IICF Launches International Step Up Challenge to Support Children in Need
Compete with family, friends, coworkers, and clients to benefit IICF’s Children’s Relief Fund

LOS ANGELES (July 8, 2020) – The Insurance Industry Charitable Foundation (IICF), a unique nonprofit organization dedicated to helping communities and enriching lives, has announced that registration is open for the inaugural IICF International Step Up Challenge, a fundraiser in progress from July 20 to August 30. This six-week international exercise challenge is open to all within the insurance industry and beyond, with proceeds benefiting the COVID-19 Crisis: IICF Children’s Relief Fund.

In today’s work from home environment, staying active has been far more difficult yet remains as important as ever. The IICF Step Up Challenge provides an opportunity for physical activity, with social distancing for safety, to promote wellbeing, team building and virtual community involvement. By encouraging participants from across the globe to walk, run and step up together, this unique fundraiser will help support children made vulnerable by the COVID-19 pandemic and successfully conclude IICF’s Children Relief Fund in late August.

“We with our inaugural Step Up Challenge, we’re excited to encourage new and ongoing IICF supporters, the industry at large and family and friends in a fun activity to keep fit, with a friendly competition, all while stepping up to support a great cause,” said Bill Ross, Chief Executive Officer of IICF. “By coming together as a global community, we are able to provide vital support to children at risk, who have faced their own unique struggles during the pandemic.”

Participants can compete as individuals, form teams as a family or assemble a team of colleagues and clients. The top three teams or individuals completing the most steps during the challenge will be awarded the opportunity to designate a grant to the nonprofit or charitable organization* of their choice. Each individual and team that also completes the minimum stepping amount during the challenge will be entered into a drawing to award a smaller grant to a nonprofit of choice. The challenge platform supports a number of step tracking devices, including Fitbit, Apple Watch, Misfit, and more.

IICF’s Children’s Relief Fund has helped to deliver more than 700,000 meals since May to children and their families at risk of food insecurity during the pandemic. Through additional funds raised by the Step Up Challenge, IICF aims to achieve its goal of delivering one million meals to those in need as a result of this crisis. To date, the IICF Children’s Relief Fund has raised $1.1 million, with nearly 750 individual insurance industry professionals contributing. To donate directly, please visit https://bit.ly/IICF_ChildrensReliefFund. IICF has awarded $40 million in community grants since its founding in 1994.

Limited sponsorship opportunities are available for the IICF International Step Up Challenge. Please contact the IICF Executive Director in your area for details. To register and learn more about the IICF International Step Up Challenge, please visit https://bit.ly/IICFStepUpChallenge. Registration in advance is suggested.

About the Insurance Industry Charitable Foundation (IICF)

The Insurance Industry Charitable Foundation (IICF) is a unique nonprofit that unites the collective strengths of the insurance industry to help communities and enrich lives through grants, volunteer service and leadership. Established in 1994, IICF has served as the philanthropic foundation of the insurance industry for more than twenty-five years, contributing $40 million in community grants along with 300,000 volunteer hours by more than 110,000 industry professionals. IICF reinvests locally where funds are raised, serving hundreds of charities and nonprofit organizations, for maximum community impact. IICF is a registered nonprofit organization under section 501(c)(3) of the IRS code. Learn more at www.iicf.org or follow us on Twitter @doubleicf.

*Nonprofit and charitable organizations to be vetted prior to grant awards to ensure compliance with IICF standards.