

Marie Keating  
FOUNDATION



# 100km in 30 Days

## June 2026

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## Employee Engagement Programme

A simple, fun challenge that brings your team together and supports **life-saving cancer services** across Ireland.



# What is the 100km in 30 Days challenge?

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- ✓ Walk, jog, swim, cycle or wheel 100km during the month of June
- ✓ Take part individually or as part of a team
- ✓ A fun, inclusive challenge for all fitness levels
- ✓ Raise funds to support vital cancer services

# Why take part?

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- Help save lives with cancer prevention, awareness, and early detection
- Promote employee wellbeing and engagement
- Strengthen teamwork across your organisation
- Encourage flexible and inclusive participation
- Support your organisations CSR goals





# Why employee engagement matters?

**Energises Teams** → Boosting productivity through 3.7x higher engagement

**Connects People** → Strengthening belonging through recognition with 3.7x higher engagement

**Creates Meaning** → Driving engagement and retention, with up to 45% lower turnover

The 100km in 30 Days challenge brings together wellbeing, purpose, and community.

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**100km in 30 Days**  
**June 2026**  
**Employee Engagement Programme**

A simple, fun challenge that brings your team together and supports life-saving cancer services across Ireland.

**BOOST WELLBEING** | **STRENGTHEN TEAM CONNECTION** | **MAKE A REAL IMPACT**

**GET YOUR TEAM INVOLVED**  
[www.100k30days.ie](http://www.100k30days.ie)

**DALATA**  
HOTEL GROUP



# Why raise funds for the Marie Keating Foundation?

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Right now, **1 in 2** people in Ireland will receive a cancer diagnosis in their lifetime.

By taking part in **100km in 30 days** challenge, you are helping the **Marie Keating Foundation** provide free, life-saving cancer information, support services and community outreach to thousands across the country.



people will be diagnosed with cancer in their lifetime



# How it works

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## Get Moving

Walk, jog, swim, cycle or wheel 100km during the 30 days of June



## Compete Together

Join or create a team and take on colleagues across your organisation



## Make an Impact

Raise fund to support the Marie Keating Foundation's cancer services





# Register your team



- **Simple online registration:**  
[www.100k30days.ie](http://www.100k30days.ie)
- €25 per participant
- Track progress via dashboard, integrated with Strava, Fitbit, and Garmin
- Receive your exclusive campaign t-shirt
- A chance to win fabulous prizes throughout the challenge!



# Assets



Digital Screen Posters



Social media posts



Print posters

# Assets

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Marie Keating FOUNDATION **100km in 30 Days Challenge**

**100KM IN 30 DAYS**

My name is: .....

I'm taking on the **100km in 30 Days** challenge!

When .....

Where .....

Why .....

Find & support me here 

100km fundraiser poster

Marie Keating FOUNDATION **100KM IN 30 DAYS**

**Your 100km in 30 days tracker**

Starting June 1st!

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____
11	12	13	14	15	16	17	18	19	20
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____
21	22	23	24	25	26	27	28	29	30
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____	KM: _____

**You've got this!** Every step you take helps save lives.

Share your journey and inspire others!    #100kin30days #Everystep

Your building momentum!

Half way there! keep it up!

You did it! Amazing achievement!

100km tracker



Social media templates

# Staff video guides



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How to  
**register**



Step by step video guide  
(Mobile view)

[www.100k30days.ie](http://www.100k30days.ie)



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**Dashboard**  
navigation



Step by step video guide  
(Mobile view)

[www.100k30days.ie](http://www.100k30days.ie)



# Included with t-shirt

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## FAQs

### Do I have to stick to my 100km in 30 days?

Not at all. The goal is 100km across the month, but how you get there is completely up to you.

Go at your own pace — it works out at a little over 3km or 4000 steps a day, but you can spread it however suits you!

### How do I track how many km I do?

You can connect a fitness app like Strava, Fitbit, or Garmin to your dashboard, or simply track every km yourself — whatever works best for you.

### Do I have to use my online fundraising page?

Your online page is the easiest way to fundraise — it's quick, secure, and all donations go directly to the Marie Keating Foundation.

If you'd prefer a sponsor card, just email us and we'll send one your way.



We're with you.  
Every step.



### FOLLOW & TAG US!



#100kin30days #EveryStep

Tag us in your posts   
- we love cheering you on!

Registered Charity Number: 20038953 | CHY: 12916  
Companies Registration Office No: 342695

For more FAQs, visit our website  
or email us with any questions!

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FOUNDATION



JUNE 2026



Save lives with  
Every step.

## YOU'RE OFFICIALLY IN!

Thank you for signing up to  
take on 100km in 30 Days.

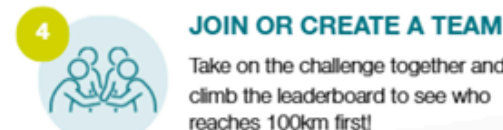
Every step you take  
could help save lives.

## Let's get started!

Complete 100 kilometres your way  
during the 30 days of June.

Walk, jog, swim, cycle, wheel or move  
your way - it all counts!

### 4 SIMPLE STEPS

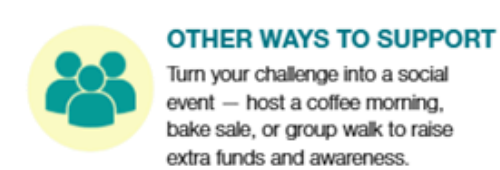


Take it one step  
at a time...

## Make your 100km count...

By taking part in this challenge you are  
helping the Marie Keating Foundation  
provide free, life saving cancer information,  
support services and community outreach  
to thousands across the country.

Every euro you raise helps support  
people affected by all cancers.



You've got this!   
Every step matters.

## How your donation gets to us...

If you've raised funds through your online  
fundraising page, you don't need to do  
anything — all donations are processed  
securely and go directly to the Marie  
Keating Foundation. Thank you.

### OTHER WAYS TO DONATE:

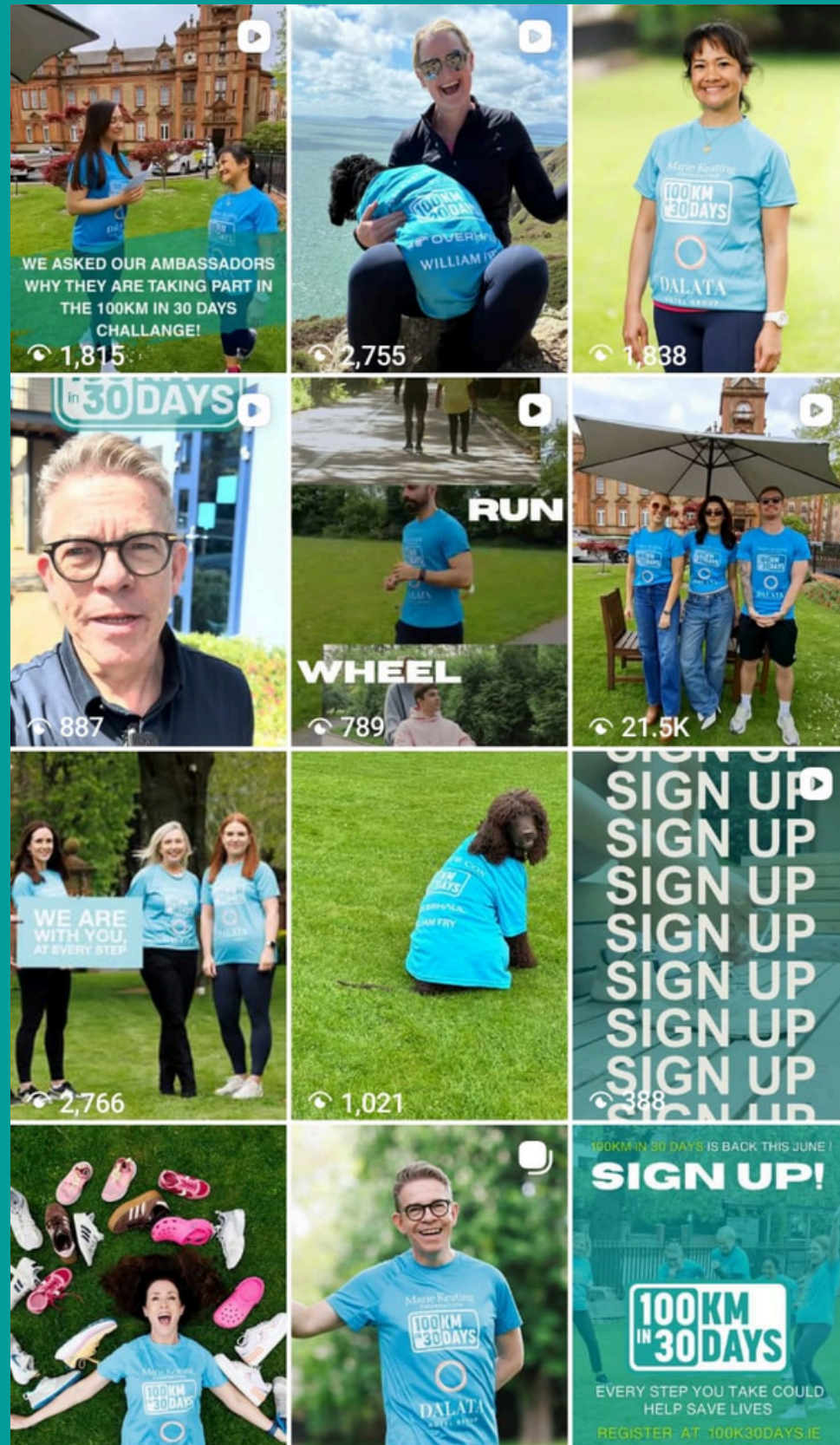


Marie Keating  
FOUNDATION | We are with you.  
Every step.

100km in 30 Days brochure

# Social media strategy

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Our social media strategy features a range of video and stills, heavily ambassador and video focused as the human element will impact and engage more with the public. The algorithm likes people and videos too.

We achieved an incredible reach of almost 22k from our Keating video 4 days ago. The strongest post so far on engagement.



**Advertising was launched on the 13th!**

3 ads will be placed on both the Marie Keating Foundation channel and the 100km in 30 Days channel for maximum reach.

We will adapt and adjust ad spend and creative based on interactions and learnings.

Video of Maia speaking about her mum & the importance of our services.

Keatings - family legacy

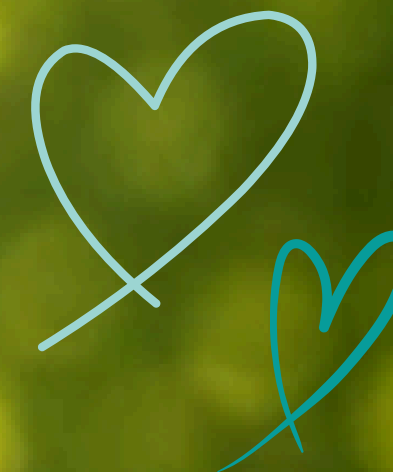
Still of Joi - ambassador & service-user.



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**100 KM  
IN 30 DAYS**

**JUNE 2026**



Walk, jog, swim, cycle, or wheel  
100km this June and help  
support people affected by all  
types of cancer.

**SCAN TO  
SIGN UP!**

[www.100k30days.ie](http://www.100k30days.ie)



Save lives  
with  
Every step.





Ready to get started?

Register your team today!



Or visit our website:

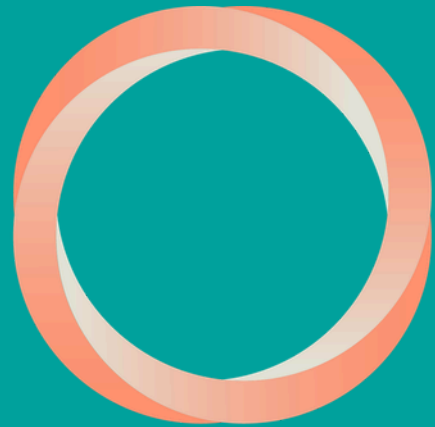
[www.100k30days.ie](http://www.100k30days.ie)





# Proudly sponsored by:

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**ARTHUR COX**

**WILLIAM FRY**

 **OVERHAUL**

# Thank You!

Your support could help saves lives.

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