



Samworth Brothers
Charity
Challenge 2019

**£318,000
Raised!**



WHAT A WINNER!

£318,000
Raised!

Charity Challenge teams break through £2.2 million mark

From heavy rain to dazzling sun, teams in the 2019 Samworth Brothers Charity Challenge triumphed over tough conditions to raise an amazing £318,000 for charity. It brings the total raised from the Charity Challenge since the event started in 2007 to an outstanding £2.2 million.

For 2019, nearly 100 teams of four took part in the two gruelling 10-hour Charity Challenge event on Exmoor. Samworth Brothers' people, customers and suppliers were involved, and each team committed to raising a minimum of £2,000 to the charity of their choice.

Against the backdrop of fantastic Exmoor scenery, the teams undertook a tough hill walk, long bike ride and a spell of sea kayaking. Good map reading was also essential with a series of checkpoints to

find along the course. A team of more than 50 volunteers from Samworth Brothers and a number of suppliers also worked hard to ensure the event ran smoothly.

Weather conditions were mixed. Teams at the the first weekend's event enjoyed bright sunshine but hot conditions for a long trek. The second weekend's event was more wet and windy, although it brightened up for the teams in the afternoon.

On the second weekend the participants were joined by a crack team from 40 Commando Royal Marines based at Taunton, who tackled and won the Challenge's Elite course. A special mention goes to The Softies team from Saladworks who amazingly BEAT THE MARINES on the bike ride hill climb, with 53 points v 52 points! Fantastic effort, The Softies. (Time for a name change?)

Board-level bears



Goldilocks & the Three Bears – AKA Group Executive Board colleagues. Paul Davey, Steve Bailey, Mary-Ann Kilby and Simon Wookey – put on a powerful performance during the first weekend. The team achieved fourth in the Tough category.



You can do it! Mark Samworth was there to cheer on the Challengers.

Biking



Meet the Elite



A formidable guest team from 40 Commando Royal Marines took home the trophy for the second weekend's Elite section. Based at Norton Manor, Taunton, 40 Commando are trained for worldwide crisis response as part of the UK's very high readiness amphibious force – and they were moved and inspired by the Charity Challenge spirit.

"From the moment we arrived in Porlock on Friday, enthused and energetic, to the moment we departed on Sunday, tired yet satisfied, the hospitality we received was endearing," said 40 Commando.

"The race was tough and the other teams were extremely sporting. It was inspiring to see so many people displaying determination and cheerfulness throughout the day and receive encouragement when our own resolve was tested!"

Boomerangs keep coming back

£2,961
Raised

Congratulations to Boomerangs, who returned to the Challenge for their sixth outing, raising funds for Rainbows Children's Hospice. The team, led by retired Walker & Son bakery managing director Ian Beale, pictured right with Duncan Ford and Peter Zair, took second place in the first weekend's Super Tough category.

"Boomerangs raised funds for Rainbows Children's Hospice at the previous five Charity Challenges," they said. "We have colleagues whose families have received wonderful support from Rainbows."



Supporting local charities



Giving back to our local community hosts is one important aspect of the Challenge. Seven Exmoor charities were presented with Charity Challenge donations. CareMoor for Exmoor, which helps look after Exmoor, received an award of £15,000; Porlock Youth Club and Porlock Weir Gig Club each received awards of £10,000; the Doverly Museum in Porlock received an award of £7,000; and the Porlock Apple Press an award of £3,000. There was also an award of £10,000 for Minehead RNLI lifeboat charity and an award of £5,000 for the Minehead Merlins, a local youth cycling club.

"The donations made to local causes are beyond expectation and are most appreciated by the community," said Russell Vowles, Chair of Trustees at Porlock Recreation Ground. "We can now run the new youth club with professional youth workers from Minehead Eye for two years, which is excellent news. This, combined with the generous donation to the Porlock Weir Gig Club, will help address the need for more youth-focused activities in the area. Funding for maintenance of the 15th century Doverly Manor, which houses the museum, has been lost in recent years, so the generous donation to this cause is a great relief to the volunteers involved and the Parish Council, who have also expressed their thanks. There will always be a warm welcome in Porlock for the Samworth team and Challenge competitors."

Fuelling the fundraisers

A Charity Challenge team marches (or runs, cycles and kayaks) on its stomach, so food is at the heart of the event's success. Emma Copestake, Head Development Chef from Bradgate Bakery, coordinated the crucial task of feeding everyone taking part.

An elite team of chefs fed 600 people over the two weekends, including breakfast for all the Challengers before 7am and an evening presentation dinner – all in a marquee on a recreation ground. Menu planning began in January, followed by a full tasting with the Challenge team and GEB members at the beginning of April, including mocking up the table to make sure everything fitted on.

Local West Country ingredients were used wherever possible, with a map on the menu showing diners where it all came from. "The theme behind the table laying was rustic, including drying nearly 700 slices of apple to tie up the menus with, which we all tied by hand!" said Emma.

It was a recipe for stunning success. "The biggest highlight was seeing the look on people's faces when they walked into the marquee and the great feedback we had about the food," said Emma. "Although it was tough and involved long days, we had a laugh and there was a great team effort from all, including the front of house team who did an amazing job of serving."



The chef team on the first weekend included, from left: Edvinas Smigelskis, Craig Blackborough, Stephanie Webber, Gavin Youngson, Emma Copestake, Ben Curtis, plus Dominic Taylor Wilkin (not pictured)



The chef team on the second weekend included, from left: Jo Gale, Craig Blackborough, Diana Lewis, Sue Websdale, Eloise Ellis, Toby Hill, Colin Sparks, plus Emma Copestake and Tom Barlow (not pictured)

Hill climb



Big thanks to Paula and team



From left: Ruth Bird, Charity Challenge accommodation organisation and administration (Bradgate Bakery); Andrea Fowler, site set-up and logistics, (Group Procurement); Fiona Byres, Charity Challenge Coordinator (Bradgate Bakery); Kate Bevins, front of house - evening event (Bradgate Bakery); Emma Copestake, food and drink, (Bradgate Bakery), Paula Shaw, Charity Challenge Lead (Coldcall) being thanked by Paul Davey, Group Executive Director

A tireless team of committee members and volunteers provided essential behind-the-scenes support to make this year's Charity Challenge a success.

Paula Shaw, Head of Coldcall and Distribution at Bradgate Bakery, did an excellent job as Head of Charity Challenge. And as event stalwart Alison Rudkin departed for pastures new, Fiona Byres, Senior Commercial Manager at Samworth Brothers, seamlessly took the reins as the 2019 Charity Challenge coordinator at short notice.

Together with an intrepid band of committee members and volunteers, Paula and team made sure this year's Charity Challenge went without a hitch. Thank you to all the volunteers who worked so hard behind the scenes to make the Charity Challenge 2019 such a success.

From the moment we arrived in Porlock on Friday, enthused and energetic, to the moment we departed on Sunday, tired yet satisfied, the hospitality we received was endearing.

40 Commando Royal Marines

Sampling the Samworth world



Hungry Charity Challenge teams had plenty of opportunities to boost their energy levels with delicious food from Samworth Brothers' brands as Ginsters, SCI-MX, West Cornwall Pasty Co, Soreen and Honest Crust all offered samples at the event.

Committed to good causes

As well as supporting the local Exmoor community, more than 50 other charities are being supported by Charity Challenge team fundraising. These include Alzheimer's Research, Macmillan, Stroke Association, British Deaf Association, Marie Curie, NSPCC, Sue Ryder, Huntington's Disease Association, Motor Neurone Disease Association, Wishes 4 Kids, Heartlink Children's Charity, Hospice at Home, Coping with Cancer, Rainbows Children's Hospice, Cornwall Air Ambulance, Devon and Cornwall Autistic Society, Argyle Community Trust, Macmillan, various women's cancer charities, Anthony Nolan and Muscular Dystrophy UK.

Samworth Brothers customers step up



Congratulations to our customer teams who participated in the Challenge with some impressive results.

Two of the three Marks & Spencer teams achieved a top three placing, with Pie Hard Part 5 impressing with third place in the Super Tough category. The 4 Legged Stool team from M&S also achieved third place in Tough, and was joined in that category by other M&S colleagues in the Let's Get Ready to Crumble team.

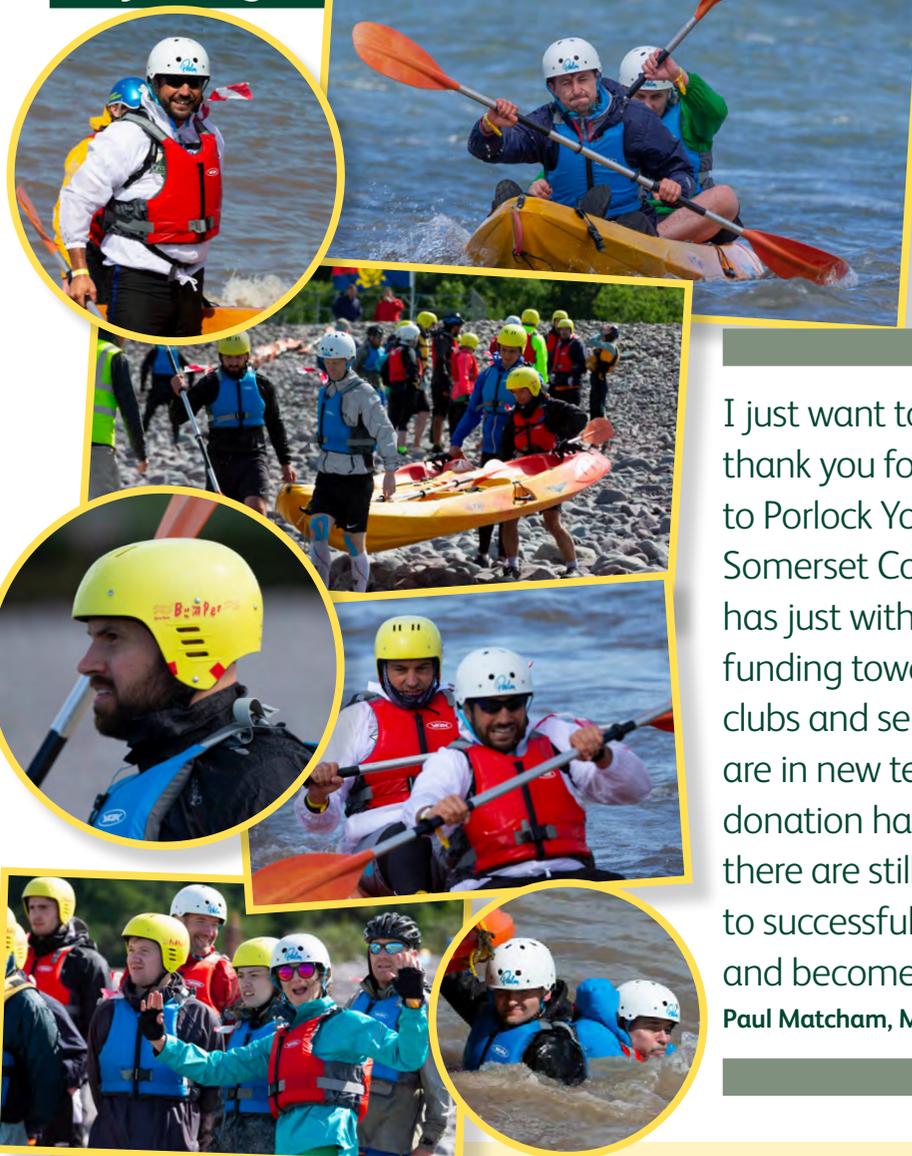
"We embarked on our third Samworth Challenge with nervousness and excitement; this one in particular was extra special as we were raising money for Creutzfeldt-Jakob disease after the passing of our dear friend Emma Broughton last year," said the

M&S team. "The event was unbelievably well organised, well run and in an incredible setting. We haven't quite figured out how to deal with the physical exertion, but we hold out hope going forward!"

Waitrose & Partners was also well represented with Too Good to Waite, who achieved a very commendable ninth place in the Super Tough category, and Waitrose Protein Power Partners.

"I just wanted to thank you for such a fantastic weekend," said Sophie Bull from the Too Good to Waite team. "I am still on cloud nine after seeing the wonderful sights of Porlock, eating some brilliant food and meeting lots of fantastic people. It was a very well organised weekend all round."

Kayaking



I just want to say a huge thank you for the donation to Porlock Youth Club. Somerset County Council has just withdrawn all funding towards youth clubs and services so we are in new territory! Your donation has shown us there are still clearly ways to successfully continue and become sustainable.

Paul Matcham, Minehead Eye

Allied Mills rises to the challenge

Supplier Allied Mills returned to the Charity Challenge with two teams, Allied Athletes and Allied Challengers.

Allied Mills Wheat Director Howard Leland has participated in every Challenge since 2009, while Commercial Director Nick Donovan has either taken part or volunteered as a marshal for every event. "All the Challenges have been brilliant," said Howard. "We always say we'll never do it again but after a month or so you forget the aches and pains, and are ready to sign up for the next one."

The Allied teams enjoy the opportunity the Challenge provides for exploring new parts of the country. "We've been to some great places we wouldn't have usually visited," said Howard.

As for Charity Challenge 2019, the teams' verdict was: "The walk was nice and the mountain bike, let's say the coming down bit was great!"

The Allied Mills teams raised £4,000 for the Whizz-Kidz children's charity. "We must have raised over £30,000 from the Challenge for various charities over the years," said Howard. Great effort everyone!



Manton Wood takes the plunge



Raised
£4,883

A warm welcome was extended to Manton Wood, as the latest addition to the Samworth Brothers family took part in their first Charity Challenge with two teams: Wacky Racers in the first weekend's Tough category and A Sandwich Short of a Picnic (pictured above) in the Super Tough challenge on the second weekend.

An impressive debut saw the Manton Wood teams raising a combined £4,883 for their chosen charity, the Bluebell Wood Children's Hospice. "This is a local charity which we have supported many times in the past," they said.

Raised
£2,220

Kensey Foods



Raised
£5,336

Kensey Foods was well represented by two teams, On Cloud Wine with team members Jonathan Cowell, Amy Dalton, Hayley Worne, and Paul Short, who participated in the Tough, and Kensey's Last Stand who took part in the Elite group with team members Tony Brownlee, Patrick Murray, John Barnes and Dominic Taylor-Wilkin. On Cloud Wine raised £2,220 for Cancer Research UK and Kensey's Last Stand raised an amazing £5,336 for Cornwall Air Ambulance.

Suppliers pull out all the stops

Our suppliers' teams put in a tremendous performance at this year's Charity Challenge, as well as providing essential support behind the scenes to make it happen.

PH Hull Recycling Services are long-standing supporters of the Challenge, helping with the recycling effort and taking part. And this year their Nothing Wasted team (below left) raised £5,303 for Rainbows Hospice for Children & Young People.

Software provider Point 74's May Contain Nuts team returned after its second-place Tough category win in 2017. The £2,006 they raised is a welcome amount for their chosen charities, Sue Ryder and Mind.

Flexible workforce supplier A La Carte has been involved with the Charity Challenge for years. With two teams taking part in the first weekend – Agony on de-Feet (below right) in the Super Tough category and No Adrenalin, No Fun in the Tough challenge – the company raised £4,000 for Cancer Research UK and the NSPCC.



Raised
£5,303



Raised
£4,000

Bradgate Bakery and Melton Foods bring in the dough

Congratulations to the four teams from Bradgate Bakery, Madeline Road and Ashton Green – Baking Brad Part Deux, Beauties and Beasts, The Brawn Supremacy and The Wild Ones – who between them raised a fantastic £14,000 for the amazing charity Wishes 4 Kids. Here are some of them in action on the second weekend.



Wrapping N Rolling from Melton Foods raised £2,208 for Rainbows Children's Hospice



SCI-MX back for more

Raised
£6,484



SCI-MX was new to the Charity Challenge in 2017, but came back this year as veterans fielding two teams in Weekend 1's Super Tough section: Boom, Shake, Shake the Whey (above left) supporting Macmillan, and the Protein Junkies (above right) raising money for Mind.

As a brand that specialises in sports nutrition, SCI-MX was up and ready to compete again this year, raising money for two charities that are very personal to the teams.

"Our team had various strengths and fitness levels, so the Charity Challenge enabled us to bond during the 10 hour run, mountain biking and kayaking. We supported each other, overcame challenges as one, contributed towards raising our profile locally and delivered a positive impact in the community," said Diana Budureanu from the Boom, Shake, Shake the Whey team. "Overall it was an amazing experience and it was great to meet the rest of the Samworth businesses!

SCI-MX also pulled together a dedicated training programme to help competitors get fit and maximise their potential. It also offered colleagues a special discount across all of its products, including the new PRO 2GO range. "We enjoyed giving out our tasty protein-packed snacks to keep everyone on the move throughout the adventure," said Budureanu.



Samworth Brothers GEB members gathered to cheer on the teams. Pictured from left, Simon Wookey, Paul Davey, Mary-Ann Kilby, Flor Healy and Company Secretary Tim Barker.

Thanks to our sponsors

We couldn't do it without them – our generous sponsors, large and small, make the Charity Challenge possible. A huge thank you goes to:

Colton Packaging; TDS; The Unique Catering Company; Tamar Packaging Solutions; Firstan Quality Packaging; Graphic Packaging International; FFP Packaging solutions; Crayon; Lockton; PH Hull & Sons; Foods Connected; A la Carte; Van Hessen UK; PAP Eggs; Johnsons Apparelmaster; Rigid Containers; Loma Systems; Smithfield Murray; Aviva; The Luttrell Arms Hotel; British Bike Hire; Harder Bros Ltd; Dawn Farms; Dew Valley Foods; Klipspringer; Toyota Material Handling UK; Pikarla; Coveris; DMM Human Resources Ltd; Sunrise Software Ltd; Walsh Mushrooms; Newton; Greenfields Ireland Limited; TSL Food Projects; Ambrey Baker Construction Ltd; IFP Integrated Food Projects; Inspired Energy; Clegg Food Projects; Konica Minolta; Kepak; Jacksons Bakery; Tudor Rose; Modern Packaging UK Ltd; Oris Packaging UK Ltd; True Commerce; Total Security Management Mitie; Gi Group; Valefresco; AGP; Branston; Coleby Associates LLP; Coppice Alupack; Fox Midlands Ltd; Kerry Taste and Nutrition EMEA; Princes; Spayne Lindsay; Personal Group.

Top Fundraiser Weekend 1
Goldilocks and the Three Bears
 Samworth Brothers Group Executive Board raised
£5,108
 for Motor Neurone Association & LOROS

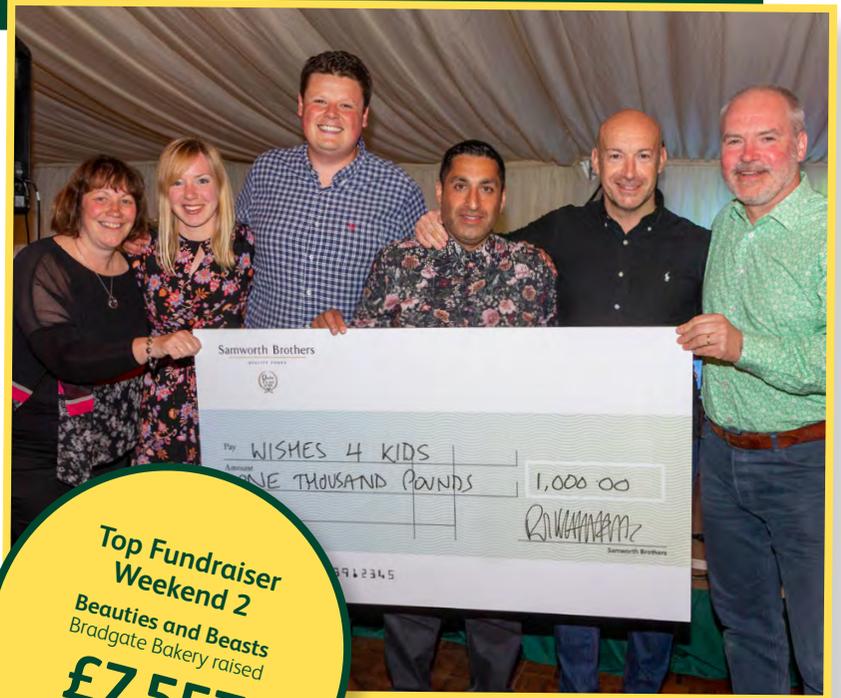
The Results...



1st June weekend

Super Tough

- 1st** **Fiennes By Me**
Spainy Lindsay & Co Mind
- 2nd** **Boomerangs**
Ian Beale
Rainbows
Children's Hospice
- 3rd** **Trumami Army**
Jardox
Cancer Research UK



Top Fundraiser Weekend 2
Beauties and Beasts
 Bradgate Bakery raised
£7,557
 for Wishes 4 Kids



1st
Fiennes By Me
 SUPER TOUGH WEEKEND 1

Tough

- 1st** **Newton**
Newton
Cancer Research UK
- 2nd** **Broadband of Brothers**
Samworth Brothers Group IT
Age UK
- 3rd** **Someone Help the Old Man!**
The Cornwall Bakery
Devon & Cornwall Autistic Society

8th June weekend

Elite

- 1st** **40 Commando Royal Marines**
The Royal Marines Charity
- 2nd** **Bwary**
Barnett Waddingham
Birmingham Children's Hospital and
St Richards Hospice
- 3rd** **The Exiles**
Samworth Brothers Group Procurement
Anthony Nolan



1st
Newton
 TOUGH WEEKEND 1



1st
40 Commando
 ELITE WEEKEND 2

Super Tough

- 1st** **The Softies**
Saladworks
Cystic Fibrosis Trust
- 2nd** **Mighty Blazers Super Racers**
Kettleby Foods
LOROS
- 3rd** **Pie Hard Part 5**
Marks & Spencer
CJD Support Network



1st
The Softies
 SUPER TOUGH WEEKEND 2



1st
Billington Bad Boys
 TOUGH WEEKEND 2

Tough

- 1st** **Billington Bad Boys**
The Billington Group
Buttle UK
- 2nd** **Technically Challenged**
Samworth Brothers Group IT
Cancer Research UK
- 3rd** **The 4 Legged Stool**
Marks & Spencer
CJD Support Network