people to sign up to challenge events. Older siblings have a significant influence upon younger siblings in terms of sparking interest for a particular type of challenge or event.
- (13.) Inspiration to explore ultra events can come from the rising quantity of ultra-related posts across social media, and documentaries and media exploring how people come to be involved in running longer distances.
- (15.) Pushing oneself and getting out of one’s comfort zone tends to be a key objective of participants in physical activity challenges.
- (40.) Messages of support and encouragement from friends and family is hugely motivational for participants, and the proliferation of high speed mobile internet and social media allows for this to be done remotely, live and in real time.

Section 2 (experience – hot cognition):

- (6.) The stress and pressure related to fundraising and achieving fundraising targets can be as much if not more intense than the stress and effort related to training and running the distance.
- (18.) Nerves and emotions can be running very high at the start of the challenge or race itself. The process of setting oneself a challenging goal, and then completing it, is incredibly fulfilling and results in personal growth. This individual believes that the training is primarily a physical challenge, and the event itself if primarily a mental challenge.
- (19.) The ‘atmosphere’ and support related to this particular race appears to be a key feature of it for the participants. The nature of ultrarunning also appears to be less hectic and more immersed in the outdoors, which gives people the opportunity to reflect deeply.
- (20.) Being able to cheer finishers on after completing the event themselves is a great way of continuing to soak up the atmosphere of the event, to feel good and satisfied about completing it, and a way of feeling like an individual is doing something good for others.
- (21.) Raising money for charity whilst completing a physical challenge adds significant pressure to the individual concerned, as their movements are visible and (to a certain extent) accountable to those that decided to support them. This both adds pressure, but also amplifies feelings of success and pride afterwards.
- (24.) Participants in distance events typically ‘chunk’ the challenge into different portions, tackling one chunk at a time. Rewards in the form of food, seeing loved ones, and other comforts, can help those taking part to stay motivated and positive.

- (25.) For many people, the distance that they are running will be the furthest they have ever ran in their entire life, and so after a point, their journey is into the unknown (mentally and physically).
- (29.) Adverse weather conditions can have a significant impact upon how difficult the challenge is for the individual concerned.
- (56.) Physical activity based fundraising activities can be incredibly charged, with participants reporting being overwhelmed with emotions at certain points. This can include tears, gratitude, elation, and frustration. These extreme emotional reactions serve to create vivid memories and enhance the richness of their fundraising experience story.
- (66.) Major moments in terms of vivid memories related to challenge events appear to be the start, finish, and any moments involving loved ones or particularly profound social interactions. These can all be highly emotionally charged and points of focus for the participants. The less experienced the runner, the more significant these memories appear to be.

Section 3 (fundraising today):

- (4.) Most adults are aware that the realm of challenge event fundraising is crowded, and that many of their friends and family have multiple demands put upon them in terms of different people fundraising for charity and asking them for support. They feel a pressure to differentiate themselves from others.
- (5.) The London marathon is an introduction into distance running and fundraising for many people who go on to explore ultra distances.

- (8.) Individuals often raise money for a cause or charity that they have first hand experience of. Providing tours involving beneficiaries is a brilliant way of helping those that fundraise to feel closer to the cause that they are involved in, and to feel more connected to both the charity and beneficiaries involved.
- (9.) Often those who fundraise for charity have been or would be interested in volunteering for the charity concerned.
- (10.) Creating communications that brought the beneficiaries to life helped prompt prospective supporters to put their hands in their pockets and donate to their efforts.
- (14.) The growth of reliable mobile internet and the proliferation of smartphones allows those that are fundraising to stay online throughout activities, such as training or the event itself. This brings a unique dimension to their fundraising activity, allowing them to update their followers 'live' and drive donations this way.
- (17.) Certain running events can work well together, in terms of building up training and completing longer and longer distances as part of a greater running career – e.g. the London marathon and the race to the stones. Charities that are aware of this might be able to capitalize upon individuals that are keen to push further and complete longer running challenges after completing shorter distance races.
- (22.) Most individuals need to feel like their challenge is difficult for themselves, in order to have the confidence to convince those that they would like to sponsor them to part with their money. Completing multiple challenges for the same charity as part of an extended challenge journey

can help some individuals to receive multiple sponsorships from the same people.

- (23.) This individual would be keen to repeat her experience, but without fundraising for charity whilst doing so. This would suggest that the pressure and demands related to completing the challenge alongside fundraising for charity were significant and not all positive.
- (27.) Smartphone prevalence and the relaxed rules related to ultramarathons allow competitors to stay connected to friends and family during the event itself. This can be a huge source of motivation and strength at key moments. Aches and pains after the event itself are almost inevitable, and signs to others that the challenge had an impact upon the participant's body.
- (30.) Online giving platforms are an essential part of most modern fundraising campaigns, however traditional methods of sponsorship and collection still resonate with different demographics and certain generations. Creating opportunities for friends, family and advocates to fundraise on the individuals behalf can also be hugely effective, tapping into many different networks of prospective donors outside their own.
- (31.) Creating a unique personal angle to a fundraising story can help individuals to convince others to sponsor them. Charities that get behind fundraisers by creating content about them can help people to look more credible to their supporters and prospective donors.
- (32.) A part of the challenge related to fundraising is hitting a target once all of the 'easy' donors have been targeted and donated. This requires creativity and persistence. Finding a captive audience and emotionally

appealing to them can be hugely effective in prompting undecided donors to reach into their pockets. Creating fun experiences that bring communities together is also conducive to getting people to donate.

- (34.) Fundraising and athletic goals are intricately interlinked.
- (38.) Tagging others and involving others on social media is an effective way of increasing the impact of a fundraising campaign amongst those that may be interested. The proliferation of high speed mobile internet also allows people to post real time live updates on social media during training or the event itself, which can drive donations and increase awareness of the campaign itself.
- (39.) Surprise and shock from friends is gratifying for participants, reinforcing to them that they have done something that other people consider impressive and difficult. These reactions from friends and family are taken to heart by participants, and often repeatedly read through at a later time and date in order to reminisce positively about the experience.
- (41.) The charity element of a challenge attempt allows individuals to feel more comfortable in self-promoting their efforts, and results in increased interest and positive feedback from their social networks. What can be considered as 'raising awareness of a charity' is not seen as bragging or shameless self promotion.

(42.) Fundraising campaigns that are emotionally appealing are more likely to persuade individuals to donate than campaigns that are devoid of this. Friends are happy to support other friends, especially if the cause which they are raising money for is particularly close to their heart, and might have caused suffering or grief in the past.

- (45.) There appears to be an awareness that the messages sent out during fundraising must be tailored to fit the audience, in terms of how impressive the feat may be to them, and therefore how much the individual feels like they are able to brag. For example, this ultramarathon might not seem hugely significant to seasoned ultrarunners, but will be mind-boggling to the average 5km runner. Individuals are keen to gain acceptance within a new community by appearing to ‘take it in their stride’ but also big-up their achievement amongst acquaintances that are not as familiar with longer distance running.
- (46.) Reinforcing to friends and followers the extreme aspects of their challenge in contexts that they can relate to can help followers and donors or prospective donors to understand the scale of their challenge better. For example, splitting the race up in 10km increments, and then posting after each of these. Playing to the narrative that an individual is crazy can also help drive donations. For example, showing less than positive footage of injury, running at night, or other less savoury aspects of the challenge.
- (60.) Many participants research their challenge extensively online before taking part in the challenge, seeking out information in easy to access place from others that have taken part in the past. Subconsciously or not, individuals like to feel like they are doing better at achieving their own personal objectives better than their other social contacts, whether beating them outright, or simply having more admirable goals based on their circumstances in the first place.
- (62.) Goals related to ultramarathon challenges appear to be more general than those for shorter races, because the experience is more of an

unknown, and simply finishing seems to be valued as such a great achievement. Photographs and artefacts from the day are hugely important to participants, who want evidence of them completing their challenge to share on social media, with them looking good in those pictures. These lasting images are highly emotionally charged for participants, and have great value as social currency online within social networks.

- (69.) Participants see both positive and negative elements to completing a physical activity for charity. Positive elements can include the support received from friends, family, and the charity concerned, and the fact that their 'feel good' factor after completing is amplified exponentially because it also helped a charity. Negatives might include the increased pressure that is put upon participants in terms of scrutiny and attention from others, and the fact that expectations and the bar will be raised for them for the next time they do it.

Section 4 (the transformation):

- (11.) There appear to be certain points in life where some people look for meaning in what they are doing with their life, and explore helping others through volunteering or fundraising. This can lead to deep and meaningful connections between the charity and the individual, often forged at formative stages in their life.
- (36.) Participants in difficult challenges feel as though they share a unique bond with one another, having shared the same effortful experience together.

- (51.) Many individuals that fundraise for charity through physical activity events feel more connected to the charity concerned afterwards, having forged close relationships with both charity employees and an emotional connection to the cause of the charity.
- (52.) Some individuals report changing as a person as a result of their physical activity fundraising experience. These changes can include increased reported self-belief and confidence, which has a knock-on effect upon other areas of life, including employment and social life.
- (53.) During physical activity events some individuals form strong bonds with other participants, who by virtue of their mutual participation, have a number of things already in common. Chatting with others can help pass the time, and be a great source of strength and encouragement. Modern technology and developments in mobile internet allow supporters to track participants and communicate with them in real-time, removing (to a certain extent) the sense of isolation and solitude that traditionally existed in distance running experiences.
- (57.) Completing challenging physical activities for charity has a positive influence upon individual's self esteem, increasing self belief, and encouraging them to be more comfortable with promoting both themselves and their activities to others both in person and on social media.
- (68.) For many people, the physical activity that they complete for charity will be the hardest thing that they have ever completed in their lives, which increases the significance of the activity to them hugely.

Section 5 (context):

- (1.) In some circumstances, couples, or more than one member of the same family participates in challenge events, and fundraising activities. There can be some pride associated with being part of a family unit that is both athletic and philanthropic.
- (3.) It would seem that those who run competitively at a high level can only continue to do so in the same way for a limited amount of time, before they look for a more relaxed, more sustainable (in the long term) form of exercise. Many runners who have been running for their entire lives still would not consider taking part in an ultramarathon. Clearly a specific prompt or decision is needed to be made in order to switch things up and attempt longer distances.
- (28.) Those who complete ultramarathons like to portray an image of themselves which is both strong and fit, and so dislike the idea of complaining without evidence of their suffering. People like to create a carefully curated image of an individual that is undoubtedly suffering, but will do whatever it takes to finish.
- (43.) Social circles recognise that all challenges are relative, and that the determining factor is often how far outside one's comfort zone it is. Being asked for advice by friends, the charity concerned, or others, is also pleasing to people, and makes them feel as though they are respected and looked up to.
- (44.) Those that are involved in the endurance realm quickly become used to the scale of longer challenges, and de-sensitised to feats that others might find shocking. Being thought of as 'crazy' or 'mad', and

having others concerned about their welfare is also something that people find quietly gratifying.

- (50.) Minor issues with the Race to the Stones include the lack of rubbish bins soon after aid stations, for the resultant rubbish that individuals produce after consuming things at the aid stations.
- (58.) Individuals draw significant motivation and reassurance from the validation of others to their efforts online. Moments that are punctuated with meaningful human interaction also appear to hold a privileged position in the memories of participants, with those that supported either remotely or in person being hugely appreciated by the individual concerned.
- (59.) Different friend groups perceive the scale and nature of an ultramarathon challenge to be different, depending on their personal circumstances and experience. This results in the individual who is fundraising to tailor how they explain the challenge differently to each group. Ultramarathons typically require runners to run more slowly, but for longer, which results in a different sort of challenge to a shorter race, which some might perceive harder and some might perceive easier. Running an ultramarathon provides opportunities to meet like minded individuals, and connect with them as they run, resulting in feelings of camaraderie, belonging, and the feeling that others ‘understand them’.
- (61.) The time spent outside and participating in an event (with regards to ultrarunning) requires a different approach to road running, in terms of managing being outside and on ones feet for longer. Those who take part in physical activity events for charity appear to enjoy telling others

about their experience, and relish the shock and admiration that others have for them. A huge amount of learning related to distance running events takes place during training and the event itself, which individuals enjoy sharing with others (and being looked up to as a source of wisdom).

- (64.) Completing ultramarathon distance races often requires more self-motivation and determination than shorter races because the distances are longer and there is less readily available support surrounding the runners.
- (67.) Individuals that participate in challenging physical activities for charity are increasingly aware of how they will look in photographs afterwards as they make themselves around. Immediately after finishing the challenge itself, adrenaline levels are incredibly high.

Section 6 (legacy – cold cognition):

- (16.) There is often disbelief among participants about how they overcame their challenge, when they reflect back about the experience afterwards. Exercise and running related apps, as well as smartphones themselves, help individuals to capture and collect moments and information from the experience itself, which allow them to re-live the experience multiple times afterwards.
- (26.) This experience taught this individual how to cope with and manage pain and discomfort in order to ultimately achieve a precious goal. Many individuals experience significant suffering throughout their challenges in order to make it across the finish line.
- (37.) The resultant aches and pains related to finishing an ultramarathon help the participant and others to reinforce that what they did was

physically hard and is therefore an achievement. Evidence that the challenge is hard suggests to friends and family and prospective supporters that the challenge is significant and therefore worthy of support.

- (54.) Certain particular moments and memories in a challenging physical activity journey have a privileged position in the memory of participants – for example the start and end of the race.
- (55.) Completing challenging physical activities for charity results in a huge spike of social interest in individuals from friends and families, and allows them to re-live their experience again and again for their benefit.
- (63.) Many individuals report saying that they would never complete a similar challenge again when asked during or directly after the challenge itself, but soon after (once the aches and pains have faded), reported considering doing something else again. Clearly positive memories are more readily stored and accessed than negative memories related to the event, suggesting that the glory remains whilst the pain fades, and that most participants are inherent optimists who look for the best in the past.
- (65.) Many individuals are at a loss as what to do with themselves after completing a significant physical challenge that they have been working towards for many months. This leaves a void in terms of what they do with their time and what they mentally focus on.

Section 7 (relationship with charity):

- (33.) Connecting with the charity in multiple ways (i.e. through volunteering, fundraising, and also through connecting with the beneficiaries) helps individuals to strengthen their relationship with

them. Some people feel like they 'owe it' to a charity to support them and complete a challenge on their behalf. Connecting grateful beneficiaries with fundraisers can also have a huge impact upon them, helping them to appreciate the impact of their efforts, and to form meaningful bonds with the charity.

- (35.) Fundraisers who have a close connection with the charity that they are fundraising for, established through research, meeting beneficiaries, or first-hand experience of their services, are more likely to think of these beneficiaries during tough times, and to use this as motivation. For many individuals, the thinking is, 'this might be tough, but its nothing compares to what the beneficiaries of the charity are going through'. For this to be sincerely felt, clearly the fundraiser must have a good working knowledge of what the beneficiaries are going through.
- (47.) Personalised attention, and finding ways of making each participant in a mass event feel like the charity is paying them special attention, and that they have a special bond, increases attachment between the participant and charity concerned. Online communities of like-minded fundraisers can be a huge source of support and encouragement Many fundraisers are aware of the costs involved in supporting them by the charity, and do not take the support that they're given for granted. .
- (48.) Many individuals that raise money for charity recognise that supporting them requires significant resources from the charity concerned, and hugely appreciate the effort and labour intense personalized approach, and that they feel like they are a part of the charity's future and success.

- (49.) Resources provided by charities for community fundraisers can be hugely helpful in improving their fundraising efforts, especially where individuals might have hit a plateau, or be struggling for ideas.

D.18 Interview Number 18 Notes

Interview Script Highlights:

1. 101-130: "(G: What drives you to do these challenges?)... Ohh. So, my schoolfriend came up with the idea. And sort of said, let's do a ride.... I sort of came up with the idea of lets raise money for charity, because I had for the previous 3 years... So I got to choose who we were raising it for. And, last year my wife er, went through some breast cancer, an operation, mastectomy... Chemotherapy, radiotherapy, all of that horrible jazz... And the local hospital were fantastic. And they are, the blossom appeal was raising money to get, um, a breast cancer centre, all in one place, for people in the future... So that's why myself and my friend raised money for them, because they've obviously helped my good lady wife."

Friends and family can be hugely influential in terms of selecting a physical challenge, and choosing which charity to raise money for. There are often highly personal reasons behind selecting the charity concerned, including 'repaying' the help that a loved one might have received at a time of need.

2. 150-164: "We've got probably another five to ten years worth of checks and bits and bobs, but ultimately seem to have caught it in time... Absolutely, so when I did the Race to the Stones last year... I raised money for, um, er, breast cancer research, funnily enough, because that was just about when she was having her treatment and bits and bobs... So I, I kind of mix it up a bit year, depending on what's happening (laughter!)."

For many individuals, the charities that they choose to raise money for reflects key events in their life, and key causes that relate to events in their life (for example, illness/disease/challenges faced by friends and family).

3. 168-185: "(G: Looking back at raising all that money, and finishing, getting to the coast at the end, how does that make you feel achieving these challenges and looking back at that challenge specifically?)... Oh, absolutely amazing. I mean clearly doing them sometimes you just, I mean it's the same with ultramarathons, because I'm a walker not a runner, with my race to the stones and my cycling. My mate that I did the challenge with, he, is probably more of a cyclist than I am, but still wasn't, you know a cycling fiend!.. So he wanted me to come along so that we could have a bit of male bonding for want of a better word... We haven't been on holiday for thirty years together."

The process of completing challenging physical events, and indeed training for them, can represent a sort of therapy and an opportunity for socializing with friends and likeminded people for some.

4. 189-209: "So we were thinking of it as a holiday after a stressful year, you know. But also because he knew that I was able to do 100km walks, he knew that I would be able to have the stamina to see it through. He didn't know whether he would be able to make it through, but he knew that I would be able to make it through, and I wouldn't give up. So, I think what's quite good about that, is, he, um, I know I'm digressing slightly... He lives in Sheffield and I live in Suffolk. And, um, obviously coast to the coast was north of him, and the race to the stones was down in Swindon, very far south of him. For the last three years he's travelled

down, four hours... Just to meet me at some point. During the race, to cheer me on... Because he, wasn't physically capable of doing it, but understood that how challenging it was.

The support received by friends and family is hugely appreciated by individuals that take part in challenge based fundraising activities for charity. Those who have received support from friends in the past feel obliged to repay the support when called upon at a later date by those that have previously helped them. This support is remembered and appreciated for many years after the event itself and for some, leaves a 'debt' owed to the other.

5. 213- 232: Because I wanted to... He said well I want to do a coast to coast cycle. And I thought I could repay him for his support and cheering me on, by actually doing it with one another... Well, absolutely. We've been lifelong friends, and that's. That's. Well even though we live apart, a lot of the time, you know busy lives, we don't speak to each other one month to the next... Sometimes. But whenever we're together. It's literally like we've not been apart... So we've got a fantastic friendship, and I was just honored that he's... His family raised money for the same, you know for a cancer charity so to speak. And you know, he's had nothing to do with my local hospital."

Some relationships and friendships appear to be based around completing challenges or going on adventures together. Therefore the idea of catching up with one another works well with completing another challenge.

6. 236-237: “I mean he knows my good lady of twenty years. And he banged the drum and raised the money, as much as I did, for a cause that’s closer to my heart than his.”

Those that champion and support the fundraising efforts of their friends are remembered long after the event itself, and often result in feelings of gratitude and a desire to return the favour at the next available opportunity.

7. 243-280: “(G: What does doing these challenges mean to you?)... Um, I think as I’m getting on in years, it’s a. a way of keeping fit. Because clearly, as long as, it’s very easy to, if you work too many hours, and et cetera et cetera, the old metabolism gets a bit er, you know, lacadasical. It’s very easy to. I’ve struggled, probably over the last three years, I’ve struggled with about, three stone extra of weight... And over those extra and cycling challenges, it’s made sure that I’ve kept. Um, two years ago I lost that three stone... And I’ve kept the majority of it of, because every year I set myself some form of physical challenge that I have to train for... And because I’ve got to train for it, I have to keep fit, I have to eat well, I have to exercise regularly. And I think, that’s what it’s meant to me. It’s, um, I suppose it’s keeping you alive, without being too extreme. But actually if you’ve got something to work towards, to me, it just focuses me. I’m someone, if I’ve got a target, I’m gonna hit it... If I haven’t got one, it’s very easy to eat and drink and... Well life gets in the way and so you wonder why you put several stone on, you know, like most normal human beings do.”

Staying healthy, mentally and physically, is intricately linked with completing physical challenges for some people. Having a challenge on the horizon helps individuals to remain healthy, and gives them a positive external focus to work

towards. For some, completing challenges and pushing outside their comfort zone helps them to feel alive.

8. 284-328: “So, you know, if I may I’m just going to digress to the reason I started my race to the stone challenges... Three years ago... The other best mate I had, besides colin, um, again another school friend, um, was a chap called steve, who sadly, um, three years ago, at forty eight years of age, died of a heart attack... He was the reason that I started all of this. Um, because he was six stone overweight, and just, you know, lost it... And he was the godfather of my only son... And he was best man at my wedding, and I’ve known him since primary school... And I had more contact with him than with Colin. Because he lived closer. Um, and we were the only two that didn’t go off to to uni. We were the workers, as opposed to the, educate yourself and then work. Um, and I think after him something changed in my in that. I said, I could end up going the same way... And that’s where I started. My first race to the stones was to raise money for, er, his charities. Um, because he died of a heart attack... The British Heart Foundation, all those type of things. And I think it’s that thing that set me off. And then the year subsequently have been. I’ve kept it going, but also we’ve changed the, you know the focus of my fundraising depending on what life throws at you.”

Whilst some individuals might regularly complete challenging physical activities for charity, the focus of their fundraising efforts in terms of which charity they support can change depending upon their life circumstances. A major life event can trigger a desire to make significant changes, or complete challenges for charity, such as the death of a close friend or loved one, or a major physical health event.

9. 332-348: “But also it’s kept me slimmer and fitter. Because I don’t ever want to go back to where I was, and clearly where he was, three, four years ago... So that kinda gives you a bit of background as to why I do some of these mad things. It was that personal loss of my lifelong friend, that just set me on a journey... And im not going to stop!... I think the only way I’m gonna stop is when they put me in a box (coffin)...”

Side effects of completing challenging physical events for charity can include weight loss, improvements in physical and mental health, and a desire to do more in the future. Many individuals are committed to pursuing adventures, and making the most of their life, until they die. This could be because of a realization by themselves that life is finite, and that diversity of experience enriches their life experience.

10. 350-376: “And my wife worries about. She says, you haven’t cycled in years! What happens if you drop down dead? I said at least I’ll be doing something that I’ve enjoyed doing, and I’ve raised money for it. Because, it’s like the, great prudential ride, a hundred miler, that was on Sunday... I’ve got several work colleagues that did that... Again to raise money for charity and keep themselves fit and whatever. And every year there’s a fatality. Do you know?.. And this year, I think it was a sixty nine year old chap, who suddenly died... But all of his family have said look, he wanted to do it, he loved doing it, he raised money for charity... You’ve gotta go sometime, so... So it. Yeah without... Without wanting to get too heavy, it’s a funny thing how things like that, can really make you, purposeful.”

Completing challenges for charity helps individuals feel like their life has a positive purpose. Risk and danger appears to be part of the appeal to taking part in some of

these challenges. Fatalities related to a challenge event act as stories that participants can use to tell their friends about, perhaps boosting feelings of bravery and bravado, as well as physical toughness for them.

11. 380-392: “And trust me, whether it’s two days of 100km walking, or four days of one hundred and forty miles cycling, they’re the things that I dig deep about... Because I, you have got to be physically able. But it’s the mentally willing that’s probably... Seventy, eighty percent of actually competing it... Because I know people that are physically fitter than me, but because they haven’t got that reason why, they often give up. Or they can’t complete it because their head tells them they can’t complete it, whereas actually their body can.”

Completing challenging physical activities for charities requires significant self-belief, and builds confidence in those that take part.

12. 394-409: “(G: Would you say having these experiences makes you feel special?)... I think it does because, um, you know, it’s not all about you if that makes sense. Because you’re doing it for others if that makes sense?... I would be lying if I said I don’t enjoy the focus that it gives you. And that just drives you on to do more. It’s not, er... It is self-fulfilling. But it’s also, it’s paying back as well. So there’s a ying and a yang... The standing there with a medal is very short lived. The raising money. It don’t get any easier. Trust me!”

There is a duality to the feel-good factor that accompanies completing a challenging physical event for charity. As well as the positive attention that it gives the individual concerned, there is also a ‘warm glow’ that is received from helping

others. This warm glow appears to be more deeply meaningful to participants than the short lived positive personal attention that they receive.

13. 413-422: “And sometimes you think, why am I doing this? But, that satisfaction just means that you can. You’ve done something and you’ve achieved something, and you can do something else. Because otherwise life can be very, um, routine, or mundane or whatever. Especially when you get older... You’ve stood there and got the damn t-shirt sometimes. And that’s why I think I set myself new challenges, because, I want to do something different, you know?”

Boredom and apathy with conventional life can be alleviated by pursuing challenges and fundraising whilst doing so. The positive reinforcement that comes from setting a challenge and compelling it, drives individuals to push further outside their comfort zone, and to achieve more in the future.

14. 426-435: “I did race to the stones three times, I’ve got to that point. I really missed it this year. And i was almost mourning it! Fortunately the weekend that it was on a couple of weeks ago, I was working all weekend. Because otherwise I think I would have been pacing up and down like a caged lion. It was awful!... Not doing it for the first time in four years. But because I’d done the coast to coast cycle, because I’d done something else it was alright, if you know what I mean?”

Those that regularly complete challenges for charity feel as though they are ‘missing out’ if they do not do a particular challenge when those around them are. This feeling can be addressed through doing something else. For some individuals, doing the same event repeatedly becomes boring, as it becomes more and more comfortable for them in terms of the experience as a whole.

15. 460-470: "(G: How important it is that these challenges are hard. That they're physically difficult to you?)... I, I think. I didn't think it was one of my criteria, but there clearly is, because there has to be some training... I think if I didn't need to train, then a it wouldn't be as challenging, and b, I then wouldn't need to keep myself mentally and physically fit to do it, if that makes sense?"

There is an inherent requirement for the physical challenge to be demanding, in order for the reward and resultant fulfillment to be meaningful.

16. 474-484: "The coast to coast challenge, I didn't train as much as I wanted to, but probably for eight weeks leading up to the coast to coast, every, day off, er, of which I only had two, but probably one of those days off, I went out and cycled somewhere... And I just increased the mileage, and increased the pace, and increased the pressure on myself, um, and I think what I found challenging about that was that I was doing it on my own. Because my cycling buddy was three hundred miles away!"

Many individuals experience moments of solitude and isolation during training for their physical challenge. This can have both positive and negative ramifications, including space for reflection, difficulties with motivation, and opportunities for introspection.

17. 488-514: "But when I first started training for my race to the stones when I was walking, and I was trying to lose three stones as well... What my mate did. I say mate, even though he's up in Sheffield. Even though he can't walk far, because my training was initially short distances, we both set up the same app.

And did, um, remote training together... With a remote training plan. So on a Tuesday night, when I'd driven home from Cambridge for an hour and a half. Got in at eight o'clock at night. Just thinking, ah I just want to sit in the chair... And up would pop the fact that Colin has walked three miles... And he'd send me a message saying, I've done my bit! And I'd go, ahh! I'd have to force myself to go and do it. Because we'd had a pact that we'd go out and do it. So with our cycling three years later. And obviously when I've got my habit, he couldn't keep up with my fifteen, twenty mile walks. But he set me on the road, on that regular pattern. So it's similarly with our cycling. We used the same app to do cycling. Except I was probably leading it this time, and he was following."

The proliferation and development of fitness technology and smartphones enables individuals to remotely train together, despite being hundreds of miles apart. This can be a great motivation, as people compete with one another to log workouts and burn calories. Suddenly a historically private activity has become completely public and open to both praise and scrutiny.

18. 518-539: "I was the one who hadn't cycled as much as he had.)... And I felt I needed to lead. So I was out there doing twenty miles, thirty miles, forty miles sometimes. And he was doing ten, twenty or thirty. And I posting it on the app and going, there you go. And so on the Saturday I was off, and then he was on on the Sunday playing catch up. So it's amazing how we've helped each other over the years... Even though this is the first event that we've done together... Um, we helped each other, three hundred miles apart, to do, the training. Which, you know... It is awesome. He struggles to do things on his own."

For those who might struggle with motivation for training, mobile fitness apps and online communities can be a great source of encouragement and competition. For some, these workouts become almost gamified, and the resultant workout logs a form of social currency.

19. 543-551: “I, with my walking, that’s my stress reliever, that’s my kind of reset stroke whatever. I’ve also got a dog, which helps. Cycling is not so good for the dog, and I must admit I struggled. Because you can’t think quite as much, because you’ve got to concentrate... Because when you’re walking, you can zone out, and you don’t end up, on a heap on the floor so to speak.”

The physical exercise associated with training to prepare for a physical activity based challenge can help to relieve stress and prompt personal reflection.

20. 555-565: “So I think, it’s helped us both, mentally, physically, um, all those type of things. And it’s amazing that it’s got to be a challenge, a really big challenge, in order to, hurt us physically and mentally in order to help you physically and mentally. And that’s quite a difficult thing to get your head round. But that is honestly how it feels... And that cliché, no pain no gain, it really does feel that if I’m not sweating myself, by having to force myself to do something. Or force my body to do something. It doesn’t feel like it’s worthwhile.”

The physical challenge element of the event must be sufficiently testing and hard in order for the individual concerned to feel as though it is worthwhile.

21. 569-583: “You could almost then get into the other side of that and say oh. Are we getting addicted to something here. And fortunately not... But fortunately

not. Like my race to the stones, I've kicked it. I don't have to do it forever. After three years, I've raised about a thousand pounds a year every year for doing that. And somewhere on my social media I, I've totted up how much I've raised. How many hundreds of thousands of steps I've done. How many hundreds of thousands of km I've done, and how many charities I'd helped. And I felt good about myself.... And I thought, I need to do something else.”

Reflecting back about personal achievements related to physical activity based fundraising helps individuals to feel good about themselves, and encourages them to do more.

22. 587-626: “(G: How did you experience that pain?)... Um, I think for me, the pain was, um, the pain was, the pain was up hills... Colin was better up hills than I was.... I was probably faster, overall. But then uphill really debilitated me, but then the first day. I knew in my training I was going to struggle. Because I did it in Suffolk, and we don't have any hills!... My training, I couldn't get myself as well prepared as I wanted to be.... He had an advantage because his house is on a forty five degree hill.... It, it just felt that we had a bond... And that helped me push it through. And there were times when I just wanted to give up. Because he was ahead, I would. I was slower than him, and sometimes I would stop, but I would just get my breathing back regulated. Get my legs to, just pull themselves together. And just, get on with it. And I think the good thing about some of these, you know, long distance efforts, is. And I mean ok, forty miles to some is long. But to people who don't normally ride, like us, the challenge is recovery. Because we'd train maybe once, twice a week, for several weeks... But that wasn't consecutively.”

Strong bonds can be created between challenge participants as they overcome the test concurrently and in each others company.

23. 635-561: “And most of my running friends said, I don’t know how, you camp overnight. Get four hours sleep, get up with a broken body. Often with blisters, with everything aching, with everything saying don’t do this. And then go and do it again. That’s tough. You’ve got to go to some places you’ve never been before, and really tell yourself, you are gonna do this... And I think that comes from that mixture, of, not only setting yourself personal challenges, and having a, a buddy to do it with. And I think that helps. But also because people have supported you, sponsored you, and urged you on... You don’t want to let them and people who have supported you and the charity down. And that mixture, I think it depends where you are on that journey as to which one of those things keeps you going. And sometimes, it’s all of them.”

Completing testing physical activities for charity can take individuals to new mental places, and encourage them to motivate themselves in ways that they have never previously done before. These challenges also remind people of the support network that they have. There is a feeling of pressure amongst challenge participants who raise money for charity not to let others down, which urges them on to finish. Often different motivations will be drawn upon at different points in training and a challenge to help people overcome obstacles and achieve their goal.

24. 653-679: “(G: How important is it that you share that effort and sometimes pain, with other people?)... I, I think it’s really really important to share it with others. So, the cycle ride, I don’t know that, I would have done it on my own, but I

wouldn't have enjoyed it as much. And there would have been more self doubt... No three ways about it. Would I still have achieved it? Yes, because I don't give up. However, er, my mate colin said, if he'd done it on his own, he would have given up. He wouldn't have achieved four days. Which shows that we're different people. And we are. But I think every time ive done it three times, and I've done it with three different partners... One who I've worked with. One who is another school friend. And another who, er, who I knew from a distance. And, I've always had a co-person, because sometimes you need them and sometimes they need you... So, I'm not a solist in terms of an adventurer. Having someone else is key. And I think, coming back to last year, I had to finish the last, half, and the last quarter of that race to the stones on my own. And that was the toughest journey I've ever had.

Completing challenges in the company of others appears to enrich the experience that individuals have, and is a source of motivation and distraction throughout their attempt.

25. 683-693: "I had to leave. I was actually doing it with three other people. But they weren't my pace, they weren't my stamina. They were stopping too many times... And I knew if I kept back at their pace, I wasn't gonna make it... I only left them because there was three of them. If there was one of them, I wouldn't have left them. If that makes sense."

Those who take part in physical activity challenges feel a bond with other participants, and are keen to see them succeed and overcome the challenge that they are taking part in, partly because they know how meaningful it will be to them.

26. 697-716: “Um, I left them three to it, and I went on my own. And fortunately I then go to my music, as well as everything else, which keeps me going. So... So we haven’t actually talked about that. The music where I’m on my own, is a real, stimulus to me. So when I’m walking, I often walk to the beat of some music... For an old peron, I love, um, house, trance, very kind of electronic dance music. Kind of boom, boom music. I don’t know why but I’ve always liked it. I was aching, and everything said, don’t do this, and then I go and do it again! And that, that’s tough. You’ve got to go to some places you’ve never been before, and really tell yourself you are going to do this... And that, when I’m solo cycling or walking, and, now that I’ve started running. Can really help my brain and mind get into a zone, that just keeps pounding.”

Music can be a welcome distraction and significant motivation for some runners, who find the rhythm and escapism associated with it a huge help.

27. 720-724: “So last year, when I had to finish race to the stones on my own. And all I’m doing at the end of the race is overtaking wounded and injured people. And it’s so to either not stop and stay with them. Because you want to stop and help them. But if you do that you’re in danger of not finishing yourself! Or, losing that momentum yourself, in order to finish.”

Some individuals feel selfish in not assisting other participants who are struggling to complete the challenge, which suggests a huge sense of community and camaraderie associated with these events.

28. 728-745: “So the other factor that’s kept me going, is social media... So when I walk or run or cycle, I’m very active on, um, er, mainly facebook, but other forms as well. In terms of drumming up support, that money, whilst I’m actually doing something... And actually what I have done, towards the end of something, is my wife will kind of bang the drum, and get family and friends actually ringing me, texting me, texting me, sending messages on facebook saying come on you’re nearly there you can do this!... And it’s amazing how that can dig you out of a hole.”

Modern smartphone technology and mobile internet allows people to stay online all of the time, including during training or during a physical activity event.

Interacting with others through social media during an event can be a huge source of motivation and encouragement, and drive funds and attention towards their charity.

29. 749-773: “Um, I wasn’t in a hole in my coast to coast cycle because we had each other. But my race to the stones last year, which is still just in the period of your, um, study, was that last probably three miles. To the point where I was physically exhausted, I was mentally exhausted, I was, almost emotionally exhausted to the point where I was going to give up... And I’d used all of those tools in my toolkit and literally rang my wife in tears, because we I was doing it to raise money for her, and I hadn’t trained enough. Because I’d been caring for her twenty four seven. So my body wasn’t where it had been the previous year... Um, so I knew I had to find another stimulus. And actually, ringing her, and saying get the troops, get them telling me you’re gonna do this Mark don’t give up, really made me finish. And that was... It was awesome. But I didn’t really

realize I would have to call on that kind of trump card almost, to kind of get me over the line. But it did. So, isn't it amazing how a mixture of all those things can either get you going, keep you going or make you finish?"

The impact of meaningful words of encouragement from close friends and family can be huge, and help individuals overcome some of the most significant physical challenges that they have ever encountered.

30. 779-812: "Ahh! The euphoria at the end of an ultramarathon! I've never experienced anything like it. Until I had to do another one. And everybody says. I'm on lots of, you know, lots of groups on, facebook and whatnot, on fellow ultramarathons. Um, and all the newbies come on every year and ask questions. What should I wear how should I do it, oh where should I train, and a lot of us who have done them. Get a good deal of satisfaction from giving advice to others if they want it?... And everybody said at the end, once you've done that, you're speechless. And some people, I have never given birth, but some people who have given birth have described it as akin to childbirth... Because the minute it's happened, you never want to go there again. But, within twenty four to forty eight hours, you are you are mentally going, hmm actually I could do that again... And then you're preparing yourself for it but you are scarred by it, you know physically and mentally, but because of that, you then, that kind of adrenaline and that feeling of euphoria. And I'm not trying to akin finishing a hundred k er is the same as, it's not quite as eventful and beautiful as giving birth to a human being... But it does seem like people have kind of akined that. Because of the pain factor, and because of the euphoria. That you kind of, you collapse in a heap, you're absolutely spent. You've given it your all, but you've got something to

show for it. And obviously a baby is a much better thing to show for it. But um, however. And more lasting as well probably!”

A huge amount of satisfaction can be gained from others asking an individual for advice, as it makes them feel experienced, knowledgeable, and accomplished. A form of euphoria typically accompanies completing a significant physical challenge such as an ultramarathon that is difficult to match in any other way. Whilst many individuals never want to do anything similar again immediately after completing a tough physical challenge for charity, these feelings soon fade, and within several days, many report considering doing something similar again. Some individuals compare finishing an ultramarathon to childbirth, in terms of the preparation and pain involved, and then the ultimate reward at the end of it.

31. 816-824: “But it’s. It’s funny how your brain allows you to think about doing it again. Very quickly. Not immediately, but there’s no two ways about it. You then crave that high almost of doing it... Because you’ve proved yourself you’ve done it. Then you want to do it again or faster or better or whatever it might be. Because you’ve learnt what you did wrong. And you want to do it better.”

Many individuals report wanting to do a similar challenge again, in order to achieve the same positive result at the end, and to prove to themselves that they can do something amazing all over again.

32. 830-872: “Um, what makes me want to support them? Um, well I suppose because there’s a story generally. I would love to support every single one of my friends, but I cant afford to... So every month, I, set myself a budget. And I’ve usually got two or three people that I support in a small way. So I must compare

what they're doing, to what I've done. And also why they're doing it and who they're doing it for. And then I just , I just kind of select someone and I go well done, bang... And when I'm supporting someone, I then follow their journey... So whilst they're doing it, I give them the type of support that I would want myself... And whilst they're completing it, I make sure that they, if they've celebrated it online, I make sure they get the well done online as well. Because I understand how important that is... And also, and I never anonymously give... And the reason I do that is not because I want people to think I'm a wonderful person for giving. But because I want people to look at me and what I did and do the same... And actually I find that if I show them that I give. When I turn around and ask others to give, they will do.

A strong personal story is a major reason why people support their friends and family when they are asked for money. There are also significant multiple demands upon individuals, which mean that they have to be selective in who they choose to support, because they cannot afford to support all of those that ask them.

Individuals compare their friends efforts and attempts to both what they have done, and what other people in their social circles are doing. Those who have completed challenges themselves have more sympathy for others when they see them fundraising, because they understand how hard it is for them. Supporting others publicly also increases the likelihood that the person they support will return the favour to them in the future when asked.

33. 876-887: "So I've got to give a thousand pounds in order to get a thousand pounds!... And you don't give to receive and don't receive to give, but you

definitely, you know if you're out there wanting people to support your charities.

In my view, you've got to do some of that back... Not all of it, but some of it."

There appears to be an understanding that when an individual fundraises, they are expected to support those who support them in the future if they are asked.

34. 893-928: "(G: Do you think you've changed as a person because of these experiences?)... Definitely. I, I feel stronger, mentally and physically. Definitely. I feel, um, reputationally, funnily enough, there are a few people that I meet now and again through work or socially. That haven't commented, haven't, you know given... Engaged. But funnily enough when you see them they go, wow, well done on that coast to coast cycle! And you just look at them and you go, oh! You were looking!... And, it strikes a conversation. And it's amazing how much of that... Because often people will ask you why. You know, 'why are you, at fifty one years of age, doing your first half marathon in September?' They just think I'm nuts!... It gives me the... It gives me, um.. It gives me I suppose the, the opener to have that conversation. Um, I like to talk as you can possibly tell (laughter)! But it gives, um, I dunno, it's amazing how much commonality can come out of that... And then that... I then, without preaching, hopefully, I can then give them a reason to do something different... Because often people are struggling with weight, they're struggling with mental health, they're struggling with a reason why in life, sometimes, and I just, can again, it can... Sometimes I have to stop myself, because it feels like I'm preaching!"

Completing challenging physical activities for charity results in individuals feeling stronger both mentally and physically. It also appears to result in increased social attention and an improvement in their reputation. Their challenge attempts are

conversation starters. Those who have struggled with physical or mental health problems often feel inspired to help others confront their challenges after they are able to overcome them themselves.

35. 932-969: “Because I just enjoy it! And If I can give something back out of it, I get infectious. If that makes sense?... And I know some of them probably walk away and go, bloody hell, he’s a bit full on! But I also know, that some of them, you can see their heads go, I need to do something. And that’s what I love doing. I love kind of, spreading that message. You know, if we all did something, we could all make a difference type of thing... And it’s not one thing, it’s something that makes a difference... And whatever is going on in your life, you can find something that you can do differently or make a difference to... And if you’re struggling, for god sake do something! Because life is too short, and that’s what started me on this journey. You know, losing my best mate. It is too short, and actually if you don’t sieze that day, you know, carpe diem... It’s gone! It’s gone. And that’s what’s changed me. I’m not impulsive, but actually, if there’s a damn reason, and someone’s gonna do it with me. I’m gonna do it... You know? Would I have done that five years ago? No! It was all work and no play, and, and or. And all family and all, you know. Self. And that’s not selfish, but everyone’s in their own, bubble, of family or friends or work. And actually doing something else, is, is what makes me tick.”

The death of a loved one or close friend, or significant traumatic event, can remind people of the fact that life is finite, and compel them to make the most of their time on earth. Those who complete challenging physical activities for charity often

become staunch advocates for similar experiences to the ones they have had, and positive ambassadors for the charity and event concerned.

36. 971-994: "(G: Do you feel like these challenges have been outside your comfort zone?)... Um yes, very much so. And I think that goes back to why I've stopped doing race to the stones. Because I was getting comfortable. Um, and also, trying to raise money for the same thing, gets hard. Because people go, ok, I've sponsored you the first or second time, now you're doing it a third time, I know you're gonna do it, so, what am I giving you a tenner for?... Is it for you to enjoy yourself? You know! In A masochistic way!... And that's, I think, why I'm glad I started this year on some different journeys. And I'm gonna continue finding different journeys, because, it gets people's interest. And if you tell them that you haven't done this for thirty years, they suddenly go, oh! Crikey! He is putting himself out there, he is... (G: Stepping out of that comfort zone?)... Yeahh! And that comfort zone is not... You know if you get comfortable, it's not a challenge!)."

Completing the same challenge repeatedly results in an increasing difficulty for individuals to attract support, partly because the event appears to be less uncomfortable for the person concerned. Challenges that are not perceived as outside of the fundraiser's comfort zone are less likely to be supported by their friends and family.

37. 997-1012: "(G: Would you describe these challenges as life changing or life affirming experiences?)... I think I would. As you can tell from my infectious positivity (laughter), you know they've just given me a new lease of, of life and

reason and whatever else. And don't get me wrong. Before all of this, before I lost my best mate, I was very, positive, can do, up for, you know banging the drum, rah rah rah type of person. But sometimes that, you know the happiest person in the room, there's stuff underneath that you're not dealing with... And I think what these challenges have done is made me deal with, the negativity that often can creep in. And you know, you're not a negative person, and you don't dwell in your own misery. You push it to one side, and that's sometimes more dangerous than someone who's moaning all the time."

Completing physical activity challenges for charity can give individuals a new lease of life, and an enthusiasm and positivity that they previously did not have, perhaps keeping negative thoughts and depression at bay.

38. 1016-1052: "Because you're not dealing with it. And one of the other things, I started to do, because I did, um, race to the stones, and the charity that I initially raised money for, was a charity called the mix... Which did er, help and support, line for under twenty fives. Um, because I was raising money for people as part of the entering the race. I thought well who are these people, what do they do? And, guess what I ended up doing?... Volunteering for them!... A remote volunteer for the mix... So, what I do once a week, is I, from home, go on a chat hotline, and basically am part of their support network. So if a young person, anonymously, er chats in to me, and talks about self harm, suicide, you name it, all kinds of horrible things going on in people's lives, I'm part of that support network, and have been for the past two and a bit years... And there is another element. From something that comes out of, well why am I raising money for these people. I've never heard of them! I'm now part of the resource of that. I've now stopped

raising money for the mix. But I actually give to them in terms of my time and my expertise and my listening ear. Rather than money... Which probably is more beneficial to their clientele than any other amount of money that I could raise!"

Those that raise money for charity through physical activity events can often be persuaded to volunteer for the charity concerned, if they have been persuaded sufficiently that the beneficiaries would value their time and effort.

39. 1056-1077: "(G: How important is that charity connection? For you? To be doing these things, for a cause?)... I think it's intertwined. I don't know. Er.

There's a couple of things I have done. And so, in training, I have did the odd walking, um, marathon, not an ultramarathon. Which has cost me, you know, twenty, twenty five quid to enter. But I haven't actually raised any money for it.

Because I didn't want to take away from the fundraising from my main event...

And I've reconciled that with the fact that my entry will have paid something.

And actually, I'm, I'm you know taking part, and even though I'm not raising money, it's still helping it to keep going. Um, have I, have I entered anything that hasn't raised money for charity? No. But not everything I've entered into I would actively raise money for... But I think the main event, for me, is intertwined with doing it. I've got to, I don't know why I've got to, but I have got to raise money whilst I'm doing something. To me, the two are, one and the same if that makes sense?"

The charity element to fundraising through physical activity events seems to be intertwined with their other motivations for doing it, for many people. Some people feel as though not raising money through their planned adventures and challenges

would be a waste of an opportunity, and too selfish an activity to be permissible for them.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) Friends and family can be hugely influential in terms of selecting a physical challenge, and choosing which charity to raise money for. There are often highly personal reasons behind selecting the charity concerned, including ‘repaying’ the help that a loved one might have received at a time of need.
- (7.) Staying healthy, mentally and physically, is intricately linked with completing physical challenges for some people. Having a challenge on the horizon helps individuals to remain healthy, and gives them a positive external focus to work towards. For some, completing challenges and pushing outside their comfort zone helps them to feel alive.
- (10.) Completing challenges for charity helps individuals feel like their life has a positive purpose. Risk and danger appears to be part of the appeal to taking part in some of these challenges. Fatalities related to a challenge event act as stories that participants can use to tell their friends about, perhaps boosting feelings of bravery and bravado, as well as physical toughness for them.
- (13.) Boredom and apathy with conventional life can be alleviated by pursuing challenges and fundraising whilst doing so. The positive reinforcement that comes from setting a challenge and completing it, drives individuals to push further outside their comfort zone, and to achieve more in the future.

- (18.) For those who might struggle with motivation for training, mobile fitness apps and online communities can be a great source of encouragement and competition. For some, these workouts become almost gamified, and the resultant workout logs a form of social currency.

Section 2 (experience – hot cognition):

- (16.) Many individuals experience moments of solitude and isolation during training for their physical challenge. This can have both positive and negative ramifications, including space for reflection, difficulties with motivation, and opportunities for introspection.
- (22.) Strong bonds can be created between challenge participants as they overcome the test concurrently and in each others company.
- (24.) Completing challenges in the company of others appears to enrich the experience that individuals have, and is a source of motivation and distraction throughout their attempt.
- (26.) Music can be a welcome distraction and significant motivation for some runners, who find the rhythm and escapism associated with it a huge help.
- (27.) Some individuals feel selfish in not assisting other participants who are struggling to complete the challenge, which suggests a huge sense of community and camaraderie associated with these events.
- (29.) The impact of meaningful words of encouragement from close friends and family can be huge, and help individuals overcome some of the most significant physical challenges that they have ever encountered.

Section 3 (fundraising today):

- (2.) For many individuals, the charities that they choose to raise money for reflects key events in their life, and key causes that relate to events in their life (for example, illness/disease/challenges faced by friends and family).
- (4.) The support received by friends and family is hugely appreciated by individuals that take part in challenge based fundraising activities for charity. Those who have received support from friends in the past feel obliged to repay the support when called upon at a later date by those that have previously helped them. This support is remembered and appreciated for many years after the event itself and for some, leaves a 'debt' owed to the other.
- (8.) Whilst some individuals might regularly complete challenging physical activities for charity, the focus of their fundraising efforts in terms of which charity they support can change depending upon their life circumstances. A major life event can trigger a desire to make significant changes, or complete challenges for charity, such as the death of a close friend or loved one, or a major physical health event.
- (17.) The proliferation and development of fitness technology and smartphones enables individuals to remotely train together, despite being hundreds of miles apart. This can be a great motivation, as people compete with one another to log workouts and burn calories. Suddenly a historically private activity has become completely public and open to both praise and scrutiny.
- (30.) A huge amount of satisfaction can be gained from others asking an individual for advice, as it makes them feel experienced, knowledgeable,

and accomplished. A form of euphoria typically accompanies completing a significant physical challenge such as an ultramarathon that is difficult to match in any other way. Whilst many individuals never want to do anything similar again immediately after completing a tough physical challenge for charity, these feelings soon fade, and within several days, many report considering doing something similar again. Some individuals compare finishing an ultramarathon to childbirth, in terms of the preparation and pain involved, and then the ultimate reward at the end of it.

- (32.) A strong personal story is a major reason why people support their friends and family when they are asked for money. There are also significant multiple demands upon individuals, which mean that they have to be selective in who they choose to support, because they cannot afford to support all of those that ask them. Individuals compare their friends efforts and attempts to both what they have done, and what other people in their social circles are doing. Those who have completed challenges themselves have more sympathy for others when they see them fundraising, because they understand how hard it is for them. Supporting others publicly also increases the likelihood that the person they support will return the favour to them in the future when asked.
- (33.) There appears to be an understanding that when an individual fundraises, they are expected to support those who support them in the future if they are asked.
- (36.) Completing the same challenge repeatedly results in an increasing difficulty for individuals to attract support, partly because the event

appears to be less uncomfortable for the person concerned. Challenges that are not perceived as outside of the fundraiser's comfort zone are less likely to be supported by their friends and family.

Section 4 (the transformation):

- (3.) The process of completing challenging physical events, and indeed training for them, can represent a sort of therapy and an opportunity for socializing with friends and likeminded people for some.
- (9.) Side effects of completing challenging physical events for charity can include weight loss, improvements in physical and mental health, and a desire to do more in the future. Many individuals are committed to pursuing adventures, and making the most of their life, until they die. This could be because of a realization by themselves that life is finite, and that diversity of experience enriches their life experience.
- (11.) Completing challenging physical activities for charities requires significant self-belief, and builds confidence in those that take part.
- (15.) There is an inherent requirement for the physical challenge to be demanding, in order for the reward and resultant fulfillment to be meaningful.
- (19.) The physical exercise associated with training to prepare for a physical activity based challenge can help to relieve stress and prompt personal reflection.
- (20.) The physical challenge element of the event must be sufficiently testing and hard in order for the individual concerned to feel as though it is worthwhile.

- (23.) Completing testing physical activities for charity can take individuals to new mental places, and encourage them to motivate themselves in ways that they have never previously done before. These challenges also remind people of the support network that they have. There is a feeling of pressure amongst challenge participants who raise money for charity not to let others down, which urges them on to finish. Often different motivations will be drawn upon at different points in training and a challenge to help people overcome obstacles and achieve their goal.
- (25.) Those who take part in physical activity challenges feel a bond with other participants, and are keen to see them succeed and overcome the challenge that they are taking part in, partly because they know how meaningful it will be to them.

Section 5 (context):

- (5.) Some relationships and friendships appear to be based around completing challenges or going on adventures together. Therefore the idea of catching up with one another works well with completing another challenge.
- (14.) Those that regularly complete challenges for charity feel as though they are 'missing out' if they do not do a particular challenge when those around them are. This feeling can be addressed through doing something else. For some individuals, doing the same event repeatedly becomes boring, as it becomes more and more comfortable for them in terms of the experience as a whole.

- (28.) Modern smartphone technology and mobile internet allows people to stay online all of the time, including during training or during a physical activity event. Interacting with others through social media during an event can be a huge source of motivation and encouragement, and drive funds and attention towards their charity.

Section 6 (legacy – cold cognition):

- (6.) Those that champion and support the fundraising efforts of their friends are remembered long after the event itself, and often result in feelings of gratitude and a desire to return the favour at the next available opportunity.
- (12.) There is a duality to the feel-good factor that accompanies completing a challenging physical event for charity. As well as the positive attention that it gives the individual concerned, there is also a ‘warm glow’ that is received from helping others. This warm glow appears to be more deeply meaningful to participants than the short lived positive personal attention that they receive.
- (21.) Reflecting back about personal achievements related to physical activity based fundraising helps individuals to feel good about themselves, and encourages them to do more.
- (31.) Many individuals report wanting to do a similar challenge again, in order to achieve the same positive result at the end, and to prove to themselves that they can do something amazing all over again.
- (34.) Completing challenging physical activities for charity results in individuals feeling stronger both mentally and physically. It also appears to result in increased social attention and an improvement in their

reputation. Their challenge attempts are conversation starters. Those who have struggled with physical or mental health problems often feel inspired to help others confront their challenges after they are able to overcome them themselves.

- (35.) The death of a loved one or close friend, or significant traumatic event, can remind people of the fact that life is finite, and compel them to make the most of their time on earth. Those who complete challenging physical activities for charity often become staunch advocates for similar experiences to the ones they have had, and positive ambassadors for the charity and event concerned.
- (37.) Completing physical activity challenges for charity can give individuals a new lease of life, and an enthusiasm and positivity that they previously did not have, perhaps keeping negative thoughts and depression at bay.

Section 7 (relationship with charity):

- (38.) Those that raise money for charity through physical activity events can often be persuaded to volunteer for the charity concerned, if they have been persuaded sufficiently that the beneficiaries would value their time and effort.
- (39.) The charity element to fundraising through physical activity events seems to be intertwined with their other motivations for doing it, for many people. Some people feel as though not raising money through their planned adventures and challenges would be a waste of an opportunity, and too selfish an activity to be permissible for them.

D.19 Interview Number 19 Notes

Interview Script Highlights:

1. 101-114: "(G: Why did you decide to do this challenge in the first place?)... I think was mainly because a number of friends have done it over the last few years, some of them walking it, some of them run-walking it. And some of them sort of going for full ultra you know doing the whole thing. So, you know, I liked the fact that, it was something that myself and my husband could do together... With him being a very experienced runner, he was able to give it his all... And then obviously, I was able to adapt it to my level of fitness as well."

Some individuals feel a social pressure to complete challenging physical activities for charity, and are pushed to take part by friends and family who are regular physical activity fundraisers.

2. 116-120: "(G: It's so cool that you get to share these experiences together. That must be pretty special?)... Yeah, you wouldn't say that during our training runs. We do bicker – that and diy!"

Not all couples and companions who train and run together get along all the time, and there can be moments of tension or bickering that takes place.

3. 124-129: "(G: Did you have any specific goals that you wanted to achieve, or was it just survival?)... Um, I think initially our plan was to, you know, run the downhill and flats, and walk the uphill and do a relatively respectable time. And on the weekend that did literally turn to, getting to the end."

Many people underestimate the mental and physical scale of the challenge that they sign up to, meaning that on the day, they adjust their plans to form more realistic and less ambitious and lofty goals for themselves. The fact that this individual also only discussed goals relating to the physical element of the challenge (as opposed to fundraising goals), might suggest that the fundraising element was secondary in terms of importance to the physical challenge.

4. 133-149: “Cause, I was walking with, it’s quite fair, she struggled in the heat... So it really did turn into a team effort, so when I didn’t really feel particularly well on the first morning, you know she made sure I got my fuelling right after that... And then obviously when she was struggling towards the end of both days, you know I looked after her. So it was sort of a team effort. I don’t think we were expected that we needed to be quite so... You know, determined... So it’s the furthest I’ve run.”

Those who complete challenges as part of a group or team rely on one another to support and motivate each other when needed. Having the pressure to help another person appears to allow an individual to draw upon extra strength in order to help their companion as well as their efforts.

5. 151-169: “(G: Looking back at finishing, and surviving, and completing the challenge, which sounds ridiculously tough, um, how does that make you feel when you look back at it?)... Um, very very proud. Um, I work in IT, so there’s quite a lot of, you know, male ego involved... And a lot of people that take on various challenges, so it was quite interesting that people I regard as quite fit and quite adventurous, you know, saying well done and good luck and actually being

quite surprised that we got to the end... Which, you know I wasn't really expecting that. But also, with the running club I'm a member of, having some of the very experienced runners saying you know I've done x number of marathons and I would never have contemplated doing what you've done, as a generally slower road runner, that's kind of weird as well."

It is immensely gratifying for people to be able to complete a challenging physical event for charity in front of a remote audience of work colleagues and friends who are often perceived by the individual as fit and outgoing themselves. For women who complete ultra distance challenges, a show of strength in front of their male co-workers appears to command respect from them. A reaction of surprise and shock from others when explaining the challenge to them is hugely gratifying for the individual concerned, and serves to remind them that their challenge was out of the ordinary and a major achievement in the eyes of others.

6. 171-174: "(G: Do you feel like your efforts were worth it, are you pleased you did it?)... Oh god yes, definitely, without a shadow of a doubt."

Those people that complete challenging physical events for charity almost universally report being pleased that they decided to undertake the challenge in the first place.

7. 176-196: "G: These challenges, and the running a little bit more generally. What do they mean to you?)... Um, for me, I think, from a medical point of view, MS is quite a, well it's a very unpredictable disease... So I think following a very strict diet which then gave me a reduction in some of those symptoms... It gave me energy. It gave me a feeling of control back again... So, whether it's a sort of

psychological side of things that I'm following a diet and a lifestyle that allows me to control my health a bit better, with an illness that is in all honesty, well certainly from an nhs standpoint, um, totally unpredictable, kind of go away and get on with it."

For those that suffer from medical conditions, completing challenging physical activities for charity, and staying physically fit, appears to represent a way for them to take back control over their condition, and put them in charge of their bodies, rather than the other way around.

8. 200-205: "It gives me that feeling of, at least some control, and it's been a real turning point... And then kind of, making the most of that energy."

Physical challenge activities and fundraising can help individuals to feel like they are in control of their bodies and their lives, rather than being slaves to a disease or conventional rules for living.

9. 209-216: "(G: What sort of person are you? I'm guessing you're sort of pretty outgoing and reasonably determined?)... Um, yeah. Some people would say stubborn as well. I don't like to, even as a kid I didn't like people saying you cant do that, or you're not able to do that. That's sort of always been a bit of a red rag to the bull – if you say I cant do it then I'm gonna bloody well do it. (laughter) Um, so I think perhaps that nature hasn't quite left me as I've grown up a bit."

Many individuals undertake challenging physical activities for charity in order to prove others and themselves wrong, and that they can do more than the average and complete what others wouldn't believe they could.

10. 218-234: "(G: For the race to the stones specifically, what were kind of the main stand out features of the event for you?)... Um, I think mainly the organisation. Erm, taking something like that on. I mean there are so many different erm events like it that, as a first ultra and, you know the first time I've taken on that kind of event, that kind of challenge, knowing that, sort of being told how well organized it is, and how well looked after you are. Kind of seeing that in action and being able to say that to other people, urm and being able to say that to other people. I think knowing that being in a situation where it could be a bit dicey that you're very well looked after is hugely important... Especially if you do have, you know, you come up against any sort of situation where you might need help."

A major attraction of the RTTS event for participants is the extensive support provided by organisers, which reassures participants that they will be safe during what is, for many, their first ultramarathon.

11. 236-255: "(G: What did it mean to you personally to finish, to complete that challenge and cross that line and get the race to the stones done?)... Er, I think, if I'd have said, before I did it, it would be, you know, feeling like I'd done well, and done a, you know, performed well. I think after doing it, erm, I think understanding how hard it was. I don't think we went in, sort of entered into it thinking it was gonna be easy... But, it was definitely, with the temperatures certainly, and also with the type of terrain, so you see all these lovely pictures of people running through corn fields (laughter), but you know a lot of it is gonna be pretty, not easygoing, but the sort of trails you're used to, I mean that kind of

terrain is my normal running route, from home... Um, and then and how rutted, and varied the terrain was, was a bit of a surprise, yeah.”

For this individual, overcoming unexpected challenges related to the ultramarathon associated with the conditions that weekend was hugely meaningful for them, and proved to them what they were capable of (which is more than they originally envisioned).

12. 260-267: “So yeah, I think, in terms of the emotions, the photos in the blog kind of sum it up. In terms of my face. I mean you can see kind of Vicky and I laughing and crying at the end of it (laughter), and my husband’s done quite a few marathons, and I’ve never really understood, cause he’s not an emotional fellow, and I’ve never really understood his kind of, crying at the end of a marathon, because it’s so out of character, but after that, probably about two or three hours after, it just kind of hits you, you just feel completely drained, and literally I was crying like a baby. It’s so bizarre the feeling.”

Incredibly intense emotions can accompany moments during an ultramarathon, which can result in tears, smiles, and outpourings of emotion. These intense moments appear to be rare, and sum up ‘truly living’ for some people.

13. 272-273: “Yeah, I, I wasn’t in quite as much pain as the others, but yeah, it was a very very strange feeling!”

Some of the feelings and emotions associated with ultramarathons are unique to them as experienced, and have not been experienced by participants before.

14. 276-296: "(G: How important for you was it that this was hard, that this was a difficult challenge?)... I think, I suppose with my journey in inverted commas, it's been about progression. So I've gone from doing my 5k park run in 2014, to going on to a 10km.... And then the following year, challenging myself to do a further distance doing the half marathon... And that's not most people's next logical step... But, in terms of what I enjoy doing I much prefer being off road. And that was the next progression, and it was possibly a bit of big jump to be honest, but it is a kind of progression."

For many people, completing an ultramarathon represents a progression of their journey and achievements into a more extreme realm that is outside the ordinary.

15. 298-303: "(G: Would you consider pain and effort to be a part of the attraction to be a part of the attraction to participating in the event in the first place?)... I think so, cause if something's easy then you don't, I personally don't feel like I've achieved much."

Feelings of achievement are intimately linked with how difficult a challenge was – i.e. if a large amount of effort has been invested in a challenge, then the resultant outcome seems to feel more significant.

16. 305-320: "(G: Could you kind of elaborate a bit more about how you experienced that pain and effort during those two days?)... I suppose, the mental side of it was quite interesting. I've said that doing it as a pair and someone I was very good friends with made a very big difference, because you can say how you're feeling a bit more. And for me, you know, before we, probably about the 30k mark, I was thinking, how on earth am I gonna do the rest, if I'm finding this

hard. I think by the end of the day the three of us said, we had no idea when we crossed the line at the halfway, you know the halfway camping line, how we were gonna go out and do it again the next day... That feeling that, I don't kind of want to upset anybody, and I don't want to say anything, but I don't know if I'm going to be able to do this again."

Feelings of genuine doubt in their ability to finish is common with a number of participants, however, those that complete the challenge with others are less likely to vocalize their fears, so as not to concern or demotivate others.

17. 324-332: "But fortunately the support that was there, I mean all along the way, but there at the basecamp. Having the massage and having the soup, having the chill out area, within probably about three hours we were all thinking actually... Well tomorrow, we'd learnt various things, and we're gonna go out and do it, but yes, the mental side of things, knowing when to go "help me" but also when to shut up I think..."

Completing challenging physical activities for charity helps individuals to learn about and appreciate the support that they have around them, and also when it is appropriate and right to ask for help, and when it might be best simply to get their head down and continue.

18. 339-346: "Yeah I think also when you see people who haven't, have had issues as well, you know, the blisters, people who have picked up injuries, people have fallen, seeing those people waiting for the checkpoint and waiting for the next shuttle bus to take them to the finish and knowing that their journey's over for that year, that's really tough to see, but also makes you think you know also,

I'm gonna do my best to keep going. It also affirms that what you're doing is hard for other people too, and it encourages people that are able to, to get back out on the road, or trail."

Seeing others suffer helps individuals to appreciate the scale of the challenge that they are doing, and also helps to motivate them to keep moving forward, and show strength relative to others in adversity.

19. 350-357: "(G: Was it important that other people were aware of the pain and effort that you went through with the event?)... Umm. Er. I don't necessarily think so.... I think with social media it was fairly obvious that it was. That it wasn't easy."

Whilst individuals might say that they don't believe it was important that others were aware of the pain and effort that they went through, this is implicitly implied by the very nature of the event, and so participants often don't feel the need to reiterate this to others (and 'style it out').

20. 359-374: "(G: Do you mind if I ask how you fundraised please?)... Yep, so I suppose when you've been fundraising for a long time, having a new outlet for it is quite important. So, changing jobs for me, um, was, was quite useful. So I actually got quite a lot of sponsorship from people that have never sponsored me for any of the other daft things before, which is um, a lot of people don't know about my medical condition actually. Mainly because they don't need to... So I think going public with work, the first time, I think the first time I'd gone public previously, I think it was a bit of a shock to a lot of people, it was the first time I'd spoken publicly about it. But, I'm used to speaking publicly now, so I know how

people go sort of 'oh, I never knew'. Well, and I think 'you wouldn't necessarily have to'."

The shock or surprise factor with regards to asking for donations from others, and them not considering the person requesting funds to be atypical of that sort, is hugely effective. Social and employment networks can become saturated with requests for support for charity efforts, and so expanding these networks or reimagining them somehow allows the individual concerned to access a whole new network of people.

21. 376-386: "G: With kind of the MS trust specifically, would you consider your relationship with them to be special, because of this experience, and your other running experiences?... Yeah, absolutely, they are, fantastic. It's a very small team, but you're really made to feel supported in your fundraising as well... You know I probably wouldn't go so far as to say I feel like I've got friends there, but it's not far off it."

Support from charities with regards to fundraising is hugely appreciated by those raising money for charity, and can result in the formation of close relationships between charity and community fundraiser, which can be almost as close as friendships.

22. 390-415: "So I mean one of the things we did last year was the summer streak. Which was aiming to run every day over the summer months. And quite a lot of our friends got involved in that... And my husband has carried on for over a year so actually I think today might be day four hundred... So when he hit the year, he actually got a well done card in the post. From the team, the fundraising

team... And it was so unexpected... And it's just little things like that. There's a group on facebook for people who are part of the running, running kind of teams for the MS trust, so they have the gold ballot charity places for the London marathon, and the other big one that they do is the great north run and the british 10km. So it's actually the great north run that got me involved with the MS Trust. So, yeah we've done that each year, for the last few years."

Personal support from a charity to fundraisers can be hugely appreciated and touching for community fundraisers, having a major impact upon their perception of the relationship. Sometimes fundraising efforts can be sustained for months if not years, with appropriate support from the charity concerned. Online communities can be a major feature of an individual's fundraising journey, and a source of advice and encouragement for those that might be new to the area. For many people, the first touchpoint with the charity might precede actually fundraising for them or escalating their relationship by many years. It simply takes a spark to give them a reason to take the plunge and increase their involvement with them.

23. 417-429: "(G: Do you feel more connected to the charity because you've been doing something that's physically difficult, as opposed to, like a bake sale or something else. Do you think the fact that you go out and do something physically hard makes you more connected to them?)... Um, I wouldn't say so, because I've done bake sales and pub quizzes as well. Which has been, if anything, probably, erm, a very different experience, because it's something that your friends can join in with, it's a more social experience. So I wouldn't say that doing something that's physically hard makes me feel more connected to them,

but a lot of it's down to raising awareness as well, and if I've done a pub quiz with a couple of hundred people there, so in terms of awareness I think, that probably has made me feel like I'm doing more for the MS Trust somehow."

Simply doing a physical challenge for charity does not necessarily result in an individual feeling more connected with a charity, especially if the relationship is already intimate in the first place. The strength of the relationship appears to boil down to the quality and depth of their relationship, and also the meaning that the community fundraiser attaches to their particular fundraising efforts (whatever they might be).

24. 431-443: "(G: For the race to the stones, was it important to feel like you had suffered?)... Erm. I think it would have preferred it if we hadn't suffered (laughter from both sides)... Er. I think, I mean when I've sort of said, I've done a thank you out to the wider business and thanking my colleagues that are in my department, erm, I feel like perhaps if I hadn't completed it, and people had sponsored me, I'd have felt dreadful. But I think, and I'm not sure I'm using the words correctly, I certainly made it, you know I worked hard for your sponsorship!"

Suffering visibly during a challenge for charity appears to help individuals feel like their efforts and the money that they have solicited off others is more justified and deserved, because it is clear they did something that is physically tough.

25. 445-461: "(G: What role did social media play in your fundraising for this race?)... Err, Beforehand I think it was letting people know what we were doing. So we've got the Worthington 500km facebook page, um, which, there's quite a few people who I don't know on there, but there's quite a lot that I've come

across over the years, and I've had quite a few interesting conversations with people I've never met before... But I think in terms of particular uses, I think having the photos directly upload onto facebook, um, the suggestion when you signed up to that race that you put your fundraising link if you had one. Um, I think that definitely generated additional sponsorship from people that I hadn't seen in a long time. And that kind of thing. You know those kind of people that you viewed as kind of (incomprehensible)."

Modern technology and the integration of social media with giving platforms allows individuals to give their supporters and prospective supporters live updates related to their training, and to solicit funds at crucial points. Completing a challenge for charity also allows individuals to reconnect with old and new friends, and acts as a conversation starter for them, making them a focal point for interest within their social circles.

26. 463-483: "(G: What was the feedback like? As you did it, and once you completed it, what was the feedback like from your peers?)... Um, I think like I mentioned earlier if you're doing an event will say well done, and, you know, did you enjoy it. I think this time there was much more of an outlet of kind of disbelief. Is possibly the wrong word for it, but genuine kind of genuine... (G: Awe?)... Yeah! I think! I think awesome you've said kind of, often it's lost it's true meaning, but yeah I think that some, people, um like I mentioned earlier, would look at me, and she's an ironman she's an absolute machine, but she said, you know, having a woman like her say I cant believe you did that, I cant imagine doing that myself, you know, having somebody that I kind of think as a bit of a machine saying that to me, um, and genuinely meaning it, is a bit different to

somebody at the end of a ten k going oh well done love... (G: Yeah. yup. And, how does that make you feel?)... Well yeah quite proud, but also, you know, of course you could do it.”

Reactions of surprise and disbelief from peers and those that they explain their story to are hugely gratifying to individuals that complete testing physical challenges for charity. There appears to be a desire to not be seen as normal, and to be seen as exceptionally able or tough in a particular area.

27. 491-498: “(G: What makes you want to support them? When you see them kind of asking for donations to support them?)... Erm. I think it’s. When people fundraise. Some people do it for a specific place in a race, and er, don’t necessarily have any link or connection to the charity, I’d say that’s probably a minority. A lot of people it’s either for a charity that’s personal to them, or is something that matters to them and their, or potentially our, community. So I think it’s kind of that personal link and kind of human story.”

A personal link to the charity concerned and a human story can help convince other people to donate towards a community fundraising campaign. A minority of people will have little or no link to the charity concerned.

28. 500-512: “(G: How significant would you say was the validation of others to your feelings after the event?)... Um, it was much more significant than I was expecting really. It’s not something that I think that with road races everybody knows them, and with a marathon everybody knows somebody that’s done a ten k. It’s not, kind of, not to make it sound insignificant or sort of usual, when you say, oh, I’ve spent the weekend running 100 kilometers, and people say what’s

that, that's sixty miles, and sort of seeing their jaws drop, it's something that's a little bit more unusual... Although at the time I didn't really think just how, how daft it was (laughter)!"

The validation and reaction of other people to an individual's participation in and completion of a challenging physical event for charity is often significant, and can be more significant than expected. Reactions of surprise and shock are pleasing, reminding the individual concerned that what they have done is out of the ordinary, and impressive to other people.

29. 514-520: "(G: Do you think the perceived difficulty of the challenge helped you raise money from other people. The fact that it was such a hard physical challenge?)... Yes I think so. Cause, some of our friends have supported us right the way through our fundraising, and it certainly meant that some people who had responded to previous challenges have sponsored us again, on the back of previous challenges in response to how ridiculous it was."

The perceived difficulty of a challenge is directly related to how likely other people are to sponsor an individual. This might be in relation to other challenges and other asks that the individual has made to the same social circle, but for previous challenges.

30. 522-534: "(G: Is there anything you think the charity could have done to make your experience any better?)... Um, no I don't think so. I mean, um, because we wanted to wear our MS tops on both days, um, in the past, we've had the running vest, and they were very happy to accommodate us by giving us additional t shirts. I know that sounds like a small thing, but having your

shoulders covered when you're doing that kind of race, is really good. So having the extra t shirt was good. Er... And just the encouragement we got .The messages of encouragement we got from them, and the congratulations we got afterwards."

Support from the charity concerned that is sensitive to the individual, and sensitive to the event itself is hugely appreciated. Thoughtful touches, such as providing multiple charity t shirts (to enable a change of shirt on a longer race), and messages of encouragement sent at crucial points can have a huge impact upon the individual concerned, and strength the bond between fundraiser and charity enormously.

31. 536-566: "(G: How about the event itself, um, is there anything they could have done to make the experience any better, do you think?)... Um, I cant think of anything. Um, there was an appeal. I mean this sounds really nitpicky, but there was an appeal for people with interesting stories to get in touch. Which a couple of friends said, you should get in touch, so I think when you spent a bit of time writing an email and kind of, you know, telling your story when you don't even get an acknowledgement of that... Quite, yeah, cos it's kind of nothing that isn't out there that isn't out there in the personal space, but you've taken the time to tell your story... And to link it to their event, and to not even get an acknowledgement email... That's a bit frustrating, but that, it, if I hadn't have sent that email then it wouldn't have been an issue because I wouldn't have expected anything if you know what I mean!... (G: No no not at all, that sounds completely reasonable. I would be a bit, um, miffed I think.)... I Think thanks but no thanks. I mean they don't have to use my story, but I'm doing these sorts of events, and

there are other incredible people out there, so to have said thanks but no thanks, we're actually gonna go with this person, then yeah, fine! Absolutely! But to hear nothing."

Responsiveness to messages and ensuring that participants feel valued and heard is an essential part of running a successful event that grows from strength to strength each year. In this case, asking participants for their fundraising stories, and then ignoring some respondents appears to have been a bad idea – isolating those that were not responded to, and making them feel as though their efforts were not as impressive as others.

32. 569-591: "(G: Has your relationship with the MD trust changed as you've done these challenges?)... Um. Obviously we've got to know them better over the years, cause, yeah we've kind of, we've had more contact with them. Um. I'm not sure if this is something to treat with a bit of caution, but we were, a number of supporters were invited to er, the house of lords last summer... Unfortunately we couldn't go, because we were running the Lisbon marathon and half marathon, so it actually clashed with that, but that was something we weren't allowed to talk about, or put on social media... Because obviously lots and lots of people raise money for the MS Trust, and not everybody was able to get an invite... But knowing that they kind of, they thought we were deserving of one of those invitations was really nice. Even though we weren't able to take them up on it."

The relationship between charity and challenge participant tends to be strengthened over the course of a fundraising campaign and challenge attempt, as the two parties get to know one another better through increased contact. Offering

participants what appears to be personalized or unique support makes them feel valued and special, such as invitations to events or personalized communications.

33. 593-617: "(G: Do you think you've changed as a person because of your race to the stones experience?)... Um. I think it's made me think that I'm capable of much more than I thought I was... I'm just thinking about the question... Yeah no I think it would be that, I think, over the course of the two days, yep, you, I wasn't expecting it to be as hard as it was. But I think knowing that we got through it, I think that was definitely something that afterwards I got a lot out of it, knowing that I can push myself further than I probably thought beforehand if you'd have said, in this situation, how far could you go."

Many individuals report changes to the self as a result of completing challenging physical activities for charity. These might include an increase in self confidence and self belief, and a stronger perceived self image of themselves.

34. 627-660: "Yeah. Yeah. I think if you'd have said that I'd be taking part in an event like this ten years ago, I wouldn't have thought that was possible... Because of the MS more than anything, because I didn't think that I could really exercise at all until 8 or 9 years after my diagnosis. Because the advice was, you know, extreme exercise, or even a small amount of exercise, certainly at the time I was diagnosed, was something that could be seen as something that would trigger relapses... So for a large number of years I kept my exercise very gentle, and I don't think you could class this as gentle (laughter)... So having the, the sort of confidence, but also not having done that sort of challenge before, not knowing how my body would react and how the illness might trigger... That was a bit of

sort of, into the unknown!... So it was probably only my parents that sort of voiced their fear that something awful might happen (laughter)!... But taking it on, fortunately I did it.”

A major part of some challenge attempts appears to be proving others, or conventional wisdom, wrong. Stepping into the unknown, both mentally and physically, can be both thrilling and rewarding as well as frightening and testing. For conditions such as MS, there appears to be a conventional wisdom that those that suffer from the condition should be wrapped in cotton wool, and encouraged to ‘sit out’ strenuous activity. Reclaiming ownership of one’s body and overcoming tough challenges, more than the average person could even complete, makes those that suffer from traditionally debilitating diseases feel better and as though they can more able than the average, rather than less able as they have been historically made to feel.

35. 663-670: “(G: Would you say the race, the experience has influenced your self esteem at all?)... Erm. I think so, yeah. Certainly entering into Loch Ness marathon, which is my next and my proper, well my proper road marathon. I suppose on day one I was thinking oh my god, what am I gonna do, someone else can have my place. To actually thinking, well Christ if I can do that I can bloody well do loch ness. It’s just a completely different mind set now.”

Completing a challenging physical event for charity has a positive impact upon individual’s self esteem, and instills in them a confidence and self-belief that they are able to tackle difficult physical challenges in the future if they put their mind to it.

36. 672-685: "(G: How did kind of doing the race made you feel in your friend groups. You've kind of touched on it before, your runner friends and the people at work,..?)... Um, I think, yeah pretty much as I've said before. Being in quite a male dominated environment, I think there is an element of kudos for, you know, one of the few women in the department doing something , quite so physical. There is an element of kind of kudos there... And, within the running club, I've always sort of held people, I'm in awe of the people that can do something like an ironman, and I never thought I would do a marathon. Let alone, race to the stones."

Finishing an ultramarathon results in individuals feeling more self confident both at work and in social circles, propelling them into a realm of elitely able athletes. This can be a significant confidence and morale boosting transformation, especially for people that exist in macho or male dominated workplaces, and for those that are part of fit and athletic social circles.

37. 732-739: "Yeah there are sort of people in the running club who've said, what's your next challenge? Are you gonna go back and do it again? Are you gonna do something else? I think the fact that there is always another challenge, is again something I wasn't expecting. You do feel like, you know, what is the next challenge?"

Many individuals who complete challenging physical activities for charity are asked by friends and family what they might do next, and there appears to be a social expectation that an outgoing person who completes challenges of this nature will want to continue to do tough challenges in the future.

38. 741-753: "(G: I was gonna ask, um, kind of how competitive you are with your fundraising and challenge attempts. Do you feel like you're keen to sort of be competitive with the distances your running. It sounds like you've been able to, you're running further and further. Would you say you're quite competitive with regards to that?)... Well, if you'll pardon the language, my husband once described me as competitive but shit! (laughter). So I think I'm not an athlete in terms of, I'm never gonna be the fastest, and I'm never gonna be the most stylish or have the best form, but knowing that I can improve on my performance, as opposed to breaking records, or coming first or getting gold, that aint gonna happen. But in terms of me and battling and improving and me, yeah I would say I'm probably quite competitive."

Completing a particularly tough physical challenge for charity, such as an ultramarathon, can be a way for a competitive person to improve themselves and 'out-distance' others, even though they might not be able to faster than their friends over conventional distances.

39. 755-760: "(G: For the race to the stones, the challenge, do you feel like it was outside your comfort zone?)... Yes. Definitely. I thought it was outside my comfort zone when I started, and then I realized quite how far outside my comfort zone it was when I got going and afterwards. (Laughter)."

Whilst entrants to ultramarathons typically realize that the challenge will be outside their comfort zone before starting, many do not appreciate quite how far outside of it the challenge will be, and are surprised at what they encounter during the challenge in terms of discomfort.

40. 765-767: “Er. I think. Just kind of a bit of shock that we’d actually managed to do it, when some more experienced people, didn’t. But also, just being very very proud of how we worked as a team and how we got round it.”

It is gratifying to see others fail during a challenge which an individual is completing, because it serves to remind the individual that what they are doing is hard, and not achievable to everyone.

41. 770-774: “(G: Do you want to do anything similar again?)... I think we all thought never again after we finished. But certainly my husband was talking about the next challenge a few hours afterwards, and I was thinking probably a day or so afterwards. Like, what’s next.”

Immediately after completing a challenge, participants often think ‘I never want to do anything similar again’, however many people report considering thinking about doing something similar again hours or days after finishing, suggesting that painful or unpleasant memories are eclipsed by feelings of pride, accomplishment, and self-belief.

42. 776-784: “(G: What would you say you were left with after finishing?)... Not a lot! Certainly no energy. Erm. I think the thing I’ll probably take away mostly is, after seeing my husband put himself through extreme, kind of challenges, in terms of how he approaches marathons. Giving it his absolute all. And sort of the response, kind of the emotional response afterwards. Having experienced that myself I feel like I now have a much better understanding of how he’s feeling.”

Completing tough physical challenges for charity can help people understand others better, in terms of friends or family members that have done similar things.

This can increase understanding between people, and perceived closeness, because of a mutual shared similar experience.

43. 786-793: "(G: What would you say the next big challenge is in your life?)... Er, next big challenge is the loch ness marathon... Er, that's in eight weeks time."

For many people, they always have a physical or athletic goal in mind that they are striving towards, and their experiences in the past only seek to strength their resolve to explore further and push themselves further and in different ways.

44. 800-821: "(G: Are there any real stand out moments that you can remember?)... Errrr. I don't think there. There are so many! I think, kind of, ones with negative connotations would be, seeing people, you know, grown adults, in severe distress, you know crying. That's not something you normally see in most day to day environments.... And, kind of, seeing that was quite upsetting. Er, in terms of kind of joyful moments it was probably, getting to the base camp and seeing Jo waiting for us. But also one of the ladies who was at the first checkpoint who I was talking to who also had her there, and the conversation, and you know, even in the very brief space of time, the contact there, saying right, I'll see you at the finish, I'll look out for you, and she was there... That's something I'll probably not experience again, I'd be very surprised if I did. And then of course seeing her again the next day at the first pitstop then, and sort of having a chat. And saying, sorry I didn't really get a chance to speak to you yesterday, because I was a little bit tired."

Moments involving human interaction, or particular scenes of distress, appear to be prioritised in terms of the memory of those that take part. Testing physical events

such as ultramarathons can prompt emotional reactions for participants, such as tears. Conversations and support from both staff and other participants is hugely appreciated by those that take part.

45. 823-830: "(G: I suppose it's kind of a bit weird, because you must share some pretty intense moments with people that you don't really even know?)... Yes. Yes absolutely. I spoke to another lady who was yeah, planning on walking the whole thing, who was doing very well. But she was in a lot of pain at one of the pitstops, and I kind of mentioned earlier sort of talking to her and being there for her. And I didn't even know her name! But seeing her going out again feeling like she could take on the next stretch."

Participants experience great pleasure and satisfaction from supporting others as they go, in part because they know how much impact kind words of encouragement would have on themselves.

46. 832-836: "(G: Would you describe the challenge as a life changing or a life affirming experience?)... Um. Yes I suppose so. In terms of kind of learning about personal limits, I would say yes."

Some individuals who complete challenging physical activities for charity would describe their experiences as life changing, in that they redefine their personal limits, and learn more about themselves and their capabilities and how they react under pressure and stress.

47. 845-889: "(G: What role that, that (charity) connection played in your experience?)... I think, knowing you're doing it for a reason other than a personal

challenge. You're doing it, um, certainly, my involvement with the MS trust.

Around kind of, saying thank you... Because, the MS trust trained the nurses, that are, MS Trust trained nurses. A bit like the McMillan nurses who help, obviously people with cancer... (G: Yeah, I didn't realize it until I was reading up your blog, i...)... Well, neither did I! So I, I've had a very good relationship with my MS nurse when I was diagnosed, I've seen lots of, you know, information. At the time, probably for, a good number of years afterwards, I had no idea that the MS Trust was the driving force behind that... And knowing like, if somebody sponsors the marathon, I like to say what that money is going to be used for potentially. What that money could mean to the MS Trust... So I feel if somebody gives me a tenner, I can say, oh right, that covers, x y or z. Um, and then, at work if I get a grant from a corporate social responsibility fund, I can say right, that's a significant amount of money. That's gonna pay for this for a number of months or years... And, when you kind of know the numbers involved and how much things cost, and it is a charity, without that, somebody might not kind of get the service or the experience I've had... It kind of makes it much more tangible... And you feel like you're letting somebody else down other than yourself."

The charity element of a challenge creates an extra level of responsibility and pressure, to both the charity and those that have supported them. It means individuals feel as though they would be letting not just themselves, but other people down, unless they completed what they said they would do.

48. 891-905: "(G: Did you find yourself thinking about it much over the two days? Or were you just focused on, survival?)... Um, I think, I think if I hadn't had, Vicky to think about, when she was struggling... I think, you know, because we

were both struggling at the same point, or points. I think perhaps thinking about, letting people down if I gave up, would definitely have come into play... As it happened, I was probably more, more conscious of whether she was ok... (G: Of course, you've got more pressing things to worry about!)... Well that's it! Which meant there was very little space left to think!... And also thinking about those basic human things. Making sure I'd got enough hydration, making sure I'd taken enough fuel on."

Individuals are often highly preoccupied throughout the challenge itself to actually think about the charity that they are raising money for. Perhaps prompting thought about the charity at points somehow could increase feelings of association between the challenge and the charity itself, and help individuals feel more connected to the them.

49. 916-939: "(G: Was it pretty horrendous, the heat? Because it was a pretty hot weekend?)... Yes, yeah it was very hot... Um, I've had to. We've had quite a few experiences where we've gone away to do events in different countries. And I was expecting it to be a bit cooler, just based on the time of year. And they've had an unexpected heatwave. Which, obviously compared to a UK heatwave is, much stronger, so we've had quite a few, experiences... But this year, I think having a very long hot summer, and also we, when we. Early in June we were in Corfu, and carried on training then. So we've probably acclimatized better than, most, perhaps. Because a lot of people have said, when it's been hot I just haven't gone out and have trained in the evenings... Well, we've, we've kind of known that it's been a possibility, so made sure that we've trained in the heat as well.

Appropriate training in all conditions helps people to prepare for adverse conditions during the challenge itself, and gives them confidence to face whatever nature and the weather might throw at them.

50. 944-952: “Um, I think I wish I’d been able to carry a bit more water. Because you’ve got the hydration pack, but they’re only able to carry a couple of liters. And certainly, I ran out, um, the last pitstop before the finish is about twelve kilometres out. And I ran out of water about three kilometres away from the finish... Um, I think with the end in sight it’s less miserable, but yeah, I was, I wished I’d been able to carry more fluids.”

Those that take part in events which are further out of their comfort zone than they have ever been before tend to learn new things about themselves, and also how to approach the challenge concerned. For example, how to manage physical problems, equipment tips, and how to keep themselves motivated and staying positive and constructive throughout.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) Some individuals feel a social pressure to complete challenging physical activities for charity, and are pushed to take part by friends and family who are regular physical activity fundraisers.
- (8.) Physical challenge activities and fundraising can help individuals to feel like they are in control of their bodies and their lives, rather than being slaves to a disease or conventional rules for living.
- (9.) Many individuals undertake challenging physical activities for charity in order to prove others and themselves wrong, and that they can do more than the average and complete what others wouldn't believe they could.
- (38.) Completing a particularly tough physical challenge for charity, such as an ultramarathon, can be a way for a competitive person to improve themselves and 'out-distance' others, even though they might not be able to faster than their friends over conventional distances.

Section 2 (experience – hot cognition):

- (2.) Not all couples and companions who train and run together get along all the time, and there can be moments of tension or bickering that takes place.
- (3.) Many people underestimate the mental and physical scale of the challenge that they sign up to, meaning that on the day, they adjust their plans to form more realistic and less ambitious and lofty goals for themselves. The fact that this individual also only discussed goals relating

to the physical element of the challenge (as opposed to fundraising goals), might suggest that the fundraising element was secondary in terms of importance to the physical challenge.

- (12.) Incredibly intense emotions can accompany moments during an ultramarathon, which can result in tears, smiles, and outpourings of emotion. These intense moments appear to be rare, and sum up ‘truly living’ for some people.
- (13.) Some of the feelings and emotions associated with ultramarathons are unique to them as experienced, and have not been experienced by participants before.
- (16.) Feelings of genuine doubt in their ability to finish is common with a number of participants, however, those that complete the challenge with others are less likely to vocalize their fears, so as not to concern or demotivate others.
- (17.) Completing challenging physical activities for charity helps individuals to learn about and appreciate the support that they have around them, and also when it is appropriate and right to ask for help, and when it might be best simply to get their head down and continue.
- (18.) Seeing others suffer helps individuals to appreciate the scale of the challenge that they are doing, and also helps to motivate them to keep moving forward, and show strength relative to others in adversity.
- (24.) Suffering visibly during a challenge for charity appears to help individuals feel like their efforts and the money that they have solicited off others is more justified and deserved, because it is clear they did something that is physically tough.

- (39.) Whilst entrants to ultramarathons typically realize that the challenge will be outside their comfort zone before starting, many do not appreciate quite how far outside of it the challenge will be, and are surprised at what they encounter during the challenge in terms of discomfort.
- (40.) It is gratifying to see others fail during a challenge which an individual is completing, because it serves to remind the individual that what they are doing is hard, and not achievable to everyone.
- (44.) Moments involving human interaction, or particular scenes of distress, appear to be prioritised in terms of the memory of those that take part. Testing physical events such as ultramarathons can prompt emotional reactions for participants, such as tears. Conversations and support from both staff and other participants is hugely appreciated by those that take part.
- (45.) Participants experience great pleasure and satisfaction from supporting others as they go, in part because they know how much impact kind words of encouragement would have on themselves.

Section 3 (fundraising today):

- (5.) It is immensely gratifying for people to be able to complete a challenging physical event for charity in front of a remote audience of work colleagues and friends who are often perceived by the individual as fit and outgoing themselves. For women who complete ultra distance challenges, a show of strength in front of their male co-workers appears to command respect from them. A reaction of surprise and shock from others when explaining the challenge to them is hugely gratifying for the

individual concerned, and serves to remind them that their challenge was out of the ordinary and a major achievement in the eyes of others.

- (20.) The shock or surprise factor with regards to asking for donations from others, and them not considering the person requesting funds to be atypical of that sort, is hugely effective. Social and employment networks can become saturated with requests for support for charity efforts, and so expanding these networks or reimagining them somehow allows the individual concerned to access a whole new network of people.
- (25.) Modern technology and the integration of social media with giving platforms allows individuals to give their supporters and prospective supporters live updates related to their training, and to solicit funds at crucial points. Completing a challenge for charity also allows individuals to reconnect with old and new friends, and acts as a conversation starter for them, making them a focal point for interest within their social circles.
- (27.) A personal link to the charity concerned and a human story can help convince other people to donate towards a community fundraising campaign. A minority of people will have little or no link to the charity concerned.
- (29.) The perceived difficulty of a challenge is directly related to how likely other people are to sponsor an individual. This might be in relation to other challenges and other asks that the individual has made to the same social circle, but for previous challenges.
- (31.) Responsiveness to messages and ensuring that participants feel valued and heard is an essential part of running a successful event that grows from strength to strength each year. In this case, asking

participants for their fundraising stories, and then ignoring some respondents appears to have been a bad idea – isolating those that were not responded to, and making them feel as though their efforts were not as impressive as others.

- (47.) The charity element of a challenge creates an extra level of responsibility and pressure, to both the charity and those that have supported them. It means individuals feel as though they would be letting not just themselves, but other people down, unless they completed what they said they would do.
- (48.) Individuals are often highly preoccupied throughout the challenge itself to actually think about the charity that they are raising money for. Perhaps prompting thought about the charity at points somehow could increase feelings of association between the challenge and the charity itself, and help individuals feel more connected to the them.

Section 4 (the transformation):

- (7.) For those that suffer from medical conditions, completing challenging physical activities for charity, and staying physically fit, appears to represent a way for them to take back control over their condition, and put them in charge of their bodies, rather than the other way around.
- (11.) For this individual, overcoming unexpected challenges related to the ultramarathon associated with the conditions that weekend was hugely meaningful for them, and proved to them what they were capable of (which is more than they originally envisioned).

- (15.) Feelings of achievement are intimately linked with how difficult a challenge was – i.e. if a large amount of effort has been invested in a challenge, then the resultant outcome seems to feel more significant.
- (34.) A major part of some challenge attempts appears to be proving others, or conventional wisdom, wrong. Stepping into the unknown, both mentally and physically, can be both thrilling and rewarding as well as frightening and testing. For conditions such as MS, there appears to be a conventional wisdom that those that suffer from the condition should be wrapped in cotton wool, and encouraged to ‘sit out’ strenuous activity. Reclaiming ownership of one’s body and overcoming tough challenges, more than the average person could even complete, makes those that suffer from traditionally debilitating diseases feel better and as though they can more able than the average, rather than less able as they have been historically made to feel.
- (42.) Completing tough physical challenges for charity can help people understand others better, in terms of friends or family members that have done similar things. This can increase understanding between people, and perceived closeness, because of a mutual shared similar experience.
- (46.) Some individuals who complete challenging physical activities for charity would describe their experiences as life changing, in that they redefine their personal limits, and learn more about themselves and their capabilities and how they react under pressure and stress.
- (50.) Those that take part in events which are further out of their comfort zone than they have ever been before tend to learn new things about themselves, and also how to approach the challenge concerned. For

example, how to manage physical problems, equipment tips, and how to keep themselves motivated and staying positive and constructive throughout.

Section 5 (context):

- (4.) Those who complete challenges as part of a group or team rely on one another to support and motivate each other when needed. Having the pressure to help another person appears to allow an individual to draw upon extra strength in order to help their companion as well as their efforts.
- (10.) A major attraction of the RTTS event for participants is the extensive support provided by organisers, which reassures participants that they will be safe during what is, for many, their first ultramarathon.
- (14.) For many people, completing an ultramarathon represents a progression of their journey and achievements into a more extreme realm that is outside the ordinary.
- (19.) Whilst individuals might say that they don't believe it was important that others were aware of the pain and effort that they went through, this is implicitly implied by the very nature of the event, and so participants often don't feel the need to reiterate this to others (and 'style it out').
- (49.) Appropriate training in all conditions helps people to prepare for adverse conditions during the challenge itself, and gives them confidence to face whatever nature and the weather might throw at them.

Section 6 (legacy – cold cognition):

- (6.) Those people that complete challenging physical events for charity almost universally report being pleased that they decided to undertake the challenge in the first place.
- (26.) Reactions of surprise and disbelief from peers and those that they explain their story to are hugely gratifying to individuals that complete testing physical challenges for charity. There appears to be a desire to not be seen as normal, and to be seen as exceptionally able or tough in a particular area.
- (28.) The validation and reaction of other people to an individual's participation in and completion of a challenging physical event for charity is often significant, and can be more significant than expected. Reactions of surprise and shock are pleasing, reminding the individual concerned that what they have done is out of the ordinary, and impressive to other people.
- (33.) Many individuals report changes to the self as a result of completing challenging physical activities for charity. These might include an increase in self confidence and self belief, and a stronger perceived self image of themselves.
- (35.) Completing a challenging physical event for charity has a positive impact upon individual's self esteem, and instills in them a confidence and self-belief that they are able to tackle difficult physical challenges in the future if they put their mind to it.
- (36.) Finishing an ultramarathon results in individuals feeling more self confident both at work and in social circles, propelling them into a realm of elitely able athletes. This can be a significant confidence and morale

boosting transformation, especially for people that exist in macho or male dominated workplaces, and for those that are part of fit and athletic social circles.

- (37.) Many individuals who complete challenging physical activities for charity are asked by friends and family what they might do next, and there appears to be a social expectation that an outgoing person who completes challenges of this nature will want to continue to do tough challenges in the future.
- (41.) Immediately after completing a challenge, participants often think 'I never want to do anything similar again', however many people report considering thinking about doing something similar again hours or days after finishing, suggesting that painful or unpleasant memories are eclipsed by feelings of pride, accomplishment, and self-belief.
- (43.) For many people, they always have a physical or athletic goal in mind that they are striving towards, and their experiences in the past only seek to strength their resolve to explore further and push themselves further and in different ways.

Section 7 (relationship with charity):

- (21.) Support from charities with regards to fundraising is hugely appreciated by those raising money for charity, and can result in the formation of close relationships between charity and community fundraiser, which can be almost as close as friendships.
- (22.) Personal support from a charity to fundraisers can be hugely appreciated and touching for community fundraisers, having a major impact upon their perception of the relationship. Sometimes fundraising

efforts can be sustained for months if not years, with appropriate support from the charity concerned. Online communities can be a major feature of an individual's fundraising journey, and a source of advice and encouragement for those that might be new to the area. For many people, the first touchpoint with the charity might precede actually fundraising for them or escalating their relationship by many years. It simply takes a spark to give them a reason to take the plunge and increase their involvement with them.

- (23.) Simply doing a physical challenge for charity does not necessarily result in an individual feeling more connected with a charity, especially if the relationship is already intimate in the first place. The strength of the relationship appears to boil down to the quality and depth of their relationship, and also the meaning that the community fundraiser attaches to their particular fundraising efforts (whatever they might be).
- (30.) Support from the charity concerned that is sensitive to the individual, and sensitive to the event itself is hugely appreciated. Thoughtful touches, such as providing multiple charity t shirts (to enable a change of shirt on a longer race), and messages of encouragement sent at crucial points can have a huge impact upon the individual concerned, and strength the bond between fundraiser and charity enormously.
- (32.) The relationship between charity and challenge participant tends to be strengthened over the course of a fundraising campaign and challenge attempt, as the two parties get to know one another better through increased contact. Offering participants what appears to be personalized

or unique support makes them feel valued and special, such as invitations to events or personalized communications.

D.20 Interview Number 20 Notes

Interview Script Highlights:

1. 115-124: "(G: It looks completely mad, your running challenge. How're you holding up?)... Yeah, it's... Um... I mean I've gone beyond the real tiredness!... I mean at first you're just so tired, and then it's like... You come through the other side. I've got races next month. And I've managed to give myself six weeks between those races, but yeah."

Some individuals push themselves to physical and mental places that they have never been before when completing challenging physical events for charity, exploring parts of themselves that they have never previously known before, and learning new things about themselves along the way.

2. 135-136: "I've been running for quite a few years now, but I started running again, in well, October. Which was different. But... It can take over your life."

For those that run a lot, some of them recognise that in certain circumstances, running can become an unhealthy coping mechanism for them.

3. 202-219: "(G: What reasons made you want to do this challenge in the first place? Obviously a bit of a mixture, it sounds like?)... Yes. Um. It's a combination of reasons, really. So I, I ran my first ultra, was it only last year? Last year. And it was kind of a therapeutic experience in itself really... Because, part of the reason I did... Well there are two reasons I started training for ultras. I'd run lots of marathons, and it has got to the, well, what else now, kind of point. And so I was

going through a difficult time. 2015-2016 I was going through divorce as well...

And, er, it kind of, the focus on running on my first ultra was my real sanity.

Competing difficult physical challenges for charity can help to provide those that are going through a particular stress or trauma in their life with another focus, that is positive. For some individuals that have been running their entire life, an ultramarathon appears to be the next logical step in terms of challenging themselves and getting more out of running.

4. 223-233: “That’s what kind of kept me going all that time. And I thought if I can get through this race, then I can do absolutely anything. And it sort of became my, my first ultra. And I enjoyed my first ultra experience. And when you get to the end, and you think, bloody hell, I did fifty three miles! It as in Peterborough, and that was astonishing. And then I signed up to do race to the stones... Then that was a hundred km. And then it was a case of what am I going to do now? And how am I going to focus my time. And I had a couple of marathons and I did Birmingham and new york marathons after that.

For many people, the symbolic act of compelling an ultramarathon challenge has great significance for them, and represents succeeding at life when sometimes other things might not be going so well, or outside their control. They feel as though if they can finish an ultramarathon, then they can do absolutely anything.

5. 237-259: “And then I found an ultra in December, and then just had the mad idea that I’ll do an ultra a month, over the next year... And I thought, yeah, that sounds like a great idea! And because I enjoyed the experience, so much... And it also coincided with the, 30th anniversary for the Piper Disaster, this year... So

what my thoughts were. I was sat there thinking, if I'm gonna run all these miles, I could actually do something really purposeful with that... Because It wouldn't be easy, and I knew it wouldn't be. It wouldn't be easy. And I wanted a goal that was run related every month, and I would raise money for pound for piper, every time."

For many individuals, the idea to raise money for charity is secondary to their original plan to complete the challenge in the first place. However, the charity element of their efforts means that the challenge itself takes on a new significance, and gives them additional impetus to follow through with their challenge plans.

6. 265-297: "(G: When you look back at notching off all those races and challenges. How does that make you feel about yourself?)... Um, when I step up to the start line, I work on the basis that, I'm never quite sure I'm gonna finish. Because, if you get up there, and you get a bit cocky, and you think, oh ive done this loads of times!... That's when it's gonna get you... And it doesn't matter if it's a marathon, or 100km. It makes no difference... So in my first race of the year, it was an absolute stinker... And it was forty odd miles. Wading through mud. In Worcestershire, and actually when I got to the twenty mile mark, it's the first time in a race I've ever thought, I might not finish this... And that's not in my vocabulary. Only if I'm partly dead, would i... (G: It must have been bad!)... Yeah, it was really, really really tough. But I focused on the fundraising at that point. And I thought, Jesus Christ! You cant wimp out now."

Raising money for charity gives individuals more reasons not to fail at their challenge, and to stop halfway through, or when things get tough. Individuals feel as though they will be letting not just themselves down, but also other people and

the charity itself down if they do not follow through with the challenge that they have declared they will do.

7. 301-315: “Um, and then you do get to the end, and it’s just... The races that I have done every month have always been different... And everyone has been a different challenge, and different distances, and they’ve all been really tough, in their own ways. You do just get to the end, and think, I did that! And it’s pretty amazing. But then you also get, you get, um, you mind changes, and your thinking changes about distances. Because you think, oh, it’s only a thirty miler. And I do that in training... (G: Immersed in this crazy realm!)... Yeah! I did a thirty miler last month, in the chilterns. And I got to the end, and I thought, where’s the other twenty miles!”

Those that regularly complete ultra distance events soon become used to running longer distances, with feats that would be shocking to the average person becoming normalized.

8. 319-320: “But it is. It does give you a sense of achievement, but also a sense of, I haven’t reached my limits.”

Completing ultramarathons allows individuals to reimagine their limits.

Completing challenges that once might have seemed impossible give those that do so a huge sense of achievement.

9. 322-334: “(G: What does it mean to you. Being able to do these challenges, these ultras?)... D’you know, I’ve stood on the top of the south downs. In Jan... Not in January, in December. And I was knee deep in snow and ice. Um, and it was so

cold. And I was watching the sun rise over the south downs. And it was so stunning. And I just stopped for that moment and just thought what a privilege it was to do this... And to have your health. To be able to do it. But just to be able to run and get outdoors. And it is a real privilege, you know. I don't take it for granted, whatsoever."

Training for and completing tough physical challenges for charity can remind people how lucky they are to have their health, and expose them to unique outdoor experiences that they would not otherwise have had.

10. 351-373: "Well it's... I'm a teacher by trade. I'm an ex head teacher! There's a lot of teachers out on the ultra trail. There's something about being in that nature of job, that gives you the kind of grit and determination that you need. I think I am very determined, probably a bit bloody minded at times... Um, but, I'm very focused and very disciplined. So I can manage the training, very well... So I stick to my training plan. And, if I have to, I'll get up at 2 in the morning to do the training... (G: So just, whatever it takes?)... If I have to, I will. And that is just part of my personality. Who I am. So very focused. Very determined... Very driven."

Those who sign up to and complete particularly tough physical challenges for charity have grit and determination and are willing to step outside their comfort zones in order to experience delayed gratification through achieving things themselves and helping others.

11. 375-389: "(Each time you finish one of these events, what does that mean to you, when you cross those finish lines?)... Um, it always me cry every time I finish, I don't know why!... (G: Well I bet! It must be a very emotional moment!)..."

It is, yeah! And that's... Whether it's a marathon or an ultra, it doesn't matter. It's that sense of achievement. When you get to the end. And there is a real pride in yourself. And, I ran a race in wales in May. And my friend brought my daughter along. And she ran with me, to the end of the race. So a lot of it is being to share that experience with her, as well. To be that role model, for her. You know, everytime I do something like this, she looks at my medal, and is like, wow mummy, that's awesome. She said to me, when I grow up I want to be just like you, and to run all these races."

Completing challenging physical activities for charity can be an incredibly emotional experience with some individuals reporting emotions that are unique to ultramarathons and physically exhausting but rewarding situations. Many parents who finish taxing physical activities for charity report wanting to be a positive role model for their children. Having children look up to parents is a hugely gratifying and satisfying feeling for them.

12. 393-401: "Not ultras. She said maybe just shorter ones... (G: That must make you feel amazing as a parent as well. That's really cool.)... Absolutely... If there's only one reason to do it, then it's that, isn't it?"

Setting a positive example for their children is one reason that helps parents to stay motivated to complete tough challenges or charity and to push themselves and stay fit.

13. 403-413: "(G: Does having these experiences make you feel special?)... Um, does it make me feel special? I'm not sure. I'm not sure special is the right word... (G: Fair enough! I guess if you spend enough time immersed in this, in that realm,

then a lot of things become quite normalized. Like you were saying with the distances, and... You know, the community that does this stuff!)... Yeah. Yeah!"

When individuals are involved in communities for which tough physical challenges are commonplace, or when individuals complete multiple challenges regularly, the individual concerned begins to see themselves as not out of the ordinary, and begins to regard the challenges that they do as not special.

14. 420-436: "(G: In terms of the challenges, how important is it, that they're physically hard? That they're difficult?)... Well... It. People are donating money... And, if you're gonna do a challenge, you want to have worked hard.... To... Because if it's easy, and it's something you could do everyday, then there's no real point, is there?... So I think it's got to be something that taxes you."

Fundraisers feel as though there is no point in doing a challenge unless it is something that taxes them. There is also a belief that if people are donating money to a challenge attempt, that you owe it to those that donate to work hard and do something that the average person would find tough.

15. 440-444: "And people do exceptionally long distances. They become a bit odd. Because if you do these long distances all the time, it doesn't become, a big deal. Um, for me, I'm thinking, wow, look at that, it's eighty six miles. Whereas the rest of them, they're all just 100km. I can cover that distance. Things can go wrong, but I can do that regularly. Um..."

The more regularly an individual completes tough physical challenges for charity, the less significant those challenges become for them. Finishing them becomes less of a big deal each time, as the novelty decreases.

16. 446-450: "(G: Would you say that effort, and, to a certain extent, pain, is a part of the attraction of some of these challenges?)... Yes. Because there is that element of can I overcome it. And it's painful. Very painful!"

Pain and exertion, to a certain extent, is a part of the attraction of these challenges to some people, who are looking to test themselves and overcome a challenge.

17. 452-471: "(G: How do you experience that pain and effort? When you're doing those challenges?)... Well, there comes points where it stops being physical, and it's purely. It's purely mental... And, I engage in an awful lot of self talk, when it gets to the point where it's really really hard. And then you start to adopt the strategies where it keeps you going... And it's about recognising.

Taking cues from your body and recognising when you need to slow down and have a walk. And giving yourself that... And then the other kind of aspects."

Many people who encounter tough moments during a physical challenge will engage in positive self talk, and strategies to help keep them moving forward.

These tactics and what is successful will depend upon the person and situation that they find themselves in. The process of individuals learning what works for them can be empowering, and help them in future situations.

18. 473-483: "(G For you personally, how important is it that you share that pain and effort with other people? Whilst you're doing these challenges?)... Er, well it's really lovely to have other people to talk to. You mean when you're out there?...

(G: Yeah.)... Yeah. Um, I train alone. The beauty of ultra is that I've met some of

the most inspirational people every single race. And I always end up at the end of it, running it and passing some time with other participants.”

Participants in ultramarathons appear to be largely friendly and happy to chat to fellow participants. Many individuals report meeting and engaging with inspiring people during their ultramarathon running experiences.

19. 494-503: “Yeah. It’s a different sport, to marathon running, as well, and that’s one of the big attractions as well. And I wouldn’t consider myself to be one of the most sociable people in the world. But it’s really nice, when you out there on the trail, and you’re miles and miles from nowhere, and you can just pick up chatting to other people that share a common interest... And run with people and chat with people and make some lovely friends along the way.”

The ultramarathon running community appears to be friendly and supportive, and provides some people with opportunities to make friends and engage socially with others that share a common interest.

20. 507-527: “Um, and there are people I keep in touch with now that I’ve met on the races. You know, people you wouldn’t normally... (G: I suppose it’s kind of the ultimate leveler really isn’t it?)... Yeah... (G: When you’re out there for kind of, however many hours. It doesn’t really matter who you are, where you’re from, what age you are. Tall short fat thin! You’ve both got to get the miles done!)... Exactly that! It helps your sanity, and it just passes time. Um, and, in fact the last race I did, there was very little engagement throughout the day. So I was off doing my thing. And a young lad came and paced me. For a while. And he said, do you mind if we have a bit of a chat, I’m finding it really hard. And he said, if I can

just talk to you, it'll just help keep me moving... And there's that nice element of it. Just to engage with somebody else, to help keep moving you forward."

Participants in distance running events appear to want to help others, and chatting helps the time to pass by and provide people with stimulation and a distraction.

The fact that each runner has to endure the same thing acts as a 'leveller', and creates a level of commonality between everyone taking part, which helps with building bridges between people.

21. 529-542: "(G: Do you think when you're out there, because you're with, not necessarily like minded people, but similar people, do you think it allows people to be more open with strangers, because you're sharing that experience?)... Yeah. Definitely more relaxed... And most people want to... When it gets to, er, the completion of an ultra, you all have to be friends (laughter)... You know, they kind of see you at your worst and your best."

There appears to be a huge sense of community and mutual respect between ultrarunners, who feel open and relaxed talking to strangers and one another, because they recognise that they all might need one another at one point.

22. 544-566: "(G: How have you fundraised whilst you're doing these challenges please, Laura?)... Um, my justgiving page. Um, one of the interesting aspects of it, is that I fundraise for a Scottish charity. But I live in England... Um, and they're a small charity based in Scotland. People always remember Piper Alpha as being terrible. It's a terrible event, and it's in the news again, a year later. And that's how it should be, but for the families, for us, it's never, it's as raw thirty years later as when it happened. And so my fundraising comes through my immediate

family. And it's been sort of tapping back in to my brother and my sister, who are still in Scotland. And then raising the profile for me, in my home town, so that my friends can... That I work with, have supported through the fundraising. But I also did... Because we were coming up to the thirty years, anniversary... I did an interview with Scottish television. I did an interview with, um, one of the, er, oil newspapers, in Aberdeen. And that's raised the profile, and I've got some further donations through that."

Online giving platforms are an essential part of almost every modern fundraising campaign. Leveraging friends and family can help fundraisers access entirely new pools and circles of prospective donors. For many people, traumatic experiences remain just as traumatic to think about many years later. Finding ways of resonating with people and the public can mean general local press can be a very effective way of garnering support for a campaign.

23. 570-576: "Facebook... So, making the facebook posts, and they now have a page for Pound for Piper. And they've raised the profile of my facebook posts, and um, there's kind of support to raise money."

Charities that help to promote and support an individual's efforts on social media can supercharge and boost their fundraising efforts, adding an element of perceived credibility to a person's efforts.

24. 580-592: "So what also helped me up, was linking up with children of the people who died... So I put it up there. People are doing the same thing and we sort of supported each other doing different things. So there were people up in

the north of Scotland doing a cycle ride. And I raised the profile of his, and he raised the profile of mine... So it was just, through those avenues.”

Many charities have a close-knit group of supporters and regular donors who will gladly support other people who are taking on a large challenge in order to support their beloved charity. Linking-up with other people who are interested in the charity can be a group source of donors for an individual's campaign.

25. 594-598: “(G: Would you consider the relationship with the charity to be special, because of your physical challenge experiences?)... Um, I think my relationship with the charity is special because, you know, I loved my Dad and Piper, so, um, it's very personal to us that way.”

For some individuals, the connection that they have with their chosen charity will be deeply personal, and might well be connected with personal trauma or bereavement. The charity that they are supporting should be aware of this.

26. 616-651: “Yeah, if you told me I couldn't run tomorrow. I think I'd be devastated... And not able to run ultras. Because marathons just don't hold the same attraction for me now, that they once did. Because they're not hard enough, they're not long enough, they're not tough enough... And I have fundraised in the past, by running marathons, but that was fundraising because I needed a, you know to get a place you have to go down the fundraising route. Rather than the other way around, which I'm doing now, where I'm fundraising for a very personal cause. And it's, er, one of the things that I've advocated when doing this, is anonymity... Because, one of the hardest things, when the piper alpha occurred, was, how public our family became... Because we lived in a small town

on the west coast of Scotland. It was just... The inquest was so long and so drawn out and so profile. And I don't generally share this with people, I don't generally talk about it. So sharing this has brought it all out in the open. And I do have to talk about it, and my dad, and share it. And get it out in the open. You know, the tv interview, and the, the news interviews, but in a sense, that part, I hadn't planned for it. The emotional challenge has been incredibly hard. It seems worth it in relation to the physical challenge, to the activities... Because Dad died a tough death. On his own. And it's a tough challenge to support them.

Many people use running to help them cope with stress. This participant freely admits to previously fundraising for marathons simply because their place required that they fundraised in order to take part. However, in this instance, this individual is heavily emotionally invested in the fundraising, and both the challenge and their fundraising efforts are intimately linked. Asking people to support a deeply personal cause can force individuals to open up to friends and family about challenges that they have had to face, which can be emotionally taxing.

27. 653-665: "(G: Do you feel like it's all worth it?)... Oh absolutely. I wouldn't change it for a minute. And I would be doing it without the fundraising, but there might have been a month where I thought, do you know what, I quit. Because, you could just do with getting the miles out and having some sort of rest. Because I'm literally running a race, and then, straight into training for the next race. I'm always sitting at high mileage all the time... And I think had I not been fundraising, I might have stepped it down a bit. But, because I have been fundraising, that's been an incentive to keep. To keep focused. And then I do things like sign up for eighty six miles."

The fundraising element of a physical challenge can help motivate individuals to keep going when otherwise they would have stopped. This is because of the additional obligation that they feel towards both the charity that they are supporting, as well as those that have sponsored them.

28. 667-690: "(G: How important is it to feel like you had suffered after one of these events?)... Err. Well if you've not suffered over that distance, there's something wrong with you. Um... You don't feel it at the end. You get to the end, and you're tired and heavy, and so grateful you've finally got to the end, and then... Um. Some of the suffering comes maybe six to eight hours later, after the race... Because you're so elated at the end, you don't notice! And I don't suffer with blisters, I'm beyond all that... I mean, sometimes you come through with a few cuts and bruises and grazes and that. But no, it isn't particularly suffering in terms of climbs and descents. Then usually about six to eight hours later, you'll be in a lot of pain... And there's times, when that happens, that you kind of feel like, yes, that was a good one! I can hardly move, it's been a sweet day! It makes the medal well worth earning."

The suffering and post-race soreness appear to make the medal that individuals receive even more valuable and sweet.

29. 692-710: "(G: Do you think it kind of helps explain how devastating it is, to other people, when you can do these challenges, and they can see that the hardest thing is the emotional element of it, it sounds incredibly tough.)... Yeah.... (G: And it's interesting listening to you. The emotional element sounds infinitely harder than all these crazy challenges.)... Yeah... (G: Just dealing with that.)..."

Yeah, it's a balance of that. The physical... The body recovers from physical doesn't it?... Emotional takes a lot longer to, to heal."

For individuals that have undergone a traumatic experience, compelling tough physical challenges for charity can be a part of helping them to heal.

30. 714-726: "And, er, you know, being able to do this, and being able to push myself hard... Um, and be far more open about that part of my life. And I do feel like I'm doing something really special for my dad... Because it's, you know, the memorial gardens are stunning. And so being able to give something back to that. There is a real sense of, not just achievement, at finishing the race, but the contribution I'm making to that. Because it's not just for me. It's for all the other families and children and grandchildren."

Fundraising for a charity can help individuals feel like they are both honoring the memory of someone who has died, but also like they are keeping their memory alive.

31. 729-752: "(G: How have all your activities and running updates been received by your peers on social media?)... Ah really positively. Really positively. Really supportive. Not everyone puts their hand in the pocket, which is interesting! You can get plenty of likes, but not everyone gets as far as getting their wallets out... And I think having the challenge over the year has taken a bit of pressure off of deadlines to raise money... Because that can be unpleasant, if you put yourself under a lot of pressure to get to your target. And, I'm not concerned about that. Because, er, every month before each race, I raise the profile of what I'm doing. And then a couple more people donate. And then after the race a few more

people donate. And it's just kind of trickled in throughout the year... So...

Facebook tends to be the main route. And twitter. I tend to do quite a bit on twitter.”

Friends and family appear to react extremely positively to those who complete difficult physical challenges for charity, and social media platforms such as facebook can be an effective way of keeping them up to date about one's efforts.

32. 754-767: “(G: How does the feedback about all the challenges, from your peers, how does that make you feel? Their reaction to your fundraising and your challenges.)... Yeah. Very... It makes you feel a bit embarrassed if I'm honest. People are generally very much in awe.... Um, and, when people start to say you're being inspirational, it makes me feel a bit uncomfortable to be honest. I'm just doing my thing. Something that I love and raising money along the way. It's not awe inspiring and it's not inspirational, it's just what I do, um, and it might seem insane to some people, but once you've done it a few times, it's... You know... Not such a big deal.”

The reaction of others to fundraising efforts related to tough physical activities is generally positive, with many seeing the individual concerned in a new light, and as both inspirational and awesome. This can be surprising and flattering for the individual concerned.

33. 769-783: “(G: What makes you want to support your peers when you see them fundraising on social media?)... Um... I think... When I've... I'm more inclined now, to support people. Because when... There are a lot of big charities out there, where you have to sign up to get your place for the marathon, or... These

charities have got access to quite significant funds. But when you see people out there with their own story... And that's the reason why they they're fundraising for that particular charity. Um, that's, you know, what some people have said to me. We never knew about your background like that. Who you were raising money for. So when we read your justgiving page, we realized what it was for. That's what makes people put their hands in their pockets."

Those who fundraise for charity are more likely to support other friends and family who fundraise by doing similar things, because they appreciate what they are going through.

34. 785-791: "(G: And, do you think the scale of your challenge has helped you raise money from other people? The fact that you're doing something physically difficult.)... Yeah. Yeah, absolutely. I think it makes it worth doing doesn't it. Something that, you know, when people know you've pushed yourself really hard. You know. Pushing yourself to your limits."

The scale of the physical challenge that people complete is important – something that others perceive as particularly hard is more likely to attract support.

35. 797-808: "(G: Is there anything they could have done to support your fundraising better whilst you've been raising money for them?)... So I've liaised with them quite closely, and they have pushed my facebook posts, etc etera. Pound for Piper is a tiny charity, you know... It's a bunch of people in their front room. So they're not a big organisation. So, um, You know, the way a number of them work in partnership. They've done phenomenally well this year. Massively."

The expectations that people have in terms of support for them and their fundraising from smaller charities is far less than what is expected from larger charities. This lack of support is almost seen as positive, and evidence of a lean, waste-free organisation.

36. 810-830: "(G: In terms of your relationship with that charity specifically, has that changed whilst you've been doing these challenges? I'm guessing you've got closer to them, and one person in particular. How's that changed throughout doing these challenges.)... Um, well, it's funny. The relationship. I've got to know the people well who run the charity. And I went to Aberdeen in July... And one of the organisers of the charity picked me up from the airport. Took me back to their home, for dinner... And I had an evening with them, you know. So it's become quite a personal relationship with them. But then for everybody involved with the charity, has been touched by Piper Alpha in some way or another... And, so it's very personal."

Individuals tend to become closer to the charities that they fundraise for as their journey progresses, as they get to know key individuals better, and as they learn more about the charity.

37. 832-842: "(G: Do you think you've changed as a person because of these ultra experiences and these challenges? Do you think you've changed as a person because of these experiences?)... Err.... Well...! Um, I've learned. I've learned a lot about myself. You spend a long time out there. And I've learned a lot about what I can endure... And, just. Just things like, um, I think probably it builds in a level of patience and respect that you... I don't know quite how to describe it."

Completing challenging physical activities for charity can change individuals, helping them to learn more about themselves, to value themselves more, and the virtue of patience. The changes that they can experience can be difficult to put into words.

38. 852-878: “I have a far greater appreciation of our natural environment than, than I ever had. Because I’m not a walker, and I don’t get out and walk hills and national trail. And I haven’t ever done anything like that... And being out in these races has taken me out into some of the most stunning and beautiful trails... And just being out there, and being alone, out there. You know, you build an appreciation of that environment, but also it improves my confidence... Because I only ever chose routes that were waymarked for my races. And I would never pick an unmarked race. If you gave me a compass I would have no idea what to do with it! Um, but there was a race I did earlier in the year. And I was at the top of a hill, and it was raining, and it was dark, and I hadn’t a clue where I was, and I thought, oh my lord, a year ago I would have cried! However it was fine, and I was sorted, you know. And it’s given me so much confidence that I can go back and do those things, and I wouldn’t have had that before. I can run anywhere, but I needed to know where I was going. Whereas now, I can just get out, get a course on my garmin, and away we go!”

Ultra running can help individuals to immerse themselves in the outdoors and appreciate the natural environment better. Completing challenges for charity helps people to build confidence and learn new skills, such as learning to navigate, and be more comfortable outside in unfamiliar countryside.

39. 882-884: “Because I work away from home. Um, I spend a lot of time now, I put a course into my Garmin, and I go out into places where I have no idea where I am. Um, which I would never have done before. I would never have done that.”

Running requires little in the way of equipment, which means people who have a hectic work schedule, or who travel a lot are still able to fit in their training despite a fragmented or hectic life.

40. 886-894: “(G: Would you say, um, doing these challenges has influenced your self esteem at all?)... Yeah. How can it not! You know. Getting to the end. If it’s a long one. There was one that was sixty five miles, with three thousand metres of ascent. An it almost killed me. I was on my feet for nearly fourteen hours, which is the longest I’ve ever been out. And you get to the end of it, and you do feel damn good about yourself. And it does... It boosts your confidence, and your whole... it reboots yourself. Absolutely.”

Completing difficult challenges for charity helps to boost individual’s self confidence and self esteem, showing them that they can do things which many others would perceive as extraordinary.

41. 897-910: “(G: How important is it, um, where your fundraising efforts fitted with theirs? Are you quite competitive when it comes to these big challenges?)... Anyone who gets to the start line and says they’re not competitive is a liar (laughter). And er, I say that every time. Every time I get to the start line I say, I’m not competitive. No, I’m gonna go along and just do my thing. You still end up trying to beat your last time. But yeah, with ultrarunning, timing is irrelevant

really... When you get to the ultra level. Because I'm not chasing PBs any more, like I used to. In the old days. But yeah, I'm naturally very competitive."

This individual says that any person who enters into an ultramarathon must naturally be competitive and keen to explore more than the average. The general ultrarunning community appears to be less focused upon pace and finish times though, partly because of the number of unknowns associated with a long race. Goals associated with the challenges themselves appear to be more general in nature.

42. 912-925: "(G: Do you feel like these challenges have been outside your comfort zone?)... Out my comfort zone?... (G: Yeah.)... Yeah definitely. Absolutely. Because like I say, every race is different. And you get to the start line and you think, is this gonna be the one that I won't finish. And, d'you know what. There's times where I've been psyched out. When you get to the start line, and they all look so fit and so fast, and you think, oh my god, what am I doing. And there are still moments like that where you think, they look like ultrarunners. They look like they know what they're doing. (laughter). So that self-doubt creeps in now and again."

Those that complete ultramarathons can experience moments of self doubt, and fear relating to steps that they take into the unknown.

43. 929-933: "(G: What would you say is the next big challenge in life for you?)... I was about to say, don't be ridiculous (laughter). We're almost at the end of the year! But no, a hundred miles, is my ambition. Once the year is out. Next year I will train for a hundred miler, which I've already got lined up, so..."

For some runners, completing an ultramarathon can be the start of a love for longer distance races, and inspire them to do more in the future.

44. 936-949: (G: Are there any other really particular vivid memories that you have from any of these challenges that stand out to you?)... (Laughter). Being chased by hounds! Being chased by horses. Climbing barbed wire fences... There's always an event every race where you think, did I really do that! Um, yeah. That's the beauty of being out in the trials. Is that you are, among livestock. And climbing over streams, and sometimes you do get lost, and have to climb over things to find your way back, so... Knee deep in mud! Yeah I've had a couple of those! Yeah, it's all good."

Some moments within an ultramarathon challenge are more memorable than others, and these often relate to particularly painful, challenging or adrenaline filled times.

45. 951-977: "(G: Would you describe these challenges as life-changing or life-affirming experiences?)... Um, for me, I found ultra running at absolutely the right time in my life. Um, as I say, you know, my first race, training for that was what kept me going through difficult times... And, when life gets tough, you've got the early morning. And it's been my running that's kept me getting out of bed every day. And the motivation to train for my races. Has kept me getting out of bed... And it's helped me maintain my sanity. And I don't do everything outdoors, I do run on a treadmill. Which, is the lesser evil. But, it's a run... And, you know, you balance that out. But I think certainly, it's what's helped me focus over the past

few years. And, when everything else has all gone a bit, bad. This is, this where it's mine, and I'm in control, and I know what I'm doing."

Running can help individuals regain control of their lives, when they feel as though things aren't going the way they would like them to.

46. 982-992: "(G: But how has the charity connection influenced, um these experiences? I'm guessing it's just made them a lot more profound for you?)... Yeah. It has. Um, you know. It's... I was fifteen years old when my dad died, and I kinda feel... I feel now that... I can raise money for this charity and do something deeply special, for him... Um, and the connection with that, it's um... Yep!"

The charity element of a challenge can transform an event from a tough escape, into an experience charged with meaning, and profound in nature.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (3.) Competing difficult physical challenges for charity can help to provide those that are going through a particular stress or trauma in their life with another focus that is positive. For some individuals that have been running their entire life, an ultramarathon appears to be the next logical step in terms of challenging themselves and getting more out of running.
- (5.) For many individuals, the idea to raise money for charity is secondary to their original plan to complete the challenge in the first place. However, the charity element of their efforts means that the challenge itself takes on a new significance, and gives them additional impetus to follow through with their challenge plans.
- (11.) Completing challenging physical activities for charity can be an incredibly emotional experience with some individuals reporting emotions that are unique to ultramarathons and physically exhausting but rewarding situations. Many parents who finish taxing physical activities for charity report wanting to be a positive role model for their children. Having children look up to parents is a hugely gratifying and satisfying feeling for them.
- (12.) Setting a positive example for their children is one reason that helps parents to stay motivated to complete tough challenges or charity and to push themselves and stay fit.
- (14.) Fundraisers feel as though there is no point in doing a challenge unless it is something that taxes them. There is also a belief that if people

are donating money to a challenge attempt, that you owe it to those that donate to work hard and do something that the average person would find tough.

- (16.) Pain and exertion, to a certain extent, is a part of the attraction of these challenges to some people, who are looking to test themselves and overcome a challenge.
- (30.) Fundraising for a charity can help individuals feel like they are both honoring the memory of someone who has died, but also like they are keeping their memory alive.

Section 2 (experience – hot cognition):

- (9.) Training for and completing tough physical challenges for charity can remind people how lucky they are to have their health, and expose them to unique outdoor experiences that they would not otherwise have had.
- (17.) Many people who encounter tough moments during a physical challenge will engage in positive self talk, and strategies to help keep them moving forward. These tactics and what is successful will depend upon the person and situation that they find themselves in. The process of individuals learning what works for them can be empowering, and help them in future situations.
- (18.) Participants in ultramarathons appear to be largely friendly and happy to chat to fellow participants. Many individuals report meeting and engaging with inspiring people during their ultramarathon running experiences.

- (19.) The ultramarathon running community appears to be friendly and supportive, and provides some people with opportunities to make friends and engage socially with others that share a common interest.
- (32.) The reaction of others to fundraising efforts related to tough physical activities is generally positive, with many seeing the individual concerned in a new light, and as both inspirational and awesome. This can be surprising and flattering for the individual concerned.
- (42.) Those that complete ultramarathons can experience moments of self doubt, and fear relating to steps that they take into the unknown.
- (44.) Some moments within an ultramarathon challenge are more memorable than others, and these often relate to particularly painful, challenging or adrenaline filled times.

Section 3 (fundraising today):

- (6.) Raising money for charity gives individuals more reasons not to fail at their challenge, and to stop halfway through, or when things get tough. Individuals feel as though they will be letting not just themselves down, but also other people and the charity itself down if they do not follow through with the challenge that they have declared they will do.
- (22.) Online giving platforms are an essential part of almost every modern fundraising campaign. Leveraging friends and family can help fundraisers access entirely new pools and circles of prospective donors. For many people, traumatic experiences remain just as traumatic to think about many years later. Finding ways of resonating with people and the public can mean general local press can be a very effective way of garnering support for a campaign.

- (26.) Many people use running to help them cope with stress. This participant freely admits to previously fundraising for marathons simply because their place required that they fundraised in order to take part. However, in this instance, this individual is heavily emotionally invested in the fundraising, and both the challenge and their fundraising efforts are intimately linked. Asking people to support a deeply personal cause can force individuals to open up to friends and family about challenges that they have had to face, which can be emotionally taxing.
- (27.) The fundraising element of a physical challenge can help motivate individuals to keep going when otherwise they would have stopped. This is because of the additional obligation that they feel towards both the charity that they are supporting, as well as those that have sponsored them.
- (34.) The scale of the physical challenge that people complete is important – something that others perceive as particularly hard is more likely to attract support.
- (35.) The expectations that people have in terms of support for them and their fundraising from smaller charities is far less than what is expected from larger charities. This lack of support is almost seen as positive, and evidence of a lean, waste-free organisation.

Section 4 (the transformation):

- (1.) Some individuals push themselves to physical and mental places that they have never been before when completing challenging physical events for charity, exploring parts of themselves that they have never previously known before, and learning new things about themselves along the way.

- (4.) For many people, the symbolic act of completing an ultramarathon challenge has great significance for them, and represents succeeding at life when sometimes other things might not be going so well, or outside their control. They feel as though if they can finish an ultramarathon, then they can do absolutely anything.
- (8.) Completing ultramarathons allows individuals to reimagine their limits. Completing challenges that once might have seemed impossible give those that do so a huge sense of achievement.
- (15.) The more regularly an individual completes tough physical challenges for charity, the less significant those challenges become for them. Finishing them becomes less of a big deal each time, as the novelty decreases.
- (28.) The suffering and post-race soreness appear to make the medal that individuals receive even more valuable and sweet.
- (29.) For individuals that have undergone a traumatic experience, compelling tough physical challenges for charity can be a part of helping them to heal.
- (45.) Running can help individuals regain control of their lives, when they feel as though things aren't going the way they would like them to.
- (46.) The charity element of a challenge can transform an event from a tough escape, into an experience charged with meaning, and profound in nature.

Section 5 (context):

- (2.) For those that run a lot, some of them recognise that in certain circumstances, running can become an unhealthy coping mechanism for them.
- (7.) Those that regularly complete ultra distance events soon become used to running longer distances, with feats that would be shocking to the average person becoming normalized.
- (10.) Those who sign up to and complete particularly tough physical challenges for charity have grit and determination and are willing to step outside their comfort zones in order to experience delayed gratification through achieving things themselves and helping others.
- (13.) When individuals are involved in communities for which tough physical challenges are commonplace, or when individuals complete multiple challenges regularly, the individual concerned begins to see themselves as not out of the ordinary, and begins to regard the challenges that they do as not special.
- (20.) Participants in distance running events appear to want to help others, and chatting helps the time to pass by and provide people with stimulation and a distraction. The fact that each runner has to endure the same thing acts as a 'leveller', and creates a level of commonality between everyone taking part, which helps with building bridges between people.
- (21.) There appears to be a huge sense of community and mutual respect between ultrarunners, who feel open and relaxed talking to strangers and one another, because they recognise that they all might need one another at one point.

- (31.) Friends and family appear to react extremely positively to those who complete difficult physical challenges for charity, and social media platforms such as facebook can be an effective way of keeping them up to date about one's efforts.
- (39.) Running requires little in the way of equipment, which means people who have a hectic work schedule, or who travel a lot are still able to fit in their training despite a fragmented or hectic life.
- (41.) This individual says that any person who enters into an ultramarathon must naturally be competitive and keen to explore more than the average. The general ultrarunning community appears to be less focused upon pace and finish times though, partly because of the number of unknowns associated with a long race. Goals associated with the challenges themselves appear to be more general in nature.

Section 6 (legacy – cold cognition):

- (33.) Those who fundraise for charity are more likely to support other friends and family who fundraise by doing similar things, because they appreciate what they are going through.
- (37.) Completing challenging physical activities for charity can change individuals, helping them to learn more about themselves, to value themselves more, and the virtue of patience. The changes that they can experience can be difficult to put into words.
- (38.) Ultra running can help individuals to immerse themselves in the outdoors and appreciate the natural environment better. Completing challenges for charity helps people to build confidence and learn new

skills, such as learning to navigate, and be more comfortable outside in unfamiliar countryside.

- (40.) Completing difficult challenges for charity helps to boost individual's self confidence and self esteem, showing them that they can do things which many others would perceive as extraordinary.
- (43.) For some runners, completing an ultramarathon can be the start of a love for longer distance races, and inspire them to do more in the future.

Section 7 (relationship with charity):

- (23.) Charities that help to promote and support an individual's efforts on social media can supercharge and boost their fundraising efforts, adding an element of perceived credibility to a person's efforts.
- (24.) Many charities have a close-knit group of supporters and regular donors who will gladly support other people who are taking on a large challenge in order to support their beloved charity. Linking-up with other people who are interested in the charity can be a group source of donors for an individual's campaign.
- (25.) For some individuals, the connection that they have with their chosen charity will be deeply personal, and might well be connected with personal trauma or bereavement. The charity that they are supporting should be aware of this.
- (36.) Individuals tend to become closer to the charities that they fundraise for as their journey progresses, as they get to know key individuals better, and as they learn more about the charity.

D.21 Interview Number 21 Notes

Interview Script Highlights:

1. 150-160: “Um, because I wanted a very definite positive challenge, that was a positive thing for me to do, that would take me out of my comfort zone... Um, but to prove I can beat cancer... So it was an equal counterbalance to the pain and suffering that I’d gone through with surgery and chemotherapy.”

Completing a physical challenge for charity can represent an individual transforming a negative personal experience into a positive experience, and vicariously taking back control over an unfortunate thing that has happened to them by fundraising to make sure for them and others it is less likely to happen again.

2. 162-165: “(G: What did you want to get out of it?)... I wanted to prove to myself that I could do it.”

Challenging physical events that individuals complete for charity can be a ‘test’ for them, in order to prove to themselves that they can do something that they think they can if they put their mind to it.

3. 170-196: “Halfway through, yeah, probably about ten miles to go, on the second day, cause we did it in two... We went to base camp, um, overnight. About ten miles to go on the second day, and oh boy were both days hot! Oh boy! If you talk to anybody else who has done it, it was hot!... (G: It sounded ridiculous! Um, I was hot at home sitting inside with the fan on, it was insane! I don’t know how you guys did it!)... Yeah! So we were walking day, the second day. So there were

five of us all walking together. And we got to about ten miles to go, and I'm the eldest of the group of five of us... Um, we got, three of them, two others are in their fifties, and two others are in their forties. So there's me, I'm the eldest, I've had cancer and whatever, and they're moaning and going on and the rest of it, and so I look at them and say for fucks sake. How many other sixty one year olds do you know who've had cancer, running fucking bloody 100km marathons... Get your bloody acts together!"

For many people, completing tough physical challenges for charity is a way of defying convention related to old age, and showing both themselves and others that some older people are capable of not just amazing things, but amazing things that people younger than them are not able to do.

4. 201-202: "Yeah we all, we all, and I actually came out of it, the least, the least damaged of the others. But to be fair, I did more training than they did."

It is gratifying for participants that train hard to see the results of their training and hard work pay off during an event, and reinforces the positive value of their previous hard work to them.

5. 204-214: "(G: Looking back at achieving that challenge and doing it, how does it make you feel? Looking back at the achievement?)... Um, um it sunk in now, but for the first few days it was like what? Did we really do that? It was really surreal... Um, and very very emotional. Very emotional. And I don't think that's just because of the fundraising. I think that's because of what you put your body through."

Reflecting back about an individual's achievement related to finishing a tough physical challenge for charity can be hugely emotional for the person concerned, as they think about the intense experience that they had.

6. 216-237: "(G: Did you find yourself getting, having quite profound emotional moments just crossing over the...)... Oh yeah yeah yeah. Yeah just just, yeah for the first couple of days. I couldn't eat for the first couple of days, and my other friends were just stuffing their faces!... (dogs barking in the background) Well a part of that is nerves, but a part of that is my bowel cancer, because I have trouble eating some things anyway. So afterwards I couldn't eat. But then afterwards you look back and you think, were we doing that last weekend? And it just, unreal... And now it just feels like, wow, we did that. And I'm finding I'm walking round the street feeling, you cant touch me, I've run an ultra, hahaha!... Which is, you don't quite feel superhuman, but it does make you feel different."

The process of running ultramarathons for charity can result in the person concerned having profoundly emotional moments. After finishing, the person feels hugely positive and motivated, and different to other people, in a positive way – almost 'superhuman'.

7. 243-251: "(G: Do you feel like your efforts were worth it?)... Yes. Both from the fundraising point of view and from the personal point of view. I've, I feel that I've achieved what I set out to achieve... It is a bit addictive! (laughter)"

Those who achieve what they set out to achieve are hugely satisfied with their efforts, and this positive experience can result in them wanting to do similar things again in the future.

8. 257-270: "(G: What did finishing this mean to you? What does running these things mean to you personally?)... Umm. Personal empowerment... Particularly an age related thing. Because I'm like twenty thirty years older than a lot of people who do these things. Plus I'm female. You know what I mean... I may be fitter, stronger, than a lot of people my own age, but I've sort of gotta keep myself grounded. You know I'm not 35 48 42."

Completing tough physical challenges for charity can represent defying tired stereotypes regarding age and the female sex – proving that older women can not just do what men do, but do what they do better.

9. 274-280: "(G: How would you describe yourself to other people?)... Err. Fairly strong and determined. I, I had to pull on all the grit and determination that got me through from the diagnosis right the way through to the chemotherapy to everything else, I had to pull on that and more to get me through the race."

The mental determination required to complete an ultramarathon is significant, and participants use previous examples of themselves displaying strength to motivate them that they are able to complete tough things, and that they will make it through their challenge.

10. 282-302: "(G: How important was it that it was hard? That it was a physically difficult challenge for you?)... Umm. I I think. Yes. And this will be interesting to you, because of the type of people you're interviewing. I did, for part of my training I did three half marathons... I think the longest I ran before the actual race was twenty one miles, or something like that?... Half marathons are fine, but

for some reason I didn't want to do a marathon. I just like, it sounds a bit trite, but like, marathons are so last year darling... But do you know what I mean?

There was no, nothing in my life. Even now I don't want to do a marathon."

For some people, the marathon distance has lost it's allure, as it becomes more and more popular, and they do not take it seriously with regards to it being the ultimate physical test of endurance.

11. 306-316: "I did think. When I've been to running club. Because I've started back running again. And sort of saying to people that have been talking to me, I actually don't want to do a marathon. I don't know why... The difference with marathons, to me, as opposed to doing ultramarathons, thirty miles, twenty eight miles, plus. Is in marathons you're still under a hell of a lot of pressure, to get under five hours or under this or under that. Whereas With ultramarathons it's much more. You've still gotta get in, you're still pushing yourself. But it seems to be a lot more laid back."

There appears to be a pressure within the running community to not just finish a marathon, but to finish it quickly. This is not the case to the same extent with the ultramarathon community, because individuals find simply the completion of the distance impressive, and are far less likely to enquire further about times. Some people are keen to complete in terms such as increasing the distance, because they know they they will never be able to be quick over shorter distances.

12. 318-326: "(G: Would you consider pain and effort to be a part of the attraction to participating in the event in the first place.)... Ummm. Yes I suppose

so. Because you don't enter these things expecting it to be a walk in the park... So you know in advance that you will go through some tough times."

Pain and effort are expected by participants in ultramarathons, and are key features of what makes the challenge itself a tough test, which individuals seek out to overcome.

13. 328-343: "(G: How did you experience that pain throughout those two days, please?)... Well put it this way, heat was a big factor... And I don't quite know if I would have done better times or whatever if it hadn't have been for the heat, so it's a bit of a strange thing because the heat was just so overriding. It was like running, or even walking, through a hot, mini oven... And you think this is ridiculous. And all you, and the only way to get through it is just to go from aid station to aid station. Not think, I've got thirty miles to do, oh woooopee."

Many participants mentally split up their ultramarathon challenge into 'chunks', and simply focus on completing portions at a time, rather than focusing on the big picture and becoming overwhelmed.

14. 345-364: "(G: Was it important that you shared that pain and effort with other people?)... I mean yeah. To be fair. The, one of the girls in my team was supposed to be running the first day with me, but she (inaudible) a week beforehand, and had just got signed off by her physio, who said yeah alright as long as you walk it. So I was, we had planned for the two of us to do the first day together, and she did it, but she had to walk... So I did day one by myself... And that was really hard. Because there was, I just, it was really pull on my inner strength. Because you were doing a huge amount of mileage, and you had other

people, popping up at the aid stations – friends families etcetera. Other people had people to sort of cheer them on. And although there were people cheering everybody on, it wasn't aimed at you personally."

The influence of others in terms of running partners and support can be huge upon participants. Running solo means individuals have to rely entirely upon motivating themselves, which can be difficult.

15. 368-393: "Whereas the second day, we were joined by a friend who had come up, and she wasn't with us, she was our support crew. And she would pop up and I was being tracked on an app... And she could follow where we were, because she knew where I was, we would be all were... So she could plan her route, and she would park and walk to meet us... And we would say to her – oh jane, could you take this top from us, it's really heavy for us... And she, if we needed anything, you know in the inbetween bits... So the use of support crew. And just friendly faces and just chivvying people along was a really big thing."

It is common for ultrarunners to have a 'support crew' of other people who are there to help them achieve their goal and support them at the time of the event itself. This crew can have a huge impact upon the individual's attempt, and assist them with food, motivation, planning, and a number of other things that require mental exertion. This support also helps an individual to feel both special and valued by other people, as they invest effort in both them and their attempt.

16. 400-405: "(G: Was it important that other people were aware of the pain that you went through with doing this event?)... Um, yeah. Yes, because um, er, even now you get some people, er friends who knew I'd done it, and they say oh how

did your marathon go? And you think oh for goodness sake, you know what I've just done."

For many people, it is important that other people recognise the time and effort that they have invested in a challenge attempt, and for them to receive validation from them that their efforts are both impressive and that they were perceived as worthwhile by other people.

17. 413-416: "Yeah exactly, do you, just when I'm saying, when I'm walking round shopping or something. So yeah, it's important that people know that you came out the other end, but it's also important that people are actually aware that it takes guts to do it."

This individual is keen for others to respect and understand the ultramarathon challenge as a feat, and that they realize what it might take to complete one. Perhaps so that they feel their efforts were not in vain.

18. 432-443: "Um, the charity I think are a bit in awe of me... I mean they have a lot of people fundraising for them in, you know, in memory of dad, or in memory of such and such. There's not that many people they get who do the crazy things I've done for them twice now... Who are, what I term as myself as a live body. Somebody who has actually been through the cancer."

Charities that make individuals feel unique and valued are much more likely to create what the participant sees as a special bond with them.

19. 448-481: "Was it important that I suffered?... (Mm.)... Um, I knew when I did it that it would be tough... Suffering isn't quite the right word that I would use.

Because I didn't suffer as much, but I knew, I knew even at the time and even afterwards that I'd put myself through the ringer a bit... And you don't go into ultramarathons. As I said, you go in advance knowing it's not going to be a walk in the park. Suffering's not the right word. Challenging yourself... As the, when we were walking together on day two. Every aid station had a really well, um, managed first aid tent... And one of my friends had really bad blisters, and so she said to the person, I'm gonna need my feet re taped... So she hobbled across to one of these first aid tents. And she said, I'm gonna do them myself, there's people in there looking really bad! There's one man who has just passed out because there are so many and they've lanced his blisters and he's passed out!"

Those who enter ultramarathons expect to encounter a degree of both pain and suffering as they complete their challenge. Witnessing other people suffer can help other people to feel as though what they are doing is a genuine challenge, and that they are stronger and more special because other people are not able to do what they are doing.

20. 489: "The suffering goes with the territory with ultramarathons."

Ultramarathons and effort/suffering are intricately linked, and participants expect to encounter suffering during both training and an ultramarathon itself.

21. 501-515: "It's as I said a while back. I want, why I chose this type of event was because, a, it's well supported and organized, but the other thing was, rather than me doing sort of a local thing, it's because it's a big national thing. I wanted it as a positive counterbalance to the pain and suffering I had already gone through... (G: Yep. Yeah absolutely. With you in the driving seat I suppose?)..."

Yeah, with me in the driving seat rather than, I mean the surgeons whatever obviously did the best job they could. But I wanted something that I did for me, that was equal on the suffering scale, but with a more positive outcome... I hope the cancer's beaten and that I'm cancer free. But I wanted a counterbalance. That's the only way I can describe it."

For those that have undergone some sort of trauma, or suffering, completing a tough physical challenge can represent a positive counterbalance to this, whereby they suffer, but are in control of that suffering, and they drive forward towards a positive outcome for all concerned. The negative suffering that is destructive is replaced with positive suffering that is generative and valuable.

22. 517-532: "(G: What role social media played in your fundraising, please?)..."

Um, a fair bit, in terms of, er, um, I did kept, er, and that's the other thing. For me, I use facebook a lot, and er, instagram, and that's about it. But I don't put an awful lot, much stuff about me personally, on it... For privacy things as much as anything... And then it's personal about me because I had the disease and I had the operation, and so to actually go public, or public amongst friends type public, that was quite hard to do."

Going public with regards to diseases or health complications can be a tough and intimidating thing to do, and completing a tough physical challenge to fundraise for a charity can give individuals a push to come out to their friends and family about what they have been through.

23. 536-560: "I knew it was a good cause, and so I knew, that, um, it would be ok to do that. You know people would respond to that. Rather than say 'hello, I've

had bowel cancer'. Do you know what I mean?... I had bowel cancel, I'm running again, would you like to sponsor this charity because of the efforts, and everybody kept saying oh you're inspiring, and duh duh duh duh duh and this lot, which was very good... But it was hard going, whereas somebody else who was fundraising, who wasn't as personally involved, it's an easier thing for them to do. Because it's like, oh I'm fundraising for save the rhino... (G: Yeah. Yeah it's really difficult coming out big time to the world I guess.)... Yeah it is hard, and the charity have been writing new stories about the race to the stone effort... And, Alex has completed her pilgrimage, Alex has, and it's only been last week in the local paper. I was still like ohh. It still makes me wince a bit."

Raising money for a charity that is close to an individual's heart can be emotionally difficult, especially if the charity concerned is helping a cause that has had a negative impact upon the individual concerned's life. Charities can put significant pressure upon individuals that are fundraising for them by publicly sharing their stories, which can result in both positive (motivation and encouragement) and negative outcomes (stress).

24. 565-570: "Yeah it's just all a bit raw, I mean I've got my, in a weeks time I have my annual CT scan. And a meeting with the oncologist to check that I'm still cancer free... So it's still very raw."

In this instance, raising money for a cancer charity after recently overcoming cancer was still very raw for the individual concerned, and highly emotionally charged.

25. 573-578: "(G: What was the feedback like on social media to your challenge, how did your peers react?)... Oh fantastic. Fantastic. They said wow, awesome, gosh you're so inspiring, go alex. So yeah, really really positive. So I think using social media was a way of getting a lot of people, quickly."

Social media can be a huge way for fundraisers to access large networks of friends and family very quickly. The response of a person's social network to their fundraising efforts appear to almost always be universally positive, and this can reassure a person that their efforts are seen as impressive and a good thing to others.

26. 580-587: "(G: How did that make you feel? All the positive feedback?)... Well it helped! It helped! Like because I'd put my head over the parapet and said hello, I've got bowel cancer and I'm running... And people saying wow yeah, makes me think yeah, it was ok to do that."

Positive validation from friends and family over social media can encourage those that are dealing with challenges in life to be more open about them, and remind them that there is a network of friends and family out there to support them.

27. 589-602: "(G: How significant would you say the validation of other people was to your feelings after the event?)... Ummm. Very. Because you put yourself out there. You want people to know why you've done it... As I said, it's very personal, because I've gone through the disease, and the process of surgery etcetera. So it's very personal. Um, but to have validation, not just on social media, people have rung up and said, oh I saw your article in the paper. Wow! Congratulations. Have a tenner type of thing. And it makes you feel that it's

worth it. That it's worth you being, that you've chosen the right charity. Because people haven't heard about the charity."

Validation from others is hugely significant to those who fundraise for charity, especially if one of their objectives is to raise the profile of the charity concerned.

28. 604-611: "(G: Do your peers fundraise on social media?)... Um yes, um they did. I sent them copies of the articles that the press were saying about me and they put it on their social media and said look, this is alex who we're running with. Um, would you like to support her and then they got praise for their efforts. Because they did it as well you know. Although they didn't have the disease and things, it was an equal challenge for them!"

Many people will encourage others to promote their fundraising efforts, and this is hugely appreciated by the individual who is completing the challenge, and creates a value to their relationship and a debt of gratitude towards the friends that assist.

29. 618-640: "(G: If you see other people fundraising for other causes, and doing things like this, well, not things like this, but other challenges, um, kind of what makes you want to support them?)... Umm. (blowing air out). That's a tricky one because, er, if I want to support other people doing charity, charity stuff. I've had friends who are doing the London marathon for instance.... Umm, I, I, I have, I like to be interested in the charity. So a part of it is, oh I'm not just going to support, Amy, because she's run the London marathon and she's fundraising for X. It's, I'm supporting Amy because I'm quite interested in favour of her specific charity... Which is possibly a bit too selective, but I feel that if Amy was running for a

charity that I wasn't, that I wasn't that keen on for example... I'd probably still sponsor her, but it would be, less money."

Those who fundraise for charity are more likely to support friends of theirs that fundraise, because they understand what they are going through, and the challenge of raising funds. However, the amount that they are likely to give can be influenced by factors such as how deserving both the charity and individual are perceived to be of their funds, and how difficult the challenge is perceived to be for the person concerned.

30. 646-654: "(G: Do you think the difficulty of this challenge helped you to raise money from other people?)... Yeah er... I think um, the people knew, um, what I'd been through. And they were more willing, um, to sponsor me, because, because it was personal."

Individuals that are able to tell a person story in their fundraising efforts are more likely to attract support from others, because their challenge, and struggles, and the charity concerned is given a context.

31. 656-677: "(G: In terms of the charity, is there anything they could have done to make the experience better in terms of your fundraising experience?)... Yes. Um, one thing that, um, that I think they could do, is, because other people have asked me. 'We cant find your fundraise..' It was quite tricky, even for me, to find the fundraising page... Um, it's, um, once you've found it, it's fine, but other people say, well why haven't they put it on justgiving? Can I have your justgiving page? And it was the charities page... But it's, even for me, if I wanted to update it, or find out how many people had been on things... It was, um, very tricky."

The vast majority of individuals are used to donating through popular online giving platforms, and straying too far from these (in terms of charities recommending that people donate through special pages that they set up) can result in confusion and lost donations.

32. 683-707: "(G: How about the event itself – is there anything they could have done to make the experience any better?)... Umm... Only on a personal level with the food issue. But I've been having a conversation with them that said, they put loads of food on, but three quarters of it I can't eat... And I was needing to fuel myself but I couldn't, so I had to be self sufficient. So I was carrying, I felt like a bloody pack mule!... Yeah. Yeah that's not fun. But, er... (G: Were they any good with er, kind of, receiving your feedback and taking that on board?)... Oh yeah, they've been very helpful, and I'm sure we can get things sorted for next year and something..."

Events that responds positively to negative feedback by resolving issues promptly and engaging with the individual concerned can transform unhappy consumers into positive advocates for them.

33. 711-747: "Oh, back to one fundraising thing. Um, a friend of mine, umm, she's got er, she makes people cakes, and she sells them to harrods and lots of other places... She goes to food festivals and beer festivals, and has a little stand. And she goes to me, is there any way we could have a charity tin on our stand... So I rang this charity and said that this friend wanted to do some fundraising whilst on her stand. And they sent her what I thought was just an ordinary charity tin... And she phoned up me and said to me, oh you'll never guess what's just arrived.

And I said. No, I dunno. And she said, it's a little ceramic toilet!... And it actually said Armitage Shanks on it!... And it was about a foot high, and she said, because she was at the bath Christmas market, and she said what she did was she got people that instead of, well it was a talking point! The toilet!... She said instead of you paying me 5p for a carrier bag, put it in there... And she's still doing it. She's still got the toilet!"

Recruiting friends and family to fundraise for a person by giving them collection boxes can be an incredibly effective way of boosting the effectiveness of a fundraising effort. If these boxes are in some way unique and appealing then they are more likely to attract the attention of prospective donors.

34. 753-763: "(G: Would you say the experience brought you closer to the charity?)... Yes I suppose so. I mean, um, As I said, they are quite, they were quite impressed with what I've been doing. Last year, I don't think I will now, last year they were very impressed with me, and wanted me to be a regional ambassador for them... Because I'm a live body, you know?"

Charities that ask fundraisers to take on special roles for them (such as a 'regional ambassador) help the individual concerned to feel special and as though they have a unique bond with the organisation concerned, which in turn is more likely to encourage them to do all they can to help the charity.

35. 766-771: "(G: Do you think you changed as a person because of the experience?)... Yes, I feel, um, I feel I'm stronger, because I feel that I, I can, I could, I feel that nothing is impossible now, I feel that I've got the guts and determination, to see anything through."

Those who fundraise for charity by completing tough physical challenges feel stronger as people afterwards, and their achievements can instill in them a 'nothing is impossible' mentality with regards to future challenges in life.

36. 773-803: "(G: Would you say the experience has influenced your self esteem at all?)... Yes... I mean interestingly, to do with this, It's been quoted in the article that's been written about me for this. I've felt, again, bearing in mind that I'm a live body, someone who's had the disease, I feel that through the training that I had to do, because it's not just the actual race, it's all the training and all the commitment and dedication you have to do beforehand... I feel that, what I, I mean I'm usually a fairly determined person anyway... But I feel with the race to the stones, and the training that led up to it, and all the research that I had to do with the food, and everything else... I've, I've been doubly rocket fuelled... Now for me, that means I had a rocket that has been fuelling me away from the cancer, and a rocket that's been fuelling me towards my future. So one's away and one's – there's a push and a pull."

Completing tough physical challenges for charity can have a hugely beneficial impact upon an individual's self esteem.

37. 810-823: "(G: How did doing the race to the stones make you feel in your friend groups?)... In my friends? Err, even last week, er last night, we had a club run, and I saw a couple of friends who I hadn't seen since the race. And they sort of sidled up to me and said god you lot, you lot meaning all five of us, I have so much respect for you and you did so so well, how on earth did you do it? So, we're still getting people coming up to us giving us, and we had three cheers

when we went there the day after and took our medals and were in tears, the club gave us three cheers.”

Completing ultramarathons for charity results in awe and positive feedback from social circles, as well as a renewed social interest in the person or persons concerned. This makes them feel valued, interesting, and as though they have done something positive and impressive.

38. 825-855: “(G: Is there any way you could kind of describe that emotion when you become overwhelmed and a bit tearful? I’m guessing it’s really hard to describe, but, how would you describe it to someone who might not know what it feels like?)... It’s, it is a bit, you do feel overwhelmed, it’s a wave of actual positive energy... It’s a wave of. It’s an internal, wow we’ve done that... That was me, I, me, who goes shopping in tescos, did that!... And you feel superhuman... And that, although that sounds strange as to why you would cry, it’s the realization that you, you, as I said, little old me who goes shopping in tescos, actually achieved something that elite athletes do... (G: Really cool, really cool. And would you say it makes you feel alive?)... Yes. Yeah. And it, um, it, suddenly you feel you can do anything, because there is nothing, because you know how to do the training, therefore you know it, you can achieve something, because you know the steps to take you from here to there. It’s not just the race, it’s the bit beforehand.”

Ultramarathons can include profound emotional experiences for the participants, who only experience the unique combination of emotions in this context. This emotion can be described as the individual feeling ‘superhuman’, and an amazing realization that something hugely difficult has and can be overcome by a person

who didn't traditionally see themselves as someone particularly special or amazing.

39. 857-862: "(G: How important was it where your challenge and your fundraising attempts fitted in with what your friends did or do? Are you quite competitive with what you do and how far you go?)... They say I am, I don't. I think they would say you are. But I think they would say actually you're competitive with yourself."

Many individuals who take part in ultramarathon challenges are hugely competitive, and like to better themselves and achieve things that are impressive and difficult.

40. 868-871: "(G: Would you say what your friends do, fundraising wise, influences what you do?)... Um, No, because I, I chose my charity for me."

Fundraisers like to believe that they are not influenced by others in terms of the charity that they choose to fundraise for.

41. 873-880: "(G: Do you feel that this challenge was outside your comfort zone?)... Oh Yes!... As I said, when I selected it, I had only ever ran ten miles."

For the vast majority of participants, ultramarathons, and large scale fundraising efforts are things that are far outside their comfort zone, and require the person concerned to take a jump into the unknown in the hope of rewards further down the line.

42. 889-891: “Well this is what I said before, you do feel quite superhuman, you do feel, you feel awed by yourself, if that makes sense? Forget what other people think of you, you’re quite inspired by yourself!”

Completing challenging physical activities for charity results in individuals feeling special, ‘superhuman’ and proud of themselves and what they have been able to do.

43. 893-917: “(G: Do you want to do something similar again?)... Yesss. We were all ready, even in our pain and blisters and whatever, we were already talked about. Because threshold, in their wisdom, have got a series of three... So, so, we’re already thinking. I mean some people, bonkers people, do all three in one year. I mean no. No. But. We have family and things to take into account. So yeah, we’re thinking of doing king next year, and tower the year after... Now my, my competitiveness, which um, will put me, not at odds with my friends, but might put me out on a limb... Is I feel like doing stones the following year... In one go.”

Many individuals who complete ultramarathons for the first time are keen to complete more in the future. This is an important aspect for charities to bear in mind, as these future plans might represent additional opportunities for the individual concerned to fundraise for them.

44. 919-929: “(G: For you personally, what would you say is the next big challenge in your life?)... Errr. The next immediate, it wont be as big, is to have my CT and oncology review this month... Yes, that’s quite a... Even though you think, I’ve just done an ultra marathon, get lost. But even when I go in for the blood test I’m always like ‘ohh’ (said in a distained way).”

For many people, looking back at major challenges in their life that they have overcome helps them to deal with big challenges in the future, reminding them that they are able to do big impressive things, and keep moving forward in the face of adversity.

45. 935-949: "(G: What are some of the most vivid memories or moments that you can remember from those two days, please?)... Oh, er, stunning sunsets, and sunrises when we were at base camp. Which was like this little mini pop up festival when we were on this hillside... And just the views... Er... (G: I suppose the other side of the coin of the horrible weather? Well not horrible weather, but hot weather.)... Yeah, it's just the, then on the, the other side of the coin, the slog, actually it wasn't very hilly. But the slog of the, the hard pass."

Vivid memories related to challenging physical activities tend to be positive rather than negative. Ultramarathon challenges typically allow participants to access beautiful parts of the country, undisturbed, which can result in some unique and beautiful experiences with nature.

46. 951-954: "(G: Would you describe the challenge as a life changing or a life affirming experience?)... Yes. Absolutely categorically yes!"

For some participants, completing challenging physical activities for charity (and pushing far outside their comfort zone successfully) is something that they would regard as life changing in a positive way.

47. 961-981: "(G: How did the charity influence your experience whilst you were running it?)... It did have an influence. Because obviously, not only was I aware

of, that I was running for charity... I was aware of the reasons why I ran for that charity. So all, this is why I was swearing at my friends... I mean a sixty one year old who's had bowel cancer who's running ultramarathons!... Exactly, so I think, so I was very aware of that as I was going along. When you got to a sort of low point. You reminded yourself just how much. It gave you a bit of rocket fuel! It was the positive, you're moving away from cancer and moving towards a new life."

During low moments, individuals often think of their reasons for running and the charity that they are fundraising for in order to motivate themselves, and the thought of this gives them a motivational kick.

48. 986-999: "And I mean now, I would like to do some stand up paddleboarding. I'd like to do some bouldering. I mean, all the sort of things that at sixty one, I thought 'I'd never do that I better stop'. And actually I blimmed well can!"

Completing challenging physical activities for charity gives individuals self confidence and encourages them to move outside of their comfort zone in other areas of life.

49. 991-999: "(G: And apologies if this is an insensitive question, but is a part of that becoming a bit more aware of, you know, life being finite?)... Yes. Yes. I mean, you have to take into account. I did go through a life changing situation last year... And so you have to take that into account."

Life threatening events can result in individuals becoming more aware of their own mortality, and therefore more determined to make the most of the life that they have, in whatever form they feel would be the most valuable.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1.) Completing a physical challenge for charity can represent an individual transforming a negative personal experience into a positive experience, and vicariously taking back control over an unfortunate thing that has happened to them by fundraising to make sure for them and others it is less likely to happen again.
- (3.) For many people, completing tough physical challenges for charity is a way of defying convention related to old age, and showing both themselves and others that some older people are capable of not just amazing things, but amazing things that people younger than them are not able to do.
- (9.) The mental determination required to complete an ultramarathon is significant, and participants use previous examples of themselves displaying strength to motivate them that they are able to complete tough things, and that they will make it through their challenge.
- (12.) Pain and effort are expected by participants in ultramarathons, and are key features of what makes the challenge itself a tough test, which individuals seek out to overcome.
- (14.) The influence of others in terms of running partners and support can be huge upon participants. Running solo means individuals have to rely entirely upon motivating themselves, which can be difficult.
- (49.) Life threatening events can result in individuals becoming more aware of their own mortality, and therefore more determined to make the

most of the life that they have, in whatever form they feel would be the most valuable.

Section 2 (experience – hot cognition):

- (13.) Many participants mentally split up their ultramarathon challenge into ‘chunks’, and simply focus on completing portions at a time, rather than focusing on the big picture and becoming overwhelmed.
- (20.) Ultramarathons and effort/suffering are intricately linked, and participants expect to encounter suffering during both training and an ultramarathon itself.
- (32.) Events that respond positively to negative feedback by resolving issues promptly and engaging with the individual concerned can transform unhappy consumers into positive advocates for them.
- (38.) Ultramarathons can include profound emotional experiences for the participants, who only experience the unique combination of emotions in this context. This emotion can be described as the individual feeling ‘superhuman’, and an amazing realization that something hugely difficult has and can be overcome by a person who didn’t traditionally see themselves as someone particularly special or amazing.
- (45.) Vivid memories related to challenging physical activities tend to be positive rather than negative. Ultramarathon challenges typically allow participants to access beautiful parts of the country, undisturbed, which can result in some unique and beautiful experiences with nature.

Section 3 (fundraising today):

- (16.) For many people, it is important that other people recognise the time and effort that they have invested in a challenge attempt, and for

them to receive validation from them that their efforts are both impressive and that they were perceived as worthwhile by other people.

- (17.) This individual is keen for others to respect and understand the ultramarathon challenge as a feat, and that they realize what it might take to complete one. Perhaps so that they feel their efforts were not in vain.
- (18.) Charities that make individuals feel unique and valued are much more likely to create what the participant sees as a special bond with them.
- (23.) Raising money for a charity that is close to an individual's heart can be emotionally difficult, especially if the charity concerned is helping a cause that has had a negative impact upon the individual concerned's life. Charities can put significant pressure upon individuals that are fundraising for them by publicly sharing their stories, which can result in both positive (motivation and encouragement) and negative outcomes (stress).
- (24.) In this instance, raising money for a cancer charity after recently overcoming cancer was still very raw for the individual concerned, and highly emotionally charged.
- (25.) Social media can be a huge way for fundraisers to access large networks of friends and family very quickly. The response of a person's social network to their fundraising efforts appear to almost always be universally positive, and this can reassure a person that their efforts are seen as impressive and a good thing to others.
- (28.) Many people will encourage others to promote their fundraising efforts, and this is hugely appreciated by the individual who is completing

the challenge , and creates a value to their relationship and a debt of gratitude towards the friends that assist.

- (30.) Individuals that are able to tell a person story in their fundraising efforts are more likely to attract support from others, because their challenge, and struggles, and the charity concerned is given a context.
- (31.) The vast majority of individuals are used to donating through popular online giving platforms, and straying too far from these (in terms of charities recommending that people donate through special pages that they set up) can result in confusion and lost donations.
- (33.) Recruiting friends and family to fundraise for a person by giving them collection boxes can be an incredibly effective way of boosting the effectiveness of a fundraising effort. If these boxes are in some way unique and appealing then they are more likely to attract the attention of prospective donors.
- (40.) Fundraisers like to believe that they are not influenced by others in terms of the charity that they choose to fundraise for.
- (41.) For the vast majority of participants, ultramarathons, and large scale fundraising efforts are things that are far outside their comfort zone, and require the person concerned to take a jump into the unknown in the hope of rewards further down the line.

Section 4 (the transformation):

- (2.) Challenging physical events that individuals complete for charity can be a 'test' for them, in order to prove to themselves that they can do something that they think they can if they put their mind to it.

- (6.) The process of running ultramarathons for charity can result in the person concerned having profoundly emotional moments. After finishing, the person feels hugely positive and motivated, and different to other people, in a positive way – almost ‘superhuman’.
- (8.) Completing tough physical challenges for charity can represent defying tired stereotypes regarding age and the female sex – proving that older women can not just do what men do, but do what they do better.
- (21.) For those that have undergone some sort of trauma, or suffering, completing a tough physical challenge can represent a positive counterbalance to this, whereby they suffer, but are in control of that suffering, and they drive forward towards a positive outcome for all concerned. The negative suffering that is destructive is replaced with positive suffering that is generative and valuable.
- (22.) Going public with regards to diseases or health complications can be a tough and intimidating thing to do, and completing a tough physical challenge to fundraise for a charity can give individuals a push to come out to their friends and family about what they have been through.
- (42.) Completing challenging physical activities for charity results in individuals feeling special, ‘superhuman’ and proud of themselves and what they have been able to do.
- (46.) For some participants, completing challenging physical activities for charity (and pushing far outside their comfort zone successfully) is something that they would regard as life changing in a positive way.

Section 5 (context):

- (10.) For some people, the marathon distance has lost its allure, as it becomes more and more popular, and they do not take it seriously with regards to it being the ultimate physical test of endurance.
- (11.) There appears to be a pressure within the running community to not just finish a marathon, but to finish it quickly. This is not the case to the same extent with the ultramarathon community, because individuals find simply the completion of the distance impressive, and are far less likely to enquire further about times. Some people are keen to complete in terms such as increasing the distance, because they know they they will never be able to be quick over shorter distances.
- (15.) It is common for ultrarunners to have a 'support crew' of other people who are there to help them achieve their goal and support them at the time of the event itself. This crew can have a huge impact upon the individual's attempt, and assist them with food, motivation, planning, and a number of other things that require mental exertion. This support also helps an individual to feel both special and valued by other people, as they invest effort in both them and their attempt.
- (19.) Those who enter ultramarathons expect to encounter a degree of both pain and suffering as they complete their challenge. Witnessing other people suffer can help other people to feel as though what they are doing is a genuine challenge, and that they are stronger and more special because other people are not able to do what they are doing.
- (27.) Validation from others is hugely significant to those who fundraise for charity, especially if one of their objectives is to raise the profile of the charity concerned.

- (39.) Many individuals who take part in ultramarathon challenges are hugely competitive, and like to better themselves and achieve things that are impressive and difficult.

Section 6 (legacy – cold cognition):

- (4.) It is gratifying for participants that train hard to see the results of their training and hard work pay off during an event, and reinforces the positive value of their previous hard work to them.
- (5.) Reflecting back about an individual's achievement related to finishing a tough physical challenge for charity can be hugely emotional for the person concerned, as they think about the intense experience that they had.
- (7.) Those who achieve what they set out to achieve are hugely satisfied with their efforts, and this positive experience can result in them wanting to do similar things again in the future.
- (26.) Positive validation from friends and family over social media can encourage those that are dealing with challenges in life to be more open about them, and remind them that there is a network of friends and family out there to support them.
- (29.) Those who fundraise for charity are more likely to support friends of theirs that fundraise, because they understand what they are going through, and the challenge of raising funds. However, the amount that they are likely to give can be influenced by factors such as how deserving both the charity and individual are perceived to be of their funds, and how difficult the challenge is perceived to be for the person concerned.

- (35.) Those who fundraise for charity by completing tough physical challenges feel stronger as people afterwards, and their achievements can instill in them a ‘nothing is impossible’ mentality with regards to future challenges in life.
- (36.) Completing tough physical challenges for charity can have a hugely beneficial impact upon an individual’s self esteem.
- (37.) Completing ultramarathons for charity results in awe and positive feedback from social circles, as well as a renewed social interest in the person or persons concerned. This makes them feel valued, interesting, and as though they have done something positive and impressive.
- (44.) For many people, looking back at major challenges in their life that they have overcome helps them to deal with big challenges in the future, reminding them that they are able to do big impressive things, and keep moving forward in the face of adversity.
- (48.) Completing challenging physical activities for charity gives individuals self confidence and encourages them to move outside of their comfort zone in other areas of life.

Section 7 (relationship with charity):

- (34.) Charities that ask fundraisers to take on special roles for them (such as a ‘regional ambassador) help the individual concerned to feel special and as though they have a unique bond with the organisation concerned, which in turn is more likely to encourage them to do all they can to help the charity.
- (43.) Many individuals who complete ultramarathons for the first time are keen to complete more in the future. This is an important aspect for

charities to bear in mind, as these future plans might represent additional opportunities for the individual concerned to fundraise for them.

- (47.) During low moments, individuals often think of their reasons for running and the charity that they are fundraising for in order to motivate themselves, and the thought of this gives them a motivational kick.

D.22 Interview Number 22 Notes

Interview Script Highlights:

1. 101-126: “Err I am a keen runner now, but didn’t use to be... It’s odd to talk about it as a kinda like journey but it has been that. So basically I used to run to work a few times, maybe only a few times a month, with a colleague and it’s 5km and it’s downhill... And I used to struggle with that and we used to just take it really slowly... And, that was, you know, a couple of years ago, and we’d do it on and off. And occasionally I’d join in with what I’d call a long run... and it was maybe er, 10km, or 12km or something like that, along a trail, and I found it really tough... Yeah and I got really into it, the trail running, there’s loads to look at. We’ve got a hill near where we live and you can see all over Bristol.”

Many people’s journey into ultrarunning is not a linear process, and a significant event triggers them to step up to longer distances than a marathon.

2. 150-172: “So this was a year ago, a couple of years ago, and ive been doing just sort of on and off with him, just running, and he did an ultra marathon. Or at least attempted one, in march of this year, and last year as well. But he hasn’t managed to do it yet, but it kind of inspired me a bit, and I was thinking about it... But I was also, I remember saying to him that I’d never do anything more than a half again, and um, but yeah this whole race to the stones thing came about because my other half runs a blood biomarker tracking service... Yeah it’s really, out there. And he and his business partner thought it would be a good idea, because they were sort of a fitness company, er, to enter something crazy, and get their names on the map as it were... So he asked me if that was something that I fancied. So he

asked me outright one day, do you want to do a 100km run, and, just for, you know, this challenge, and I said yes.”

The behaviour of friends and family can have a large influence upon a person's decision to run an ultramarathon. Some people decide to complete an ultramarathon because they are asked to do so by another person.

3. 184-192: “(G: Fundraising wise have you done anything like this before, or is this your first big call to friends to sponsor you to do something?)... Err. Yeah so that's a good question. So we've been supporting the charity at work for a while, so that's why I chose them. Just to help them get a bit more in the pot. Um yeah I suppose it probably was the biggest fundraising thing I've done. In previous years in terms of raising money for charity I've asked for money for the 10km, the Bristol 10km, but this is kind of the most major one and I've raised the most money so far with this.”

Many people base their decision to fundraise for a particular charity upon whether or not it is familiar to them or not. For example, a number of people support the charity personally that they have been introduced to through their workplace.

4. 207-219: “I guess my initial response quite early on in the training was that I just wanted to complete it... And just getting over the line for your first ultra is probably the best you could hope for... But as kind of time went on and I got into training a bit more, I thought I could just set a really loose time. So I thought, maybe eighteen hours would do it. And that's what I started telling people so it kinda stuck.”

As individuals progress along their training journey, goals beyond 'just finishing it' seem to emerge related to possible finish times.

5. 223-221: "Yeah I thought, you know, calculating everything, and taking in the months of training, and factoring in weather, you know the heat I probably didn't take that seriously... It was quite warm yeah. There were lots of people struggling and there was lots of heat exhaustion and whatnot. But it was what I'd trained in during the summer."

Encountering challenges during an event that a person has already seen before during training is gratifying for the individual concerned, and makes them feel as though they had prepared well for the event itself.

6. 234-241: "(G: Looking back, obviously you finished it, you got across the finish line, you completed the challenge, which is completely insane, when you look back at it, how does that make you feel?)... Err, super proud. Yeah, I've never done anything that kind of intense or extreme I guess So, just the fact that I can do that kind of thing erm, gives me quite a lot of motivation to do something else or find another race or whatever so yeah, really happy."

Feelings of pride, happiness and a motivation to continue to challenge oneself appears to accompany finishing an ultramarathon.

7. 243-257: "(G: Do you feel like your efforts were worth it, are you pleased you did it?)... Yeah totally, totally. I kind of learnt what I can be capable of, and I can see physiological changes as well, and, erm, the fact that its so good for getting fit and healthy. But yeah, definitely worthwhile. I'm so pleased that I was able to

raise a few pounds for charity on the side as well... They're popping in to work as well on occasions, so it's really nice to see them... Being happy with everyone's efforts, and yeah, it's great!"

The benefits to completing an ultramarathon are severalfold, and include positive changes to physical and mental health, and helping to support a charity as well.

Raising for a money that is associated with a person's workplace also helps to improve their image to others in this environment.

8. 260-264: "(G: What does doing these challenges kind of mean to you personally?)... Umm, I don't. It's hard to kind of put into words. I guess it's really. It's great that I can do more or further or faster or get stronger and just keep having, er, something to aim for is really quite motivating is really quite encouraging."

For many individuals, completing ultramarathons is related to self-growth, and striving to get more out of themselves and life.

9. 276-291: "Err, Problem solving, so in its essence this is a problem that needs solving. You know it's a massive run, you need to break it down... Err, you need to do, put in some leg work to build up to it... So yeah, problem solver, definitely. I like to help other people. I think that's where the charity aspect comes in. I think I'm not happy unless I'm helping someone do something... I'm helping you right now, I guess, in a way."

Many individuals see fundraising alongside completing an ultramarathon as a no-brainer, and believe that it would be a wasted opportunity to do something good if they didn't fundraise. This individual approaches an ultramarathon logically, by

working out what is required to complete the challenge, and breaking it up into manageable chunks.

10. 296-305: “Haha that’s alright. Umm, what else. A good sense of humour, I think that really helps, in the context of running. You’ve got to just talk yourself, you know, into completing or pushing on, or just over that hill or whatever... (G: Exactly. Laugh rather than cry option?)... Exactly, exactly that. Um, what else. Yeah quite motivated by a challenge. Quite sort of competitive I think. Even though I wasn’t sort of going for an elite time on this one, I was still I’ve got to beat the 18 hours, or I’ve got to do what I, what I kind of expected I could do.”

Those who complete challenging physical tasks for charity often have a constructive and lighthearted approach to adversity, being able to look for a constructive way forward when confronted with a problem. Those who complete ultramarathons are also undeniably competitive, not being content with running a conventional distance such as a marathon faster.

11. 313-324: “(G: In terms of completing this challenge specifically, what did that mean to you?)... Err. Yeah it’s really tricky to put it into words. I’m just sort of thinking for a second... (G: No that’s fine. I’m guessing it’s been quite a big feature of your life for a year or so?)... Yeah it has. The six months leading up to it were pretty much all just, running every weekend. So a big feeling of relief I think, um, it’s all led up to something that I managed to do and succeeded with.”

Articulating what completing a challenge such as an ultramarathon means to an individual is often hard for them to do, and takes some thought. The amount of time and money invested in training and the run-up to a challenging physical event

is often significant, and so completing the event successfully results in the participant feeling hugely relieved.

12. 353-370: "(G: Did having the experience make you feel special?)... Yeah, yeah it definitely did. Yeah you feel like you're one of, you know a few, I say a few, there are like two thousand people in total, and only one thousand of those do the 100km straight through. But it still felt like a bit of a club you know. There are people watching, and they're kind of in awe of people running through the countryside, they're just out walking the dog. And yeah the support you get around the track is brilliant. And it really does make you feel, different? And definitely you're a small group of people doing something that's kind of alien to them. You know and it's the same as some people at work? And when I told them I was doing it, there were like how far is an ultramarathon? What is an ultramarathon, and some of them thought it was just over a marathon, or, you know like 30 miles or something for them and I said sixty two, and I said yeah (laughter)... And I suppose it does make you part of an elite club I guess."

Completing an ultramarathon results in the individual concerned feeling special, because they have gained membership of an elite club of ultramarathon finishers, which is uncommon amongst the general population. The reaction of others to plans to complete an ultramarathon is often of shock and awe, which is hugely gratifying and pleasing to the individual concerned.

13. 374-403: "(G: How important for you was it that it was hard? That is was a difficult physical challenge?)... Yeah, yeah I see. Umm. Yes, very important, I was kind of, you know how runners kind of taper before a big race?... I was getting

worried that I was tapering too much, which is a thing, you get taper fear. And you just want to keep running even though you definitely shouldn't, you should be resting... And I was getting there, and I was thinking this is going to be too difficult because I haven't run for two three days... And er, I was just kind of getting myself a bit worried about it as people do before a long race. And I thought, ah that is a long race, and I'm going to be running all the way through the day, and into some of the night, and It's going to be too hard and I'm not sure If I can do it, and all of that stuff. Um, so yeah, how important was it that it was difficult? Very important I think. Anything like a, a marathon, if I was training for a marathon I guess I wouldn't have gone so far in training, and I don't think it would have been so much of a challenge for me as this thing. It's the kind of go hard or go home kinda thing. You have to do something mega., or people are just going to go ah yeah a marathon, and give you a couple of quid. But it needed to be something, special, something way further than I had ever done before. Something that, I said I would never do, for one."

The fact that ultramarathons are physically hard, and have not been completed by the majority of the population, is a huge attraction to some individuals. For them to commit to a large goal, it needs to be 'special' and significantly further than anything that they have ever done before in the past (to make it worth their while).

14. 410-429: "(G: Would you consider pain and effort to be a part of the attraction to participating in the event?)... Bizarrely yes. Yeah. You know you've got war wounds, and you wouldn't have something to show for the massive amount of effort otherwise. It does sound a bit kind of self-centred, but when you're talking to people about it, you can say oh yeah, I did a massive run... And

they'll probably look at you and think, well you seem like the kind of person where that was probably nothing for you. And you don't have to much to talk about. But if it's more a case of, look at all the photos of the blisters I got, and I'm not saying that's the case because I didn't get any, but if you kind of rock up with that to the pub, look at al the photos, or look at how much I suffered whilst doing it, it's more of a , more of a draw I think... It is kind of a bit self-centred I suppose."

Obtaining evidence of the physical trauma that an individual goes through in order to complete an ultramarathon helps them explain to others what it took to complete the challenge, and assists them in showing others how hard and how far outside their comfort zone the challenge was. Part of the kudos associated with running an ultramarathon appears to be related to being able to tolerate and overcome pain and discomfort that the average person would not be able to do.

15. 431-446: "(G: How did you experience that pain and effort throughout the race. How did it manifest itself?)... Err, so I didn't get any blisters. The first point I felt what's called a hot spot, I don't know if youre familiar with that, but it's like the first stage before you get a blister when it starts to rub , so I stuck a plaster on it, and that was that. So I was very lucky not to have any sort of blisters or rubs of that sort. But obviously everything starts to ache a lot as well. I was getting sort of knee aches and things... (G: God yeah I bet. All sorts of parts of your body you didn't realize were there?)... Exactly yeah, all those muscles (laughter). Um, yeah so I was quite into setting in, but I knew from my training, ym, because on my longer runs, that was part and parcel of going far. But nothing was actually wrong. I could just keep going and not worry about it. So, yeah

obviously it was hurting, and all those kind of feelings that I've kind of repressed now."

Those who enter ultramarathons expect to suffer, and therefore accept pain and discomfort when it comes as something to deal with, rather than something to resent. Many individuals also recognise that they appear to forget the less nice parts of the experience more readily than the positive parts of the experience.

16. 449-467: "(Was it important that you shared that pain and effort with other people or not?)... Yeah I think so, yeah. And the aforementioned just chatting about events etcetera. If you look fine after just doing one hundred k then people just expect that you can do it... But I think just sharing how I couldn't walk the next day and day two after I was getting better just the fact that I needed help to get up and down stairs added colour to the experience, and it definitely prompted some donations, and people sort of asked how many other marathons have you done. Oh none! This is my first and I've gone straight to it. And they were sort of like wow, that's a real effort, and yeah you kind of talk about how you've built it up over the weekends and all the aches and pains you've suffered along the way and, you know, and sore feet, and people just come to expect it when I came into work with a little hobble and were like yeah what's the distance this week, and so yeah it's important to share those kind of feelings about it I think."

Reminding friends and family about how tough an event was, and including evidence of that suffering, helps to encourage them to donate to the charity concerned. Sharing the full story with others helps them to understand that the feat

was still hugely demanding for the individual concerned, and that the experience was very much outside of their comfort zone.

17. 469-485: "(G: I was just going to ask how you fundraised please, Ady?)... And so every Friday at work we have weekly round up. Grab some beers and talk about what's coming up for us. And so that was an excuse to sort of mention it, and point people towards my fundraising link. So we've actually got a joint one for our company, and it just goes directly to the charity... And everyone can kind of put their fundraising efforts together and it just goes straight to them. And so yeah, sending round the link, um, putting it on facebook, and just telling friends and family. Some of them just send cheques etc because they're old school... But yeah, that's pretty much it. A link."

Fundraising through social networks including an individual's place of employment can be hugely effective. It is important for individuals to be sensitive to the giving preferences of different demographics – e.g. older individuals might want to support through writing cheques.

18. 487-499: "(G: Would you consider your relationship with the charity to be special because of your experience?)... Umm, I'd like to think so, yeah. When they've come into the office they're obviously very grateful. But we're not kind of on first name terms of anything. It's just kind of an introduction and, here's someone who's doing a massive run for you guys, and obviously they're very grateful. Umm, but yeah I'd like to think so. I think it'd be nice to visit where they work, and maybe see how it's helping... But I'd add to that one that I'd like it to be

more special than it currently is. I want to get involved a bit and see what they do.”

Many people who complete tough physical challenges for charity consider their relationship with them to be special, but would actually like to get to know both them and the beneficiaries better. This unmet desire is a wasted opportunity for the charity concerned in this instance and context.

19. 505-514: “So before, I obviously had an awareness of what they were doing. And we picked them as our charity of the year because of kind of shared ground. But I didn’t really seek out or go to their website or anything like that. It was just kind of, yeah that’s great. We’ll support them this year and this is what they do. But as it was getting closer to the race, people were asking me who I was raising money for, and I needed to know. So I, obviously looked at all their case studies, and spent some time reading about who they’ve helped. So yes closer in terms of knowledge, but, as I’ve said earlier, I think I’d like to be closer in terms of actually being present and going to meet the people, and see them in action.”

Fundraising for a particular charity encourages individuals to get to know that charity better, so they are able to explain to prospective supporters what they do, and how their money will help.

20. 516-521: “(G: Would you say it’s important to feel like you suffered with this challenge?)... Yeah, I think so. Um, I think it all goes back to that thing I was saying earlier. If you don’t look like you’ve suffered or if you took it in your stride, then people think well they do that thing all the time, so why would I give you a donation?”

For many participants, it is important to feel like they had suffered during their challenge, in order to feel as though they had held up their side of the bargain to donors. The implied arrangement is therefore that people sponsor others in order to suffer for the sake of a greater cause.

21. 531-566: "(G: How did you suffer, throughout this challenge and the training?)... Um, yeah, I think it was more the training than the race itself. Although after the race the next day, agony, you cant move, and you have to put your feet up etcetera. Yeah the, the kind of, the suffering was building up the distance. So the longest run I did was 60km and I was out.... Yeah I just had to get up early. And that's like a first world problem. Oh no, you're getting up early to go for a run. It was really hot this summer as you probably know... Um, I had to beat the temperature by getting out early in the morning, but it still meant that I was out in the midday sun for most of the days. And I'm kind of glad about that in retrospect because I could kind of put up with it on the day... So it was kind of a lot of, heat related suffering I guess. It's very hot trying to move yourself in those kind of temperatures... And with my feet, I did have some pain on and off. But I kinda just ran through most of it, because I knew that it wasn't long term... Um, I have had knee problems when I was a little bit littler. Umm, but you know training and doing running, since then, has kind of got rid of those problems. So yeah just general aches and pains that lasted, kind of at least a few days into my work week, kind of every week. For sort of seven months or so."

The training for an ultramarathon, as well as the effort required to fundraise, appears to require more resolve and effort for the individual concerned than the event itself. This is because of the sacrifice and changes that are required for the

individual to complete their planned training and fundraising activities, which can be hugely disruptive to their conventional life (before signing up). Aches and pains during the event itself are also expected, and therefore individuals see them as things to be managed, rather than unfortunate sensations to complain or worry about unduly.

22. 568-594: "(G: Kind of what role social media played in your fundraising campaign, please?)... Yeah sure, so the link went on facebook. And, that's, that's the extent of it really. I put it on a couple of times, and just added a little comment here and there, but the vast majority of people were at work rather than on my facebook. So guess it was nice to have a little extra donations coming in from people who were my friends rather than people from my workplace. Umm, but yeah I kind of shied away from it, rather than sort of bombarding people... Because I kinda have a lot of friends that do lots of crazy activities, and they're always fundraising, and I kind of didn't want to be another one of those... And you know ohh, the quest for more money from one of my friends sort of person... So I only put it on two or three times I think... So it was kind of minimal social media to be honest, but I did put it on."

For many individuals, creating a page on a giving platform, and sharing this on social media multiple times is the large extent of their fundraising activity. There also appears to be an interesting dichotomy between wanting to promote one's activities to friends and family, but also not wanting to brag to social connections (especially for those who view ultramarathons as not out of the ordinary).

23. 609-647: “My strava account, if you’ve heard of strava?...(G: Yeah.)... Allows me to beam a live, kind of gps point. So, when I started my watch in the morning, that went straight onto facebook... So people could follow me throughout the day... So my other half, he was there to support me throughout the day with a friend and they were driving from checkpoint to checkpoint... And they would take photos of me at each checkpoint and then put them on his facebook, but most of our friends are shared... And I was getting quite a lot of likes, and stopped to check it, I think twice, as I was starting to hit the wall at like 70-80km or something like that... And I really needed some comments from, those photos, and I just fired up facebook as I was walking through this field, and there were like hundreds of likes, and loads of comments and loads of motivational stuff... And so, that kind of thing kept me going I think. ... But also I think, in a selfless way, I just liked to see likes and comments.”

Exercise and fitness apps such as Strava are increasing in popularity hugely, and allow individuals to beam a live ‘track’ of their activities to friends and family. As well as helping to boost fundraising efforts, this can be a huge source of motivation for those that are completing the task, as feedback from others encourages them (in the form of comments and likes). This modern connectivity that allows individuals to update their followers about their progress live can be a huge source of motivation, but also stress, as people worry about what their followers will make of their progress and efforts.

24. 649-661: “(G: How did that make you feel when you were kind of, in the middle of a field, and sort of suffering?)... So, so much better. Just kept me going really. I remembered that, you know I’m doing this for a charity, I’m doing this

for all the people that I've said, I'm doing a long run to, and, I'm doing this because I wanted to get the time I thought I would get. And so yeah, it's very motivational to just see those kind of positive comments and thoughts whilst you're just suffering basically, just why am I out here in the middle of a field, nowhere near the finish line... I need some things to boost! And so that's what those were for."

Positive messages and encouragement received from others during the challenge itself is hugely motivational and encouraging, and can pick an individual up during a low point.

25. 663-674: "(G: I'm guessing you have friends that fundraise on social media. How do you feel when you see them put up a fundraising link on social media. What makes you want to support them?)... Yeah, umm, it's partly the charity that they're running for. And I haven't always heard of them, but that doesn't matter, it's kind of, you know, what they do, who they're helping. And I'm not saying based on that I would donate or not donate. It's just interesting to see that people run for less well known charities, people run for more well known charities. It's kind of interesting to see that. Variety I guess. So that's partly it, I guess. Partly, as we've sort of touched on together earlier, is whether or not they do this regularly..."

A significant component related to whether or not an individual donates to someone else's fundraising campaign relates to whether or not they perceive the challenge to be outside their comfort zone or not There also appears to be the perception among some people that smaller charities are less wasteful of funds and more deserving than larger national charities.

26. 678-686: “So I have a friend who does a race every week, every weekend. And, he doesn’t raise money for charity every time, because he’d probably get no donations probably. But he is always out there doing a race or a triathlon or a cycling event or whatever, and I can only really afford to donate to him like once or twice a year. So, er his kind of things, I’m like, oh yeah, he’s doing a thing again, and it’s really good that he’s raising money, um, but also he does it all the time, and it’s kind of. It’s hard to give him money when there are other people just getting off their sofa and doing their first 5km. I think I’m more inclined to sort of motivate them.”

If it is perceived that an individual enjoys the activity that they are completing in order to fundraise for a charity, and that it is not significantly outside their comfort zone, then many people struggle to justify to themselves supporting them. There appears to be a perception that in order to deserve support, an individual must work hard and put things on the line for the sake of the charity concerned.

27. 690-700: “So yeah, I think, the ones I’m most likely to support are the ones most likely to get out of their comfort zone, or do something really extreme, yeah, it’s a difficult one, but I think people in general kind of get complacent with the short distance. And even I think marathon is even going that way... I know it’s really weird to consider it, but there are loads of people doing marathons now, but twenty years ago it seemed kind of unobtainable to a lot of people. So I think there is race to become more extreme.”

Those that raise money by completing ultramarathons perceive shorter distances such as marathons to be commonplace and not unobtainable to the average

person. There appears to be a trend to complete more and more extreme challenges in order to gain the respect of others.

28. 702-713: "(G: Do you think maybe, a big part of the significance of the challenge, and the significance to other people, is your comfort zone? And what you think your comfort zone is and what other people think your comfort zone is, and how, and if it is extreme relative to that, rather than the absolute distance?)... Yeah, I think that's probably a lot of it. I think if you can contemplate it yourself, and whether it's doable for you or not. That's probably a factor. But if you're looking at your friends facebook and their doing the badwater in the united states, and they're gonna be running for however many days straight, I think that's kinda , oh I couldn't contemplate that and it's probably gonna be extreme and they're probably gonna be in super heat whilst they do it and that kind of thing. So..."

A significant part of convincing others to support an individual that enters a tough physical challenge for charity appears to relate to whether or not others perceive the efforts to be outside of that person's comfort zone or not.

29. 719-731: "(G: How significant do you think the validation of other people was to your feelings after the event?)... Umm. Yeah I think quite significant. It's hard to say because I didn't have anything to compare it to where I didn't have any support you know. If I'd done it completely silently, I think it would have been a very different experience.... I might not have even done it! So yeah I think positively, but I've got no frame of reference for me. I can only say how I felt

about all the comments, and how those things drove me to do it, and how those things drove me to finish and willed me on etcetera.”

The validation of others plays a major role in whether or not an individual feels as though their efforts were worthwhile or not.

30. 733-741: “(G: Do you think the um, the difficulty of the challenge helped you raise money from other people?)... Yes... Categorically I think. You know if it was just another 10km I don’t think I’d have been able to raise however much it was, 390.”

Ultramarathons are perceived by others to be particularly extreme challenges, and therefore the perceived difficulty of completing one helps those that do them to raise money off other people.

31. 743-758: “(G: Is there anything the charity could have done to make your experience any better?)... Umm. No, I guess I wasn’t really as public about it until I’d done it. So obviously people at work knew, they may not have realized themselves that we were doing an internal fundraise. Because fundraising internally, the money goes to them, rather than through their own fundraising page. Because obviously we do a lot of activities throughout the year, and obviously the money goes through a shared page. The one place, you see. So I think they probably didn’t know, necessarily. But that’s not their fault. That’s mine. And maybe I could have said, I’m doing a thing, can I come and see what you do beforehand. Because I think that would have added a bit of extra motivation. Because the thought, whilst I was running, was I’m doing this for a charity who does good work. Whilst it could have been, I’m doing this for Pete or

Alison, or the people that the charity actually helps, and I've met those people, and that's how it maybe could have been. But, that's maybe down to me rather than the charity."

It is important for charities to help fundraisers understand who the beneficiaries of their funds might be, because this can be hugely motivational for them. For companies and organisations that raise money for a charity, it might be the case that one person or a small group of people are responsible for a disproportionately large portion of the funds that are raised, If this is the case, then understanding who those people are, how to support them, and why they are doing what they're doing, might help them to boost their fundraising efforts.

32. 760-771: "(G: How about the event itself, is there anything that the event organisers could have done to make your experience any better, at all?)... No, they were sensational. It's the most well organized, well thought out, well marked race I've done. And I've not done that many – it's mostly just 10kms and the odd half, one half, but... Yeah! But yeah so well thought out, all of the pitstops were perfect. Laid out with enough space, they never ran out of anything. Even the portaloos were in top condition, and that's rare!"

Threshold events appears to be hugely popular with participants, and they seem to run professional, well organized running events.

33. 773-793: "(G: On a personal level, do you think you've changed as a person because of this experience?)... Yeah. I can't stop banging on about it... So now I think people see me as a girl who runs crazy distances, and my running partner jokingly calls me an ultrarunner, all the time!... And, I've only done one, you

know!... But that's like a title for life I guess. You do run ultramarathons. But yeah I have. I've changed because. I've changed physically, which I'm super happy with. And definitely I'm way more into running than I was two or three years ago when I hated it, because I was crap at it. But now I can just keep going, at a nice steady pace, all day! But yeah I've changed in loads of ways I think."

Individuals are perceived differently by those around them after completing an ultramarathon. Completing tough physical events for charity can result in changes to a person, such as improvements in physical health, a love for running, and acquiring a self confidence and determination to help them through tough challenges in the future.

34. 796-814: "(G: You said there's been a change physically. Do you think there have been any mental shifts at all? With overcoming this massive challenge and getting it done?)... Yeah. I do, yeah. Um, Yeah. Generally I would describe myself as quite positive. But I think I now know that I can do anything... If I want to do a hundred mile run next time. Or a two hundred mile run, or a five hundred mile run or whatever, I could do it. I'm pretty sure that I could do it, because I've spent all that time training. I know what I'm capable of, and what I need to do it. And what equipment works best, and what nutrition works best, and all those kind of things. And I think, not only am I on top of it all, just motivated to do whatever I, I want... (G: That's awesome. Kind of like the ultimate acid test?)... Yeah, right."

Completing tough physical challenges for charity teaches individuals about what they are capable of with training, and gives them confidence to complete challenges that seem outside their comfort zone in the future.

35. 816-826: "(G: Would you say this experience has influenced your self esteem at all?)... Yeah, yeah I think it has. It was very high before, but I think I would have, you know, kinda down days, or periods of time where I'm kinda bored or I don't know what to do, or, do I like my job, those kind of dark cloud things... But yeah I think that if I want to, make a change or something, I can just make a change. And there might be some fallout, but I will manage it."

Being able to finish an ultramarathon for the first time gives individuals a confidence that they can overcome challenges, and make changes required to improve negative situations that they might find themselves in in the future. This appears to suggest that completing tough physical challenges helps people to feel positively in control of their life, and able to influence their future positively.

36. 828-840: "(G: I was going to ask how doing the event made you feel in your friend groups?)... Hmm, err. Proud I think. It was always a topic of conversation. I didn't necessarily ever bring it up, er, maybe once or twice. Er, what are you doing this weekend, I'm going for a long run. Why? Um, but, generally speaking I didn't really mention it. It was always everyone else who was always like, how's the training going, um, how far are you going this weekend, er, what are you up to, are you still running in this heat. All of those kind of things would all come at me, rather than me talking about it. Um, but yeah I think, yeah, people keep asking me about it, even though it was well over a month ago. I think in my friend groups I'm um, yeah talked about, and er, interesting. Which is not something I used to like, but it kinda nice."

Fundraising for charity by completing tough physical challenges makes people the centre of attention within their friends groups, and increases social interest in

them. This positive attention can make an individual feel more interested and valued by their different social groups. Their activities become a topic of conversation.

37. 868-861: "(G: Would you say you're quite competitive with your fundraising? Or with the scale of the challenges that you do?)... Umm, yeah, I think not with the fundraising because if I was competitive about that I would have shared it more, or I would have said, the trainings going great, could you donate. And I never mentioned it in person except for the roundups at work. So I think competitive in terms of doing the damn thing, like running it, or in other sports or team sports or those kind of things, but not when it came to the money side of it... I'm just sort of reflecting on that one for a moment. I guess I've alluded to it before because everyone fundraises. And I just didnt want to be another person on facebok doing that, but yeah, oddly not. Oddly not in terms of the amount of the challenge itself."

This individual would describe themselves as competitive with regards to the nature of the challenge that they had signed up for, but not competitive with regards to the amount that they ultimately raised for the charity concerned.

38. 875-894: "(G: Do you feel this challenge was outside your comfort zone?)... Um, well, when I first signed up for it I did. Um, you know late last year, when it was suggested to me. I said yes without thinking about it really... And it started to hit home, I think maybe a few weeks before the event. And that's quite a long time between thinking about the event and getting to the event and going oh actually, that's quite a long way isn't it? That's gonna take quite a long time

(laughter). And it's not like I hadn't thought about it, but I'd kind of thought about it and gone yeah it'll be fine. I've done the training, it'll be fine. And then it starts to hit home, and you go, that's further than I've ever run before. That's two times a marathon and a bit more, what are you doing kind of thing... So yeah, it was definitely outside of my comfort zone when I signed up for it. I didn't really care or think about it."

Many individuals sign up to an event without fully appreciating how far outside their comfort zone it is likely to be, but by the point that they appreciate the full scale of the challenge, the ball is already rolling and they have mentally and socially committed to it.

39. 896-914: "(G: How did that kind of, the fact that it was clearly such a big challenge and outside of you comfort zone, how did that influence your feelings afterwards?)... Um, I was over the moon when I crossed that finish line. And the guy giving out all the medals asked, how're you feeling? Do you feel emotional? And obviously he knew the answer. Um but yeah I was sort of, just to go back in time a bit, in the ninety km mark I was talking to myself and reassuring myself saying, you've just ninety km. How, how crazy is that, you know, that only a few weeks ago you did sixty and that was the most you'd ever done in your life. And now, you finished 80 a little bit ago, you just touched ninety. Not far to go. And yeah just basically I was talking to myself throughout and saying, you've just blown yourself out the water, because you've finished a bit. And every km and every step that you take now is still further out that comfort zone. But yeah I dunno I was just constantly kind of bigging myself up... It was big, you know."

Completing a tough physical challenge for charity is hugely memorable, and can result in a hugely emotional sensation upon finishing it. The scale of the achievement for the individual concerned is huge, and means a great deal to them.

40. 916-927: "(G: Would be able to describe that moment when you finished? What sort of emotions did you have? Was it quite overwhelming?)... Yeah it was. It was. Just thinking about it now it was just, massive. I had a little tear. A little tear. I'm not ashamed to admit that. Um, but yeah it was just a huge kind of overwhelming sense of relief, because, you don't have to run anymore!... And, just to say you've done something like that, and you've completed it and got the medal, um, nobody can take that away from you, and it's all done and dusted."

This individual describes the moment that they finished their challenge as emotional and overwhelming, as well as a huge sense of relief that their challenge has been completed. This implies that people put themselves under significant amounts of pressure prior to completing the challenge, and that the finishing of an event such as this is highly emotionally charged and mentally significant to the individual concerned.

41. 931-945: And then just kind of the reflection on how long it took. And when I set off it was daylight, and now it's the middle of the night and it's cold, and you don't even realize that kind of thing. When you're breathing and you get the cold face cloud. I didn't even realize it was cold until my other half came up with a blanket and was like, let's get you in some warm clothes. And all of those feelings and all of that reflection on what you've just done and the people that

you met at the checkpoint and all the people along the way... Yeah and it's just a really reflective kind of proud, er, relief... Feeling all bundled into one."

The long nature of ultramarathons is such that people spend prolonged periods of time outside and running, experiencing different parts of the day, and having lots of time to think. Those that finish tough challenges for charity are proud of themselves after finishing, and relieved that they have finished what they set out to do.

42. 947-981: "(G: Do you want to do something similar again?)... Yeah I think I do. Umm yeah there is definitely a feeling amongst the ultra community that whilst you've done your first one you want to do another one. And I think it's just that euphoric wave that you get once you cross the finish line, and maybe a couple of weeks later when all you remember is the glory and the pride, that you kind of just want to feel those things again... And that's just human nature I think, you know, you kind of ignore the negative thoughts and focus on the positive ones on purpose. It's just survival kind of thing... But yes I do. Whether it's the same distance, shorter, I'm not entirely sure, but my feeling is I'd like to do a shorter one... But quicker. So, I think just that amount of training took up a long amount of time... And it's not like I sacrificed too much to make it happen. Because I don't have kids so it's not like I, you know, have to leave them with the babysitter every time I went out for a long run... I haven't got any, any other responsibilities in life other than work. So, I think though, just because it's a proper while, that I would do a fifty km ultra, just offset, and do it really quickly. So, yeah!"

Many individuals who complete their first ultramarathon are keen to do another in the future, in a bid to chase the euphoric wave of emotion that they experience when they cross the finish line again. This person is aware that they appear to draw upon memories of the positive parts of their experience more readily than the negative parts. Training for ultramarathons requires a significant sacrifice with regards to spare time in the run-up to the event itself, which some people do not see as practical for more than one challenge attempt.

43. 991-1016: "Um, well so immediately after I think it was that pride, glory, got another medal for my collection, kinda stuff for me... And then my thoughts turned to other people. So, how will my doing this help get donations from people who haven't donated already yet. Maybe they're all waiting to see if I can do it or not... Um, so yeah thoughts turning to the charity after that. Um, the feeling that I can do something like this, just fine, as it turns out... And I could do another one of these and it's just fine... I've obviously got a lot fitter, and there are things that I can work on still... Like resting heartrate, but all of these kind of facts to do with my health, I'm keen to keep going with those."

This person though about the charity that they were fundraising for soon after completing their challenge, but after immediate thoughts related to her self had faded. Many people are keen to maintain the positive momentum that they feel like they have build up in their lives in the build up to their ultramarathon after they finish.

44. 1024-1041: "(G: What would you say is the next big challenge in your life?)... Well, I haven't booked anything yet, but it would probably be another ultra, and

it would probably be next year. And er, I've considered other things, and people have asked me kind of what's next, um, but I don't really want to do a triathlon, because I don't care for swimming, and a duathlon, nah. Just, why! So I think the only thing that really appeals to me is more running. And I think it's a question of where... And maybe it won't be in the UK... But yeah that's all I can say with any certainty. But all I can say with any certainty it that it's gonna be another ultra."

For many people, their first ultramarathon is a largely positive experience that inspires them to complete more in the future. This represents a fundraising opportunity for charities.

45. 1043-1078: "(G: Would you briefly just talk about some of the most vivid memories that you can remember from the race to the stones?)... Ooh. Um, Some of the scenery is amazing... So I can remember just coming out of the top part of a wooded area. Where everyone had been stumbling over tree roots for 20 minutes of something. And you come out of this wooded area at the top of a massive rolling field. A wheat field. And there's a path straight through the middle of it. And you can see all the runners ahead of you down the path... Little tiny dots. And either side of you is this massive rolling wheat field and it's huge... Yeah, so sights like that. I think. I remember the 50km mark pretty well. Um, there was this huge event tent, and you can have a sit down meal if you want. And there's a whole separate tent for dietary requirements. And loads of food and... Yeah, loads of, loads of the pitstops I remember. I remember where I met people. Er, I remember running over the golf course on the route, and that all it reminded me of was trump, and I wanted to get off this golf course, immediately...! And then the finish line I think."

Interactions with other people and beautiful scenery appear to have a privileged position in the memory of those that complete tough physical challenges for charity.

46. 1080-1087: "(G: Would you describe the challenge as a life changing or a life affirming experience?)... Mmm. Yeah. I think I would. I think for anyone. I think, even if you've done quite a few of those before, even if you're quite seasoned, I think there's something about that event in particular. From what I gather that it's really welcoming, and open to all abilities. And I think, yeah. Even if you've done a few, there's something you can take away from race to the stones in particular."

This individual would describe the Race to the Stones as a life changing or a life affirming experience, that was welcoming and hugely worthwhile.

47. 1090-1113: "(G: Um, did you end up thinking about the charity much when you were running, or was is very much kind of game face on, getting the run done?)... Umm. Yeah that's a good one. I did think about them. But it was only at the times when it was getting a bit tough... But I kinda needed an extra motivation, just, yeah firing up facebook like I said, and just thinking about how this would help, and that maybe it would encourage a few more people to donate if I could just get on and finish it! But yeah I did think about them, but kind of only, it sounds strange, but the concept of a charity... Like, I'm doing this for, off the record, and that's pretty much as far as my thoughts went... But maybe if I knew the people that it helped then I'd be thinking about them also."

Some individuals think about the charity element of their challenge during particularly tough times. In this instance, the dissonance between the individual concerned and the beneficiaries of the charity appears to have been a failing with regards to their fundraising campaign (whether that be the fault of the individual concerned, or the charity).

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (2.) The behaviour of friends and family can have a large influence upon a person's decision to run an ultramarathon. Some people decide to complete an ultramarathon because they are asked to do so by another person.
- (27.) Those that raise money by completing ultramarathons perceive shorter distances such as marathons to be commonplace and not unobtainable to the average person. There appears to be a trend to complete more and more extreme challenges in order to gain the respect of others.

Section 2 (experience – hot cognition):

- (5.) Encountering challenges during an event that a person has already seen before during training is gratifying for the individual concerned, and makes them feel as though they had prepared well for the event itself.
- (6.) Feelings of pride, happiness and a motivation to continue to challenge oneself appears to accompany finishing an ultramarathon.
- (8.) For many individuals, completing ultramarathons is related to self-growth, and striving to get more out of themselves and life.
- (9.) This individual approaches an ultramarathon logically, by working out what is required to complete the challenge, and breaking it up into manageable chunks.
- (11.) Articulating what completing a challenge such as an ultramarathon means to an individual is often hard for them to do, and takes some

thought. The amount of time and money invested in training and the run-up to a challenging physical event is often significant, and so completing the event successfully results in the participant feeling hugely relieved.

- (13.) The fact that ultramarathons are physically hard, and have not been completed by the majority of the population, is a huge attraction to some individuals. For them to commit to a large goal, it needs to be 'special' and significantly further than anything that they have ever done before in the past (to make it worth their while).
- (15.) Those who enter ultramarathons expect to suffer, and therefore accept pain and discomfort when it comes as something to deal with, rather than something to resent. Many individuals also recognise that they appear to forget the less nice parts of the experience more readily than the positive parts of the experience.
- (24.) Positive messages and encouragement received from others during the challenge itself is hugely motivational and encouraging, and can pick an individual up during a low point.
- (40.) This individual describes the moment that they finished their challenge as emotional and overwhelming, as well as a huge sense of relief that their challenge has been completed. This implies that people put themselves under significant amounts of pressure prior to completing the challenge, and that the finishing of an event such as this is highly emotionally charged and mentally significant to the individual concerned.
- (41.) The long nature of ultramarathons is such that people spend prolonged periods of time outside and running, experiencing different parts of the day, and having lots of time to think. Those that finish tough

challenges for charity are proud of themselves after finishing, and relieved that they have finished what they set out to do.

- (45.) Interactions with other people and beautiful scenery appear to have a privileged position in the memory of those that complete tough physical challenges for charity.

Section 3 (fundraising today):

- (9.) Many individuals see fundraising alongside completing an ultramarathon as a no-brainer, and believe that it would be a wasted opportunity to do something good if they didn't fundraise.
- (16.) Reminding friends and family about how tough an event was, and including evidence of that suffering, helps to encourage them to donate to the charity concerned. Sharing the full story with others helps them to understand that the feat was still hugely demanding for the individual concerned, and that the experience was very much outside of their comfort zone.
- (17.) Fundraising through social networks including an individual's place of employment can be hugely effective. It is important for individuals to be sensitive to the giving preferences of different demographics – e.g. older individuals might want to support through writing cheques.
- (20.) For many participants, it is important to feel like they had suffered during their challenge, in order to feel as though they had held up their side of the bargain to donors. The implied arrangement is therefore that people sponsor others in order to suffer for the sake of a greater cause.
- (22.) For many individuals, creating a page on a giving platform, and sharing this on social media multiple times is the large extent of their

fundraising activity. There also appears to be an interesting dichotomy between wanting to promote one's activities to friends and family, but also not wanting to brag to social connections (especially for those who view ultramarathons as not out of the ordinary).

- (23.) Exercise and fitness apps such as Strava are increasing in popularity hugely, and allow individuals to beam a live 'track' of their activities to friends and family. As well as helping to boost fundraising efforts, this can be a huge source of motivation for those that are completing the task, as feedback from others encourages them (in the form of comments and likes). This modern connectivity that allows individuals to update their followers about their progress live can be a huge source of motivation, but also stress, as people worry about what their followers will make of their progress and efforts.
- (25.) A significant component related to whether or not an individual donates to someone else's fundraising campaign relates to whether or not they perceive the challenge to be outside their comfort zone or not. There also appears to be the perception among some people that smaller charities are less wasteful of funds and more deserving than larger national charities.
- (26.) If it is perceived that an individual enjoys the activity that they are completing in order to fundraise for a charity, and that it is not significantly outside their comfort zone, then many people struggle to justify to themselves supporting them. There appears to be a perception that in order to deserve support, an individual must work hard and put things on the line for the sake of the charity concerned.

- (28.) A significant part of convincing others to support an individual that enters a tough physical challenge for charity appears to relate to whether or not others perceive the efforts to be outside of that person's comfort zone or not.
- (30.) Ultramarathons are perceived by others to be particularly extreme challenges, and therefore the perceived difficulty of completing one helps those that do them to raise money off other people.
- (31.) It is important for charities to help fundraisers understand who the beneficiaries of their funds might be, because this can be hugely motivational for them. For companies and organisations that raise money for a charity, it might be the case that one person or a small group of people are responsible for a disproportionately large portion of the funds that are raised, If this is the case, then understanding who those people are, how to support them, and why they are doing what they're doing, might help them to boost their fundraising efforts.
- (37.) This individual would describe themselves as competitive with regards to the nature of the challenge that they had signed up for, but not competitive with regards to the amount that they ultimately raised for the charity concerned.

Section 4 (the transformation):

- (4.) As individuals progress along their training journey, goals beyond 'just finishing it' seem to emerge related to possible finish times.
- (7.) The benefits to completing an ultramarathon are severalfold, and include positive changes to physical and mental health, and helping to support a charity as well. Raising for a money that is associated with a

person's workplace also helps to improve their image to others in this environment.

- (29.) The validation of others plays a major role in whether or not an individual feels as though their efforts were worthwhile or not.
- (35.) Being able to finish an ultramarathon for the first time gives individuals a confidence that they can overcome challenges, and make changes required to improve negative situations that they might find themselves in in the future. This appears to suggest that completing tough physical challenges helps people to feel positively in control of their life, and able to influence their future positively.
- (36.) Fundraising for charity by completing tough physical challenges makes people the centre of attention within their friends groups, and increases social interest in them. This positive attention can make an individual feel more interested and valued by their different social groups. Their activities become a topic of conversation.
- (39.) Completing a tough physical challenge for charity is hugely memorable, and can result in a hugely emotional sensation upon finishing it. The scale of the achievement for the individual concerned is huge, and means a great deal to them.

Section 5 (context):

- (1.) Many people's journey into ultrarunning is not a linear process, and a significant event triggers them to step up to longer distances than a marathon.
- (10.) Those who complete challenging physical tasks for charity often have a constructive and lighthearted approach to adversity, being able to

look for a constructive way forward when confronted with a problem.

Those who complete ultramarathons are also undeniably competitive, not being content with running a conventional distance such as a marathon faster.

- (21.) The training for an ultramarathon, as well as the effort required to fundraise, appears to require more resolve and effort for the individual concerned than the event itself. This is because of the sacrifice and changes that are required for the individual to complete their planned training and fundraising activities, which can be hugely disruptive to their conventional life (before signing up). Aches and pains during the event itself are also expected, and therefore individuals see them as things to be managed, rather than unfortunate sensations to complain or worry about unduly.
- (32.) Threshold events appears to be hugely popular with participants, and they seem to run professional, well organized running events.
- (38.) Many individuals sign up to an event without fully appreciating how far outside their comfort zone it is likely to be, but by the point that they appreciate the full scale of the challenge, the ball is already rolling and they have mentally and socially committed to it.

Section 6 (legacy – cold cognition):

- (12.) Completing an ultramarathon results in the individual concerned feeling special, because they have gained membership of an elite club of ultramarathon finishers, which is uncommon amongst the general population. The reaction of others to plans to complete an ultramarathon

is often of shock and awe, which is hugely gratifying and pleasing to the individual concerned.

- (14.) Obtaining evidence of the physical trauma that an individual goes through in order to complete an ultramarathon helps them explain to others what it took to complete the challenge, and assists them in showing others how hard and how far outside their comfort zone the challenge was. Part of the kudos associated with running an ultramarathon appears to be related to being able to tolerate and overcome pain and discomfort that the average person would not be able to do.
- (33.) Individuals are perceived differently by those around them after completing an ultramarathon. Completing tough physical events for charity can result in changes to a person, such as improvements in physical health, a love for running, and acquiring a self confidence and determination to help them through tough challenges in the future.
- (34.) Completing tough physical challenges for charity teaches individuals about what they are capable of with training, and gives them confidence to complete challenges that seem outside their comfort zone in the future.
- (42.) Many individuals who complete their first ultramarathon are keen to do another in the future, in a bid to chase the euphoric wave of emotion that they experience when they cross the finish line again. This person is aware that they appear to draw upon memories of the positive parts of their experience more readily than the negative parts. Training for ultramarathons requires a significant sacrifice with regards to spare time

in the run-up to the event itself, which some people do not see as practical for more than one challenge attempt.

- (44.) For many people, their first ultramarathon is a largely positive experience that inspires them to complete more in the future. This represents a fundraising opportunity for charities.
- (46.) This individual would describe the Race to the Stones as a life changing or a life affirming experience, that was welcoming and hugely worthwhile.

Section 7 (relationship with charity):

- (3.) Many people base their decision to fundraise for a particular charity upon whether or not it is familiar to them or not. For example, a number of people support the charity personally that they have been introduced to through their workplace.
- (18.) Many people who complete tough physical challenges for charity consider their relationship with them to be special, but would actually like to get to know both them and the beneficiaries better. This unmet desire is a wasted opportunity for the charity concerned in this instance and context.
- (19.) Fundraising for a particular charity encourages individuals to get to know that charity better, so they are able to explain to prospective supporters what they do, and how their money will help.
- (43.) This person thought about the charity that they were fundraising for soon after completing their challenge, but after immediate thoughts related to her self had faded. Many people are keen to maintain the

positive momentum that they feel like they have build up in their lives in the build up to their ultramarathon after they finish.

- (47.) Some individuals think about the charity element of their challenge during particularly tough times. In this instance, the dissonance between the individual concerned and the beneficiaries of the charity appears to have been a failing with regards to their fundraising campaign (whether that be the fault of the individual concerned, or the charity).

D.23 Pilot Interview Notes

Interview Script Highlights:

1. 158-163: “Erm, there was one main reason, a personal one, was that my brother er had always wanted to do a marathon. I’m a younger brother, by about seven years, and they always say that you’re quite competitive towards your older brother. And so my brother ran the Manchester marathon, and he’s always wanted to do the London one and I said I wanna do it before him. Er that was, that was kinda like one of the main reasons why I did put myself onto it.”

Inter-sibling rivalry and competitiveness is one of the main reasons that this individual was motivated to take on the challenge.

2. 164: “But the other one was obviously to set myself a challenge.”

Whilst originally inspired to take part by his brother, this individual was also simply hungry for a personal challenge.

3. 168-169: “Something that I thought was above and beyond what I could do, and so a real target. And obviously to raise money and awareness for the PSP Association.”

There is an appeal to taking on a challenge that is beyond what one thinks they can do at the moment. Something that would require them to train in order to change themselves for the better in order to achieve their goal. The ‘obviously’ line indicates that raising money for the PSPA was either a given or an afterthought, or perhaps both.

4. 173: “So a kind of mixture of a personal goals, and also helping others.”

There were a variety of different motivations that this individual had for taking part, which combined together to compel him to take up the challenge.

5. 178-182: “I did try and set myself a time target of five hours, and in the end I got five twenty , which I’m still very chuffed with. It was just the fact that I finished it. Something that I’ve never done before, something that I’ve always wanted to do. Erm, maybe will I do it again at another point? I don’t know (laughter).”

The lifetime achievement of completing a challenge that has been on someone’s radar for a long time is hugely satisfying to this individual.

6. 188-194: “There’s parts of my mind that I always look back to, and I go “fair play Scott, you’ve done this, you should be happy with yourself”. So yeah it is long lasting, that sense of triumph. My brother used to say “short erm pain long term gain”, or, and it was all about, at that moment in time it’s very tough, but just remember you’ll have your medal, you’ll have your achievement. Especially for someone like me who really is an amateur when it comes to running. It really does stay with you that sense of achievement.”

This achievement serves as a benchmark and a reminder that in tough times, this individual can overcome. It is a test which he has passed, and can draw strength from in the future. He sees this challenge as short term pain and long term gain.

7. 208-212: “It was just like the, I think that helped me as well. Knowing that I was doing one of the best marathons. It wasn’t the distance, it wasn’t the amount

raised, it wasn't doing something in april. It was literally just because it was the London marathon and a really popular event, and I wanted to be part of that."

The social validation of participating in this global and hugely popular event is a massive attraction to this individual. Perhaps this is because this individual recognises that a more marketable event has greater universal appeal and most likely value to the average individual, as opposed to a more obscure event. External motivation clearly plays a significant role here.

8. 218-226: "Ok, I would like to say I'm energetic, enthusiastic, positive, erm, and how would I describe myself to others, well those words. I am competitive. I'm a big rugby union fan. So the competitive is a respectful competitive... Good sportsmanship, you know, if you've done something you should be proud of. You know that kind of competitiveness. So yeah, energetic, with a competitive edge."

The large social element of this challenge helped motivate this individual, who describes himself as competitive and energetic.

9. 233-239: "Yeah someone described it as a 26 mile street party, and you're the guest of honour, and it literally, the best part is running with er, you know sometimes it's ten people deep on either side and I had my name on my shirt and I'd recommend that to anyone because you get a load of people shouting your name, randomers were shouting my name. I had my mum and my partner outside Big Ben, with about a mile to go. So I ran over to them and gave them a hug. That was probably my best moment."

The social element of this event was a huge attraction to this individual. Social validation from others (including strangers shouting encouragement) helped to

spur this participant on. The support of close friends and family also served to make this experience particularly special – having those close to you see you realize your achievement and overcome obstacles.

10. 243-247: “The finish, I still remember finishing, I wanted to carry on, but my body was dead. But the sense of achievement kind of fuelled me, like ‘ive got to do it again’. I was waving, I was wobbling and everything. You know it was just a huge sense of achievement for me, but I like the description of, it is like a street party, it’s great.”

The pain and physical effects of running such a long way served to validate the difficulty of this challenge for this individual.

11. 252-255: “You’re part of a club. I think the running community is quite close knit. Obviously the following them on facebook and twitter is a quite strong community of runners, and I think to have that medal, yeah I do feel special. Erm, definitely, yeah.”

Completion of the marathon resulted in the participant gaining entry into what he describes as a ‘club’. This club is visible across a variety of social media platforms. The individual’s description of this community implies that there is a certain social status associated with being part of them, to him at least. The medal that is presented to finishers at the end is an enduring artifact that serves as lasting evidence of the challenge, experience, and all that went into crossing the finish line.

12. 263-269: “The reason I did it was because I wanted to set myself a challenge that I didn’t think I could complete. Er, if I wanted to go for something I knew I

could compelte I'd do a five, ten k. I could do that tonight if I wanted to. However the pain, er, was just one of the reasons why I wanted to do it. It needed to eb a challenge for me. That's just, erm, how I am. Like I say, there's a million different ways to fundraise, by doing something that you love. This is something that I feared, which is why I decided to do it."

It has been proven that growth happens outside one's comfort one, and this individual is aware of this. The appeal for this individual was to conquer something that the individual knew would force him to better himself through discipline and training.

13. 273-280: "Er for me it was, it was a, er the pain for me was also the slight embarrassment of not finishing. So during the training, really trying to get myself up to twenty miles and that was the most painful part. The day itself was fine. The atmosphere takes you around, but it was the pain for me, obviously there is physical pain, your body is going through lots of changes. But there was huge huge emotional and mental pain that you've just got to get through. And the embarrassment "oh my god, I might not get through this". It would be really embarrassing. That would be painful."

This individual was acutely aware of the social spotlight that he was under, and was fearful of not completing the challenge in front of those that knew him. The possible embarrassment of not finishing was a huge motivating factor for him. The atmosphere on the day also proved to be hugely motivating in terms of overcoming pain and doubts. Physically, the bulk of painful physical experience lay in training for him. The ongoing doubt and fear that this may be something that he did not

complete also helped him to keep digging deep, and to avoid cutting corners in terms of training etc.

14. 287-293: “I was quite lucky to meet a number of PSPA runners along the way and yeah, we’d give each other pats on the back and lots of encouragement. Yeah, definitely. It would annoy me when, there was one part where you go past people who have already done another ten miles of running the other way, that very frustrating, because obviously they’re not feeling the pain, they’re loving it (George laughs), but I was at the back with other people, the amateurs, and that gets you through it. You’re not alone.”

The camaraderie and shared commitment to a cause was a huge source of encouragement for this runner. He saw other people in the ‘same boat’ as him, and took strength from this.

15. 298-304: “Er yeah, obviously, because the reason I was asking for the fundraising money was because I was doing something a challenge, and again it’s that recognition of doing something. Like I said if my partner was to do a 5k for her tomorrow. That would be painful for her and I’d recognise that as similar to taking on the marathon, and so I think our pain limits are different. And some people do the ultramarathon and things like that. I, I think they’ll feel the same as I do with the marathon.”

This individual firmly believes that all pain and challenges are relative, and that those who supported him did so because he was doing something challenging and difficult.

16. 311-312: “I just went to friends and family who had supported a previous fundraising event and that my partner did some years previously.”

There is a strong belief that those who this person supported would reciprocate and support him, now that he approaches them for money.

17. 321-325: “It was a great achievement for me, but also they recognised that as well. I think the London marathon is very special for the PSPA, and I knew that as a supporter before obviously working there now, you do feel there is a huge connection to the charity because you kinda going through that journey together. So yeah it did improve that relationship, yeah.”

Being recognised by the charity for his fundraising efforts helped to improve this individual's relationship with the organisation.

18. 330-334: “Er it was my granddad that had PSP, er, and I, well my mum and I set up the local Manchester support group. They've obviously got support groups across the UK, and we set up the Manchester group, so that was about five six years ago, so ive been a volunteer supporter ever since. And then obviously the opportunity to take on the London marathon came up so I did that.”

Supporting the PSPA is something that has been passed down through generations for this individual. He also has direct experience of how the organisation supports beneficiaries, and the impact that this support has on those people and their families.

19. 341-347: “The lifestyle change. That was the suffering. Training for a marathon, it wasn't about you know getting up and running five kilometres a

day, it's a huge lifestyle change, er, in the sense of what food you eat, what you do and don't drink, social connections. So for instance if I planned a run on a Sunday morning it meant Saturday night, my social life would have to , obviously put down a little. Because you cant go to the pub and be out. SO the suffering for me was definitely around the whole lifestyle change. Its much bigger than people, or rather I, imagined."

A significant part of the challenge is the training and lifestyle change required to prepare properly for the event itself. This involves disruption of social life, personal sacrifices, and a commitment to fitting-in appropriate training. This can easily be underestimated at the point of sign-up.

20. 356-357: "Yeah it's nice, it's a big, its not just me, I think society does enjoy a little thumbs up here and there, er, erm, yeah it gives you a boost."

People gain confidence and build their esteem through approval and validation from others around them.

21. 363-369: "Friends and family were extremely happy that I'm doing it. Some donated. Erm, and to see that was great. The best one was when I finished actually. I had a photo of me with a medal, and people, peers. You know we've all got friends on facebook twitter that we never speak to. Maybe they're old school friends, and loads of those people commented and said well done. These people I hadn't spoken to in ages actually. And that was a nice thing to say yeah well ive interacted with these people again."

The photographs and media generated acted as a catalyst for discussion with both friends old and new. It provided an opportunity to chat to people and a locus of discussion.

22. 374-381: “So, erm, so just last night or the night before actually, one of my close friends shared a link to justgiving, they’re doing the race for life it’s her mum that’s been diagnosed with breast cancer, and again its just, you want, she supported me I support them. It’s very much a to and fro, you know, I will support my friends who support me, and likewise they’ll do the same. Er, what motivates me to give? I think it’s something that it relevant, so, you know for her Mum to have a condition like cancer and for her to be fighting against it, I recognise that I recognise that and want to support.”

Individuals remember when they support someone else, and expect them to support them in the same way (financially and also from an encouragement point of view).

Personal emotional stories also serve to encourage someone to donate, linking a cause of charitable organisation to someone that they know and care about.

23. 386-390: “It’s that kind of, you’ve done the event. This is kinda like the wash up. You’ve one the event you’ve been rewarded both at the place with the medal. It’s like a play where the audience and the curtains come down and if the audience didn’t clap, you’d think there was something wrong.”

Those who take part expect to be rewarded afterwards with a degree of approval and validation from their friends and people within their social circles.

24. 396-400: “Like I said, if I was to put tomorrow that I was going to do a 5 k run or a 10k run, I don’t think I would sell it as a challenge either but the fact that it was a challenge to me, the fact that it was hard, it was painful. That then, that passion comes through and I think that inspires people to give money.”

The fact that this challenge required the individual to go outside their comfort zone resonated with his donors, as well as his passion for both the organisation as well as the challenge.

25. 417-423: “Er, for me, er, we got a lovely email and letter. I would have thought maybe a quick phone call would have been nice. That’s what I’ve encouraged the team to do this year. And that’s all really. And next, I know, there are so many people to email and letters are the easiest thing to get out, but I just thought if you could plan to set aside a day or two to get everyone done. What could the organisers do? I mean it’s so well organized. It’s an unbelievably well organized event. And I really struggle to find something that they could have done better.”

Personal recognition from the charity and a ‘thank you’ was hugely appreciated, and served as validation for his efforts.

26. 434-437: “Er, yeah no I would say definitely don’t underestimate the challenge. Erm, enjoy it, and be proud. You’ve definitely got to make it about yourself. This challenge needs to be a personal challenge. So the top 3 things would be, yeah, don’t underestimate it, enjoy it, and be proud of what you achieve.”

In order for an individual to get the most out of a challenge (in terms of self-development), it is important that it has a strong personal significance to them.

27. 445-447: “Um, yeah, so it’s nice to be recognised. There’s photos on their website and social media. And I think it just felt like I was a name within the charity now which is lovely.”

Online visibility, and public recognition from others, including the organisation that was being fundraised for, helps to boost feelings of self-worth and validate the challenge and fundraising effort itself.

28. 472-477: “Erm. It’s, it’s given me a bit of confidence, I’m already a confident person, but it did give me confidence that if you put your mind to something you can achieve it. I haven’t noticed any significant changes with me as a person, but it’s just nice to know that I’ve done it, and, well I’m a marathon runner, and that all that can be said, so that’s a good feeling to have. And an unconscious feel good for me.”

Performing difficult physical fundraising challenges successfully results in an increase in self-confidence for the participant, as well as a lingering ‘feel-good’ factor afterwards.

29. 482-487: “Oh, I was on top of the world, definitely, er, over the moon, I, you know I walked into the office, I was in work the next day, and I walked in with my medal on. I didn’t care if anyone was bothered by it, I was showing my medal off. It was a really good experience. And that felt like that for a couple of weeks. Even now if someone brings up the marathon, you know I can say, I’m a

marathon runner, so it does make you feel good. Day after, week after, on top of the world.”

Completing a marathon earns you entry into a metaphorical club, and group of athletically superior people. The medal that is earned is an enduring artifact that is charged with meaning and symbolism, and that others can use to identify successful participants.

30. 492-494: “Like I say it does give you that feel good factor. It does give you that confidence boost that you can achieve things.”

As mentioned above, performing a difficult physical fundraising challenge that is outside of the participant’s normal comfort zone, has resulted an increase in self-confidence for the participant, as well as an enduring ‘feel-good’ factor.

31. 519-522: “You understand challenges mainly. And other friends that are doing challenges, you acknowledge and respect what they’re doing as well.

Whether its an ultramarathon or a ten k, or a big challenge for them. I can kind of agree and I’m on a level with them.”

Taking part in a physical fundraising challenge increases the likelihood of an individual supporting other people in their networks when they undertake similar challenges. The shared overcoming of a physical test creates bonds between individuals that brings them closer together.

32. 529-536: “Yeah, is that kinda comparing what my friends have done to what I’ve done, yeah. Um. I. I’m quite lucky. I do have quite a good. The reason why I’ve selected the friends that I have is that I would like to think they are very

charitable and giving and very similar to me, and yeah you do see friends that are doing loads of amazing things. Have they done the London marathon though? Lots of people maybe not. So I've still got that one over them. But no, all jokes aside, I think it does influence and can help you with. But I think any reasonable challenge is good enough in my eyes."

Having 'one over' on friends, in terms of completing a physical challenge which the majority of them have not, results in a good feeling for this individual. There is an element of competition to complete the 'craziest' or most testing physical challenge.

33. 542-544: "Yeah, definitely out of my comfort zone. And I think because it made me uncomfortable. To then have to have achieved it, it kind of increases that kind of sense of accomplishment."

The fact that this challenge was outside this individual's comfort zone resulted in a greater feeling of accomplishment after the challenge was completed.

34. 567-571: "What was I left with afterwards? Yeah, the sense of achievement. Yeah, it's a really good question. I need to book something. Yeah, I think it was a good time in my life that I had the time that I could put aside because it was serious training for me. Could I do that now, with a different role, more responsibility? You know I've got a dog now, she's sat next to me."

After the challenge was completed, there is a lasting sense of accomplishment that remains with the individual. The individual also noted that there are optimal and less than optimal times in life during which it makes the most sense to try to go for a testing physical challenge. This would imply that the individual had carefully

calculated when would be the most sensible time for him to undertake the challenge, that resulted in the least negative impact to his, and those around him's lives.

35. 581-586: "The reason we got a dog. I'm very lucky. My partner actually said, if you do the marathon, I'll get you a dog. (George laughs). I did the marathon and a week later we were at the dogs trust rescuing a chocolate lab. So that was my treat for doing the marathon. So whats next? Nothing's next at the moment. Er, but that's not to ay that tomorrow I could be inspired to take on something."

External motivations for participation included rewards, or expected rewards, promised or suggested by significant others.

36. 591-598: "I gave my mum a hug at the side. Er, I can remember exactly what I said to them and exactly what they replied. That's a very vivid memory. Erm, other things that are very vivid to me was. There was a chap. It seems to me that across the course there was one guy who had a beer, and he went, oh scott have a beer, and I went over and sipped a bit of his beer then carried on. I don't know what. It seems to be. The whole twenty six miles is just a blue because you're running. It's just a blur. But obviously when you interact or something significant happens that then becomes memories."

Interactions with other people that have significance in the lives of the participant helped to create vivid memories from the day. Sources of humour as well as the kindness of strangers really stuck-out to make this day particularly memorable. It appears that the atmosphere of the marathon brings out the best in people.

37. 603-610: “Um, yeah, there was a chap that had passed out and was surrounded by paramedics, and he looked in a bad state, and you do, the fear goes into you. Oh, am I fit? Am I healthy enough to get round, you know. You do hear unfortunately people dying taking on the challenge. And that goes through you. And so that’s something fearful. Um, the night before, if that counts. Er, was quite a sleepless night. I really couldn’t eat much that morning. Which, I was trying to force something down. Because obviously I needed to get something in. But it, it wasn’t happening, so, er yeah, those were the worst parts.”

There is a certain macabre romance to the risks associated with this challenge, in that to succeed and overcome them amplifies the scale of achievement once the challenge is complete.

38. 615-621: “Yes, definitely, I would. Erm, its. It just makes you, like I’ve said before, if you put your mind to it, you can achieve anything. And I think even more so than me achieving it. It was seeing other people, even older, er, who were in other circumstances. So maybe people in a wheelchair, or only able to walk it or not able to, you know. I think it was more to see them and the nice nature of, well why are we all running this? Well the majority of them were doing it to raise money for charity. And that’s a nice part for me.”

The participant would describe running the London marathon as a life changing experience. Part of this relates to seeing other less able people complete the challenge in order to help those less able than them.

39. 627-633: “Like I said, I think they did a really good job, I mean they, they put photos of me on social media and other runners. Er, yeah so. Could they have

done anything... I think. Knowing what I know about how charities work, may affect my thinking. Because. There is so much more I'm sure, but there is a cost attached to that and I'm always thinking. We always get the question from fundraisers that want this this this and this, and don't really appreciate the resource attached to that , and so I would say no, not really."

Visible recognition by the charity, especially on social media platforms that are visible to other people, was of great value and significance to this participant. Often those taking part in the challenge have an awareness of the cost of supporting fundraisers as well, and so equate limited support to thifty management and a leaner charity (in all a good thing).

40. 641-647: "Exactly right. I think it gives you a double meaning. Because the challenge, and I do think what ran parallel with that was to raise money for other people. And a special condition that had affected my family, and so I definitely agree. They run parallel with each other. Would I have done the marathon without raising money? I don't know. Would I have raised that amount of money, without doing the London marathon? I don't think so. I think they were very much working together."

The charity element of the challenge serves to give the experience a deeper significance to the person running it. The scale of the challenge also serves to create a greater positive in self, and bolster the credibility to prospective supporters.

Emergent Themes:

The quote(s) that the theme is attributed to is given in brackets first.

Section 1 (motivations):

- (1, 2). Inter-sibling rivalry and competitiveness can be one of the main motivations behind to taking on a challenge.
- (3). For some individuals, there is an appeal to embrace a difficult challenge that they know would require them to change themselves for the better in order to complete it.
- (3). For some individuals, the desire to raise money may come secondary to some other motivation for undertaking the challenge in the first place.
- (4). Motivations for taking part might not be fully understood by the participant, or a combination of a variety of different factors.
- (5). The greater a challenge has been in the back of someone's mind (/on their radar), the greater the level of satisfaction associated with ultimately achieving the challenge.
- (13). The fear of not finishing, and embarrassment in front of an audience that has supported them, is a huge motivating factor to complete the challenge for some individuals.

Section 2 (experience – hot cognition):

- (9). The support of close friends and family can make the experience particularly special, allowing the participant to contextualize the achievement to encourage to overcome obstacles in front of them in order to save face and make them proud/impress them.

- (10). The pain and physical effects of running such a long way served to act as evidence for others of the challenge and sacrifice, and also validation for the individual that this challenge is difficult and testing.
- (13). The atmosphere on the day, and witnessing other less able people overcome their doubts and challenges, can be a hugely motivating factor for individuals to persevere and finish.
- (36). Interactions with other people that have significance in the lives of the participant helped to create particularly vivid memories for the individual from the day of the challenge.
- (36). Sources of humor, as well as the kindness of strangers can make the day particularly memorable. It appears that the atmosphere of the marathon brings out the best in people.
- (37). There is a certain macabre romance to the risks associated with this challenge, in that to succeed and overcome them amplifies the scale of achievement once the challenge is complete.

Section 3 (fundraising today):

- (15, 22). Individuals are more likely to support someone undertaking a challenge for charity if they perceive the effort required to be significant to the challenger, and the fundraising effort to be sincere and personal (in meaning).
- (16, 22). People expect those who they have supported in previous fundraising campaigns to return the favour and support them back when they request support from their peers, friends and family.

Section 4 (the transformation):

- (11). Completion of the marathon appears to result in automatic inclusion into what the individual describes as a 'club' – an aspirational social group comprised of those who are distance runners. This appears to be a great source of pride.
- (12). The greater the challenge is outside one's comfort zone, the greater the satisfaction and feeling of reward afterwards, and the greater the resultant change in self.
- (20). Individuals gain confidence and build their esteem throughout the fundraising process, by support, approval and validation from those that surround them both offline and increasingly online.
- (26). In order for an individual to get the most out of a challenge (in terms of self-development), it is important that it has a strong personal significance to them.
- (27). Online visibility, and public recognition from others, including the organisation that was being fundraised for, helps to boost feelings of self-worth and validate the challenge and fundraising effort itself.
- (28). Performing difficult physical fundraising challenges successfully results in an increase in self-confidence for the participant, as well as a lingering 'feel-good' factor afterwards.

Section 5 (context):

- (7). The universal popularity and fame that the London marathon has makes it easier for prospective supporters to understand the challenge that a fundraiser is asking those around them to support.
- (8). The group nature of this event increases the sociability and collective group nature of the event.

- (14). Meeting other fundraising runners and people ‘in the same boat’ can be a huge source of encouragement and strength for participants – they are all working together towards a collective cause.
- (19). A significant element of the challenge is the training and lifestyle change required to prepare properly for the event itself. This involves disruption of social life, personal sacrifices, and a commitment to fitting-in the appropriate training. This is often underestimated by participants, but makes the ultimate completion of the challenge and subsequent celebrations, even more meaningful.
- (24). Challenges that require individuals to go outside of their comfort zone resonate strongly with donors, as well as an infectious passion for both the organisation and the challenge itself.
- (32). There can be an element of competition to complete the ‘craziest’ or most testing physical challenge among one’s group of close acquaintances.
- (34). There is a push pull relationship between deciding to take-on a challenge at a stressful time of life, and being forced to handle the stress better, and also the question of introducing more stress and interesting challenges, at a time when life appears to be lacking in them. Perhaps what is common in both of these things is the introduction of a ‘meaningful’ challenge, at a time when life appears to be lacking in them.

Section 6 (legacy – cold cognition):

- (6.). Significant achievements such as completing a marathon serves as benchmarks and reminders that in tough times, an individual can overcome difficult things. In the future, these memories can be a source of strength and motivation to face fresh challenges.

- (11). The medal that is presented to finishers at the end is an enduring artifact that serves as lasting evidence of the challenge, experience, and all the efforts that went into crossing the finish line and completing the challenge.
- (21). Photographs and media generated can act as catalysts for discussion with both friends old and new. It proves an opportunity to chat to people and a locus of discussion. Organisations might want to think about how they can weave their organisation and stories into enduring memories of the event.
- (23). Those who take part expect to be rewarded afterwards with a degree of approval and validation from their friends and people within their social circles.
- (29, 30). Completing a marathon earns you entry into a metaphorical club, and group of athletically superior people. The medal that is earned is an enduring artifact that is charged with meaning and symbolism, and that others can use to identify successful participants.
- (31). Taking part in a physical fundraising challenge increases the likelihood of an individual supporting other people in their networks when they undertake similar challenges. The shared overcoming of a physical test creates bonds between individuals that brings them closer together.
- (33). The farther out of one's comfort zone a challenge is, the greater the resultant level of satisfaction after completing it.

- (35). The promise of rewards by significant others (including a dog/celebratory meal, etc) is an example of extrinsic motivation that was present with some participants.
- (38). This participant would describe running the London marathon as a life changing experience. Part of this relates to seeing other less able people complete the challenge in order to help those less able than them.

Section 7 (relationship with charity):

- (17). Recognition of fundraising efforts by the charity (both publically and privately) improves the quality and longevity of a relationship that an individual has with the charity concerned.
- (18). A personal connection with a beneficiary of the charity can make a fundraising journey and experience more profound for the participant. Exposure to beneficiaries deepens one's connection to the charity or cause concerned.
- (25). Personal recognition from the charity and a 'thank you' is an important and hugely appreciated part of the follow-up to a challenge, and serves as validation an individual's efforts.
- (27). Online visibility, and public recognition from others, including the organisation that was being fundraised for, helps to boost feelings of self-worth and validate the challenge and fundraising effort itself.
- (39). Visible recognition by the charity, especially on social media platforms that are visible to other people, was of great value and significance to this participant. Often those taking part in the challenge have an awareness of the cost of supporting fundraisers as well, and so

equate limited support to thifty management and a leaner charity (in all a good thing).

- (40). The charity element of the challenge serves to give the experience a deeper significance to the person running it. The scale of the challenge also serves to create a greater positive in self, and bolster the credibility to prospective supporters.

Appendix E

F.1 Training Undertaken Throughout Study

| Training: | Duration (if applicable): | Due Date/Finish Date: | Date Confirmed? | Complete (Y/N)? |
|---|----------------------------------|------------------------------|------------------------|------------------------|
| Doctoral Research Module 1 - 8108RM - Course attendance | 1 week | 21/02/17 | Y | Y |
| Doctoral Research Module 1 - 8108RM - Assignment | 1 week | 21/04/17 | Y | Y |
| Doctoral Research Module 2 - 8109RM - Course attendance | 1 week | 24/03/17 | Y | Y |
| Doctoral Research Module 2 - 8109RM - Assignment | 1 week | 09/05/17 | Y | Y |
| Doctoral Research Module 3 - 8910RM - Course attendance | 1 week | 12/05/17 | Y | Y |
| Doctoral Research Module 3 - 8910RM - Assignment | 1 week | 28/06/17 | Y | Y |
| MKT314 Course attendance | 15 weeks | 27/04/17 | Y | Y |
| MKT 314 Lecture Creation and Delivery (Events Fundraising) | 2 weeks | 09/03/17 | Y | Y |
| MKT314 Assignment | 2 weeks | 26/04/17 | Y | Y |
| MKT314 Exam | 2 weeks | 08/05/17 | Y | Y |
| PSY556 Module - Course attendance | 6 weeks | 14/12/17 | Y | Y |
| PSY557 Module - Course attendance | 4 weeks | 27/03/17 | Y | Y |
| PSY558 Module - Course attendance | 9 weeks | 10/03/17 | Y | Y |
| PSY559 Module - Course attendance | 6 weeks | 31/10/16 | Y | Y |
| PSY560 Module - Course attendance | 6 weeks | 12/12/17 | Y | Y |
| Research Skills - Research Impact Challenge | 1/2 day | 03/03/17 | Y | Y |
| Research Skills - Immersive Writing Workshop | 1 day | 24/01/17 | Y | Y |
| Research Skills - Introduction to R | 1/2 day | 23/01/17 | Y | Y |
| Research Skills - LaTeX Getting Started | 1/2 day | 09/01/17 | Y | Y |
| The Marketing Academy - Conference Paper Review | 1 week | 31/03/17 | Y | Y |
| Research Skills - Research Methods - Social Science Disciplines | 1/2 day | 28/12/16 | Y | Y |
| Research Skills - Research Methods - Introduction to Nvivo | 1/2 day | 25/11/17 | y | Y |
| Research Skills - Introduction to SPSS | 1/2 day | 17/11/17 | Y | Y |
| Research Skills - Conducting Effective Literature Reviews | 1/2 day | 06/10/17 | Y | Y |