

CHALLENGE REPORT



Swiss Re
Foundation



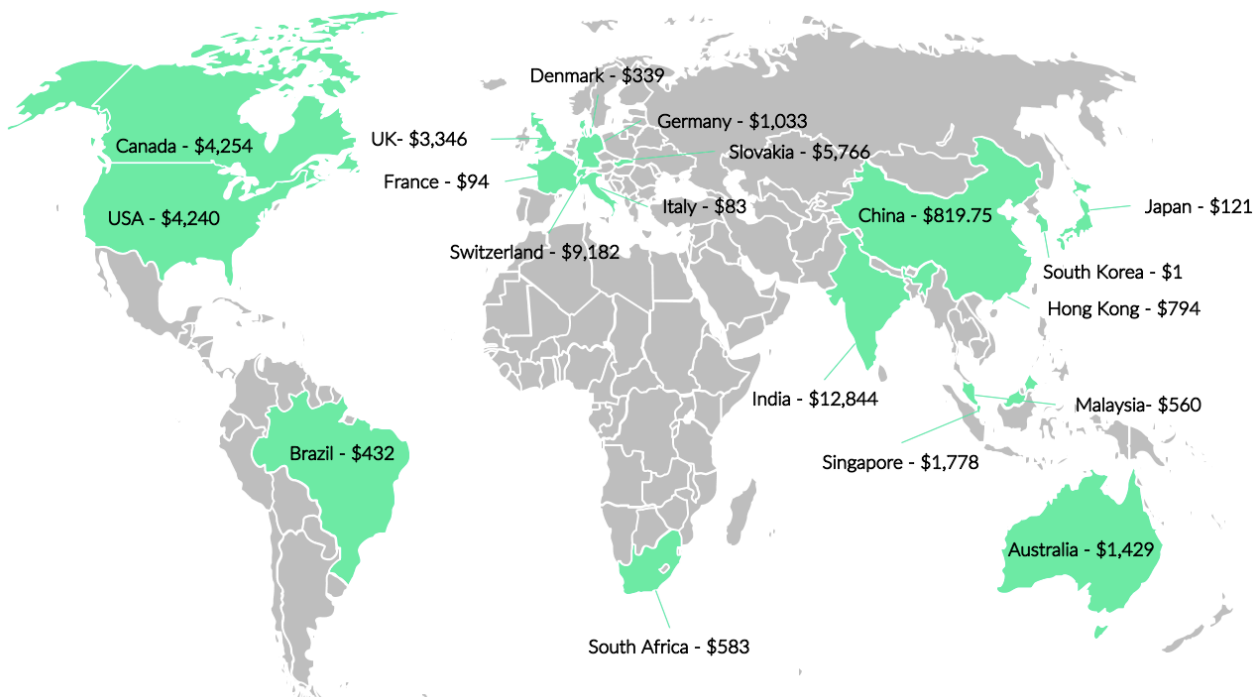
Story and Impact – Together for Velafrica

The Swiss Re Foundation challenged Swiss Re employees to run, hike and bike to together raise **\$40,000** for Velafrica to open up a brand-new **bicycle center**. Because this initial goal was reached in **record time**, the Foundation added **\$10,000** to the Challenge with the goal to help **500 kids** get access to a Velafrica bicycle!



Global Engagement – Friendly competition

Over **1,500 employees** from **19 countries** and **36 office locations** participated in the challenge. The challenge took **33 days** to complete and the employees tracked and logged more than **17,322 individual workouts** to reach the goal! The participants competed against each other individually and in more than **300 teams**.



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Best individuals

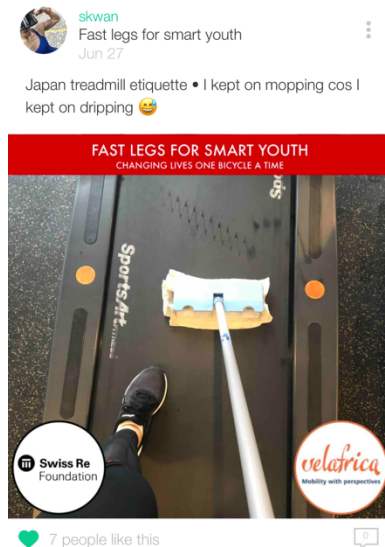
	Username	\$ raised
1	georgschubert87	\$ 364.71
2	blrkirankeshavamurthy	\$ 346.94
3	blrgirishudupa	\$ 339.24
4	schalke	\$ 316.88
5	blrmkirthik	\$ 315.50
6	blrchethansp	\$ 309.12
7	manuelgroeger	\$ 299.10
8	johnpfeffer75	\$ 297.39
9	kasia	\$ 297.34
10	sayanprabhath	\$ 278.24

Best teams

	Team	\$ raised
1	BLR ASHWA	\$ 1,395.39
2	People Analytics	\$ 1,028.88
3	Globals	\$ 908.08
4	BLR Moxie	\$ 774.54
5	Mathletes	\$ 756.65
6	Fin Re London	\$ 741.34
7	Power Aid	\$ 710.95
8	Walking 6	\$ 621.26
9	Velocity Raptors	\$ 598.51
10	Fit4Future	\$ 556.67

Visibility - Inspirational and creative

Swiss Re employees shared **993 sweaty selfies** and **pictures of their hikes, runs and bike rides**. Every picture posted on atlasGO and other social media channels such as Facebook was **branded with the Swiss Re logo** and a **message to raise awareness for Velafrica!** Out of the 993 posts, the Swiss Re Foundation had the very hard task to choose the **3 most inspirational and creative sweaty selfies!**



Why the Swiss Re Foundation likes this post:

"We're happy to see that the challenge motivated people around the world to enjoy nature while helping an impactful cause!"

Why the Swiss Re Foundation likes this post:

"Great to see the youngest of the Swiss Re family joining the challenge and helping to make the world more resilient!"

Why the Swiss Re Foundation likes this post:

"One of the many funny, creative and different posts that stood out to us!"

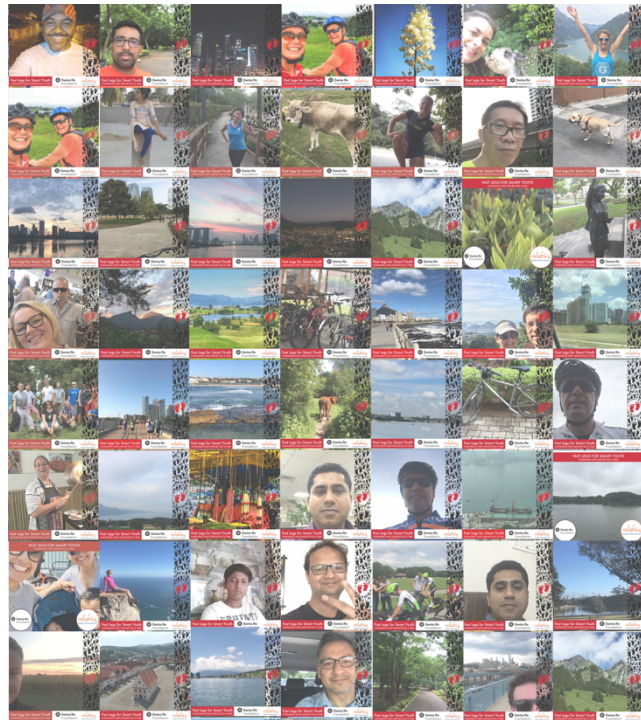


Health – 3 times around the globe

The employees participating in the Challenge logged a total of **113'957 Kilometers** (or almost 3 times around the globe) by bike or by foot **burning between 3.5 – 11.5 million calories** (about 6,000 – 20,000 Big Mac's). Throughout the Challenge, the employees were informed about the positive impact of doing sports on a regular basis.

Awareness – For everyone

Throughout the campaign, Swiss Re employees received important information on how their workouts help Velafrica and how the Swiss Re Foundation empowers communities and builds resilience around the globe. As a result, 75% of the participants learned something new about the Swiss Re Foundation and Velafrica during the challenge and 50% of the participants want to get more engaged with the Swiss Re Foundation.



THANK YOU FOR RUNNING THE CHANGE WITH US!



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