



our mission is to care, our vision is to cure

Taking great steps to raise funds in New Zealand

This year marks the 11th anniversary of **The Firefighter Sky Tower Stair Challenge** in Auckland, New Zealand. The giddy endurance event is open to firefighters exclusively and is a team challenge raising funds for **Leukaemia & Blood Cancer New Zealand (LBC)**.

Leukaemia & Blood Cancer New Zealand does not receive government funding and so relies on fundraising revenue from events like the Fire Fighter Sky Tower Stair Challenge.

The Firefighter Sky Tower Stair Challenge has grown over the years, attracting a record total of 750 participants in 2015. Firefighters from every corner of New Zealand, Australia and the USA, take on the climb, competing in a race up 51 flights (totaling 1,103 steps!) while wearing a full 25kg fire-fighting kit.

The firefighters train hard prior to the Firefighter Sky Tower Stair Challenge, collecting sponsors and letting their networks know that each dollar will go to help people with Leukaemia & Blood Cancers. In 2013, close to \$489,000 was raised, in 2014 over \$915,000 was raised, and in 2015 more than \$1 million dollars was collected!

The event boosts awareness as well as essential funds for LBC, making it an iconic campaign recognised around the country and overseas.

A step further with FrontStream

Only a limited number of firefighters can register for the Sky Tower Stair Challenge and registration spaces are taken within minutes of the website going live! FrontStream ensures that the number of registrations does not exceed the maximum. We have also set up a pre-registration function open to a select number of top fundraisers from previous years that is easily managed by LBC.

Mobile donations have increased from \$98k in 2014 to \$186k in 2015, almost double the mobile donations raised in 2014 and 18% of the overall event total. Mobile App downloads doubled in 2015 when compared to 2014.

Sky Tower Stair Challenge is a wonderful example of fantastic participant engagement as the number of registrants in the event is fixed, but the amount raised increases every year.

“It’s a pleasure to work with FrontStream. The FrontStream team are dedicated to ensuring our online fundraising runs seamlessly and they provide innovative and practical solutions to ensure we achieve our goals and maximise revenue for our events. We’ve been really impressed with their dedication and responsiveness.”

- Georgie Hackett
Communications and Fundraising Manager,
Leukaemia & Blood Cancer New Zealand

We look forward to another groundbreaking year for 2016’s Sky Tower Stair Challenge. Cheers to the super fundraising firefighters and the ingenuity of Leukaemia and Blood Cancer New Zealand!