



Autumn 2025

PROJECT ENDURE

A one of a kind endurance challenge designed to push one man to his limits and communicate the importance of positive mental health to a national audience.

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THE CHALLENGE

**1000 MILES
RUNNING**

**1000 MILES
CYCLING**

**THE LENGTH OF
MAINLAND UK
TWICE**

**50 MILES
DAILY**

**100 MILES
DAILY**

**ELEVATION
HIGHER THAN 3
EVERESTS**

Drew will begin this challenge in Autumn 2025 at Lands End where he will attempt to finish the first leg of the journey in 20 days with an average running distance of 50 miles per day. The second part of the journey, the cycle back down, will begin immediately after the finish of the first. Aiming for an average of 100 miles per day this should take 10 days to complete.

Supported by a crew in two converted vans which will allow for maximum efficiency for getting on and off the route but also for filmmaker Ewan being able to capture the best footage possible. Read more on Drew and Ewan on page five.

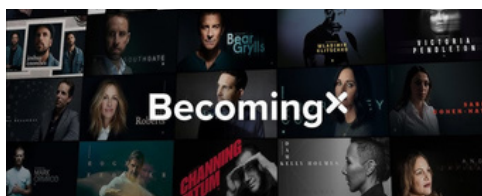
THE DOCUMENTARY

Project Endure aims to create a documentary that not only educates but also inspires meaningful change across the UK. We see a critical gap in content that both addresses the nation's growing mental health crisis and offers practical, lasting solutions on how you can begin to see change in your own life. Our goal is to bridge that gap—providing insight, hope, and actionable steps for individuals seeking real transformation.

The documentary will follow the journey of the challenge Drew is undertaking whilst also telling relevant and emotionally impactful stories from both ordinary people and notable public figures that have been affected by the topics covered.

We aim to leave the audience with a powerful call to action—one that not only raises awareness of the challenges we face as a nation but also reinforces our shared responsibility to pursue our potential and uplift others in their journey.

OUR PARTNERS



<https://www.becomingx.com/>



<https://bigmoosecharity.co>

BecomingX

We are thrilled to partner with BecomingX, a globally renowned learning and development company co-founded by Bear Grylls, dedicated to creating a world where everyone can realise their potential.

By combining scientific research on high performance with insights from interviews with some of the world's most inspiring and iconic individuals, BecomingX empowers people, teams, and organisations with the knowledge and skills needed to succeed.

Their impact extends far beyond corporate and educational initiatives, they actively drive meaningful social change, empowering disadvantaged communities and fostering long-term transformation. Through their core business and charitable foundation, BecomingX is not just shaping individual success; they are redefining what is possible on a global scale. Partnering with such a powerful brand ensures that Project Endure reaches and inspires audiences far and wide.

bigmoose

We are incredibly proud to be partnering with bigmoose, one of the UK's fastest-rising and most impactful mental health charities. Though still a relatively young organisation, bigmoose has rapidly transformed the mental health landscape, saving lives, delivering real outcomes, and reaching audiences nationwide with a bold, action-driven message.

What sets bigmoose apart is their commitment to providing immediate, life-changing support. While traditional services often involve months-long waiting lists, bigmoose ensures people in crisis receive therapy within just a week.

From the moment Drew connected with the bigmoose team, their energy, passion, and relentless drive to make a difference made it clear: they were the perfect partner for Project Endure. Like us, they believe in meeting people where they are, creating real change, and scaling that impact as far as possible. Together, we aim to take this message to the nation to not only raise vital funds, but to ensure everyone hears our message.

We believe that the collaboration with these partners enables us to tell a compelling story that maximises our opportunity to achieve our primary goal: making a meaningful impact on as large of an audience as possible across the UK while raising significant awareness and funds for both charities. Our vision for how this story could unfold is outlined on the next page.

OUR VISION

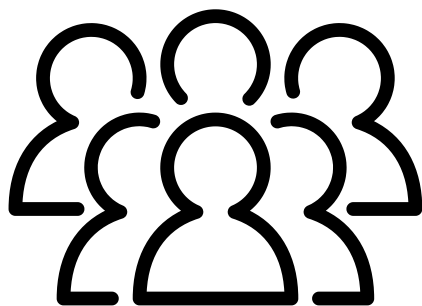
Our vision for telling this story includes carefully weaving the below key topics between coverage of the challenge to maximise emotional impact, enhancing the likelihood of leaving a lasting and tangible effect on the audience.



Educate and Highlight

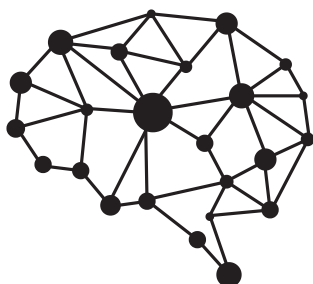
We begin by shedding light on the UK's mental health crisis, with a particular focus on placing bigmooses's vital work at the forefront. This segment will raise awareness of how bigmoose supports individuals who are struggling, seamlessly leading into real-life experiences that bring the issue to life.

Create Emotional Impact



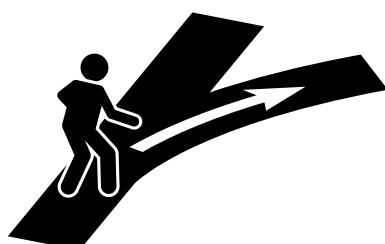
Through powerful storytelling, we will share Drew's journey alongside the experiences of both everyday people and public figures. By showcasing diverse perspectives, we increase the audience's ability to connect on a personal level. These stories will be interwoven throughout the documentary, aligning with each theme—from suicide awareness to resilience, ultimately leading to transformation and realising potential.

The Turning Point



Here, the narrative shifts towards overcoming adversity and embracing transformation, emphasising the importance of positive mental health. This is where we introduce Becoming X and their mission to help individuals unlock their full potential.

A Call to Action



The documentary culminates by reflecting on the journey it has followed—mirroring Drew's own path from struggle to empowerment. The final message will be a compelling call to action, leaving the audience with a powerful question: "What if?" What if they, too, embraced a similar journey?

ABOUT US & OUR WHY

Whilst the values of this project have been directly derived from our own, we both have a different story which led us to those and wanting to create a project where we could effectively share those values with as large of an audience as possible and inspire lasting change within them.

Drew



Drew's personal journey from battling mental health struggles as a young adult to overcoming them through the discovery of using extreme endurance challenges as a vehicle to transform the way he thought about himself and life itself serves as a core pillar for this documentary. His transformation embodies the story we aim to tell, seamlessly aligning with our partners' values and mission to inspire resilience and change.

Recognising the profound lessons gained through hardship, Drew became deeply committed to understanding how these insights can be applied to help people in everyday life. He firmly believes that the key to overcoming mental health challenges lies within our own minds, and his relentless pursuit of that answer will be evident throughout this documentary. Through his willingness to be open and vulnerable, Drew aims to create a powerful connection with the audience, inviting them to join him on this journey of endurance and self-discovery.

Ewan



Ewan's passion for storytelling through film has allowed him to harness the power of shifting perspectives and evoking deep emotional connections. With seven years of experience as a filmmaker and videographer, he is now dedicating his expertise to creating a documentary that will not only engage but inspire audiences across the nation.

His natural ability to think outside the box and view the narrative from the audience's perspective has not only brought an invaluable benefit to the project but it also makes him the ideal filmmaker to bring this project to life.

Ewan's personal alignment with Project Endure's values is evident in his work—whilst it focuses on telling the best story possible to deliver the mission of the film, it also stops to admire the raw, organic process which leads to the meaning behind that mission.

With a natural alignment in our values and Ewan's ability to connect with Drew and his story allows him to craft a powerful narrative worthy of a project trying to achieve something of this scale. While our ambitions are high, we share an unwavering belief that what we create will exceed all expectations, delivering a timeless film that is both impactful and inspiring.

WHAT WE NEED

Funding

To execute this project at its full potential, we are seeking corporate sponsorship to fund the logistics, filming and execution of Project Endure. This allows us to ensure that 100% of the fundraising proceeds go directly to our charity partners.

We believe the most effective way of reaching the amount we need to cover the costs of Project Endure whilst also providing maximum value to our sponsors is to split the journey into 100 mile segments and invite brands to sponsor one or more of these sections which will then be exclusively dedicated to them.

Sponsoring a Section

2,000 miles. 20 brands. 1 national mission.

We've divided the journey into 20 sections of 100 miles, and we're inviting businesses to sponsor a segment of the route.

For just £1,500 per section, your business can:

- Become the exclusive sponsor of a 100-mile stretch
- Be featured across our social media, website and campaign materials
- Get logo placement in the final documentary
- Social media spotlight on the day of your section
- Have the opportunity to say that you have powered a national movement

Two premium segments (the first and last 100 miles) will be available at £2,500.

With 20 total sections available, this model allows more organisations to get involved and own a meaningful piece of the journey making national impact at an accessible level.

This is an opportunity to stand for something bigger and to support real mental health impact, powered by a one of a kind endurance challenge and storytelling that has the power to spark positive change.

Why It Matters

We believe that with our team and the current partners on board the scale and success of the project is only limited by the amount of funding we are able to secure. With this model, if we are able to fill all sections we are extremely confident in reaching our goal of Project Endure being a successful national movement resulting in a film that will change the way audiences think about mental health.

With succeeding at that goal it also allows to provide maximum value to our sponsors that showcases their commitment as being purpose driven organisations who care about creating real change within the world.

SPONSOR BENEFITS



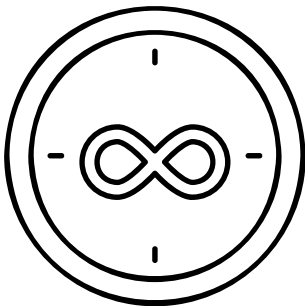
National Exposure

Attention and awareness is the most crucial factor involved in securing the success of this project. Because of this we believe the opportunity this project offers is completely unique in terms of the volume of the audience it will reach.



Display of Values

This project also presents the perfect opportunity to display your values as an organisation in an extremely direct and impactful way. It offers a chance to be seen as making a sincere contribution to a project that is aiming to spark a positive lasting change within the community.



A Permanent Representation

One key benefit we are aiming to utilise towards the success of this project is the leverage involved with having a more permanent contribution to the subject with the documentary. The main benefit will be felt during the initial distribution of the documentary but evidence of your contribution will remain with its availability online.



Association With Our Partners

Our esteemed partners, BecomingX and bigmoose, bring significant credibility to Project Endure through their outstanding work in this space. Their involvement presents a valuable opportunity to align with their mission, showcase support for their transformative efforts, and contribute to a future of lasting positive change. With their work already reaching millions, this is your chance to be part of a powerful movement driving lasting impact.

MARKETING & EXPOSURE

Our goal is to ensure maximum exposure for this project by leveraging a multi-channel marketing strategy designed to reach a wide and engaged audience. This includes:

Social Media Campaigns

- Full coverage of the preparation, challenge, and post-challenge journey across all major platforms.
- Collaborations with influencers and high-reach content creators to expand audience engagement.
- Amplification through the social media channels of our partners and brand sponsors to increase exposure.

Traditional Media and PR

- Press releases & media outreach to secure coverage in major online publications and newspapers.
- TV & radio appearances on both local and national outlets.
- Podcast interviews with relevant hosts in the self-improvement, sports, and mental health space.
- On-the-ground regional media coverage as Drew progresses along the route.

Documentary Distribution & Public Screenings

- Film festival entries to gain critical acclaim and further media attention.
- Premieres and screenings both locally and UK.
- Exploration of presenting the documentary on streaming services.

Local Event

- We are exploring a local activation event, where Drew will complete a portion of the challenge within 24 hours to build community engagement and further awareness.
- Corporate involvement will be encouraged, integrating businesses into the initiative to strengthen fundraising efforts and local participation.

Leveraging Strategic Partnerships

We are incredibly grateful for the media credibility and industry connections of our partners, which will enable us to execute our marketing plan at the highest level and build a strong national audience.

We are also delighted to have Tonicha Ward, Head of Marketing at Guernsey Finance, leading our Marketing & PR efforts. Her expertise and strategic oversight will be instrumental in ensuring the seamless execution of our marketing strategy and the overall success of the project.