



4 Week Exercise Challenge to Step Up for Charity Individual & Team Competitions! April 20–May 17, 2026

Register at: <https://stepup.iicf.org>



Insurance Industry Charitable Foundation
Helping communities and enriching lives, together.

How it Works

1

Register yourself or a team

Be a solo competitor or invite colleagues, clients, family and friends to join you on a team!

Sign up: US Participants

Sign up: UK/International Participants

Sign up: Canada Participants

Register before April 21 so all of your activity is counted!

2

Track your exercise for 4 weeks

Walk, run, bike, yoga, you name it - daily workouts will be converted into steps within the app to keep you atop the leaderboard!

Get started on the Step Up platform

Easily track your progress and connect to devices and apps you already use.

3

Raise money for great causes

Participation and sponsorship directly benefits children in need in the US, UK and Canada.

Increase your impact by: 1) submitting your registration receipt for company matching and 2) opting to pay the processing fee when signing up - it all adds up for children in need!

Who it Benefits

Together we can help vulnerable children – while promoting wellness and team building through friendly competition!

Making an Impact

Charities of Choice Chosen by Winners

Winners have the opportunity to direct an IICF grant to the charity* of their choice.

1st Prize for Individual and Team Winners:

\$1,000 grant (2 awarded)

2nd Prize Winners:

\$500 grant (2 awarded)

Proceeds Benefit IICF Children's Hunger Relief and Creating Better Futures Campaigns

Your support helps create better futures for vulnerable children through hunger relief in the US and Canada and literacy in the UK.

Become a Company Sponsor

Individuals and Teams sign up through links above

Since 2020, your participation in the IICF Step Up Challenge has helped us deliver millions of meals to children struggling with hunger – thank you!

Special thanks to our earliest Sponsors:

Presenting Sponsors



Challenge Sponsor



Stepping Up Sponsors



IICF Supporters

Contact Bree Crites at bcrites@iicf.org about sponsorship opportunities.

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

**Participants can track a wide variety of activities to be converted to steps within the challenge platform.