**History and Origin of the Samworth Brothers Charity Challenge**

**Samworth Brothers Charity Challenge: A Legacy of Adventure and Impact**

At Samworth Brothers, we believe great food can be a force for good, and that our commitment to communities goes far beyond the kitchen. One of the most inspiring examples of this is the Samworth Brothers Charity Challenge, an adventure-based fundraising event that has become a much-loved tradition in our business.

The idea for the Challenge began in the Lake District, where our former CEO Lindsey Pownall, then leading Bradgate Bakery, took her team on a team-building trip. The experience sparked something bigger. Inspired by the outdoors and the idea of making a difference, Lindsey launched the very first Charity Challenge in 2007, bringing together colleagues from Bradgate Bakery, Saladworks and Melton Foods. When she offered to open the event up to the wider Group, the answer was a resounding yes and the Charity Challenge was born.

Since then, the event has grown in scale and impact, travelling from the Lake District to Cornwall, Scotland, Wales and Devon. Today, it’s run by a dedicated team of colleagues and volunteers, with leadership from Group Executive Board member Paul Davey. And over the years, it’s helped raise an incredible £2.8 million for good causes.

The Charity Challenge is no small feat. It’s a full weekend of physical endurance, where teams of four navigate a course of kayaking, trekking and biking to earn points, and raise funds for their chosen charities. It’s designed to test stamina and strengthen teamwork, but it’s also a celebration of community and the difference we can make together.

In 2024, the Challenge returned to Ambleside in the Lake District, and it was a record-breaking year. Across two weekends in May, 104 teams took part, raising over £400,000 for 57 different charities, including Cancer Research UK, Mind, Young Lives vs Cancer, and local causes like Project John and Springfield.

The spirit of the event didn’t stop at the finish line. Colleagues from across the Group, including chefs and front-of-house teams, came together to create memorable post-event dinners, with menus that celebrated the food we make and the places we visited. Surplus food from the weekends was donated to local food banks, extending the impact even further.

But what makes the Charity Challenge truly special is the people. The colleagues, customers and suppliers who give their time, energy and enthusiasm. The local communities who cheer us on. The charities who use the funds to change lives. And, of course, the volunteers who help make it all happen.

As we look ahead to the 10th Charity Challenge in 2026, set in the Peak District, we’re excited to write the next chapter in this incredible story. It’s more than a fundraising event, it’s a powerful expression of our values: supporting health and wellbeing, giving back to the communities that host us, and doing GOOD things with GREAT food.