



IWITOT 2024
Abena Bentum



How It Started



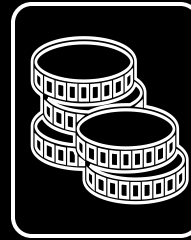
GoodGym began in 2009 when Ivo Gormley started running to visit an older man called Terry

The GoodGym Concept

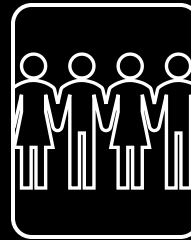
- 63 urban locations
- 100,000+ sign ups
- 23,000 members
- Completed over 370,000 good deeds



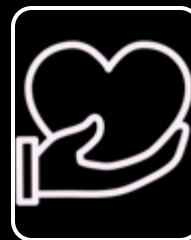
Financial Impact



Raised £5.6million
over the last 5 years



27% of income from
member donations



Majority of income
raised through Grants
and Partnerships

Fundraising Potential



The Power Of Purposeful Movement

