



RETURN OF THE
STOMPER

RETURN OF THE STOMPER A JOURNEY OF HOPE

Three extraordinary challenges.
One £1 million mission.

A unique opportunity for your business to partner with SpeedoMick as he takes on his toughest challenge yet — helping vital funding reach the grassroots charities and communities too often overlooked.



Contents

The Campaign

Campaign at a glance	4
Why this matters	5
Meet Mick	6
The Three Challenges	7-9
Everest Base Camp 1,000 Miles of Hope The Three Peaks	
Campaign timeline	10

The Foundation

The Foundation behind the Campaign	12
The team behind the Foundation	13
Driven by purpose	14

Proven Reach & Impact

Proven reach & audience	16
PR & media opportunity	17
Proven reach. Real impact	18

Sponsorship Opportunities

Value for sponsors	20
Sponsorship opportunities	21
Premium Campaign sponsorship packages	22
Corporate match funding	23
Journey sponsorships	24
Why your support matters & why now	25

Let’s start a conversation

Get in touch	26
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Interactive navigation

Just click the section you want to visit.
To return to this page, simply click the
page number in the bottom left.

The Campaign



One Campaign. Three extraordinary challenges. One £1 million mission.

In 2026/27, SpeedoMick will return for his most ambitious fundraising campaign yet – taking on three extraordinary challenges to raise £1 million for grassroots charities and community organisations across the UK.

From the extremes of Everest Base Camp to a 1,000-mile journey from John O’Groats to Land’s End, incorporating the Three Peaks, Mick will once again push himself to the limit.

The entire UK challenge will be completed in his famous blue Speedos – the trademark that has helped make him one of Britain’s most recognisable fundraisers – through some of the coldest and most unforgiving conditions of the British winter.

But this campaign isn’t just about Mick. It’s about who he can reach.

Across the UK, small charities and community organisations are changing lives every day, often far from the spotlight and without the profile or resources of larger charities.

That’s where SpeedoMick is different.

Mick’s extraordinary challenges create attention. The SpeedoMick Foundation turns that attention into support for grassroots charities and community organisations that might otherwise struggle to be seen, heard or funded.

THE OPPORTUNITY

We’re inviting a small number of organisations to stand alongside Mick and help turn national attention into grassroots impact.

Partnership opportunities from **£2,500 to £25,000+**, with tailored packages available.

Through sponsorship with Return of the Stomper – A Journey of Hope, businesses can become part of an extraordinary national story while helping vital funding reach smaller organisations doing remarkable work across the UK.

Mick takes on the challenge. Your business helps power the journey. **Together**, we help the **people and places others don’t always reach**.



£1M+

Raised by SpeedoMick
to date



13M

Estimated Campaign
reach 2026/27



282K+

Social followers



£1M

2026/27 fundraising
ambition



Big challenges. Grassroots impact.

Behind every mile Mick walks is a simple purpose: to help vital funding reach the smaller charities and community organisations changing lives every day.

Across the UK, thousands of grassroots organisations are supporting people through some of life’s toughest moments — often with limited resources, small teams and little public profile.

They are helping people facing poor mental health, supporting suicide prevention, addiction and recovery, homelessness, poverty, isolation and disadvantage; supporting children, families and communities when they need it most.

These are the organisations the SpeedoMick Foundation exists to support.

By using Mick’s extraordinary profile and fundraising challenges to shine a light on their work, the Foundation helps direct funding towards organisations making a very real difference at community level.

YOUR SUPPORT REACHES FURTHER

Sponsoring Return of the Stomper gives your organisation the opportunity to stand alongside Mick, help raise vital funds and awareness, and support grassroots organisations making a difference in communities across the UK.

And while Mick is raising funds, he’ll also be giving back — gifting £1,000 Foundation grants to grassroots charities each week throughout the Challenge, creating tangible impact in communities as the journey unfolds.

During Mick’s previous 2,500-mile walk alone, the Foundation gifted £250,000 to grassroots charities across England, Ireland and Wales.



157+

Individual charities and community organisations supported



Soul Kitchen Chester

Supporting **40–50** people every Saturday evening, alongside emergency food support for people experiencing hardship.



Team Oasis

Supporting around **400** children and young people every week through sport, music, dance, drama and youth programmes.



Kids Bank

Helped **327** children in 2025, providing essential school uniform items to families who needed them.

One man.
One pair of Speedos.
An extraordinary legacy.

Michael Cullen — better known as SpeedoMick — is one of Britain’s most distinctive and recognisable fundraisers.



Mick’s National Recognition & Honours

-  British Empire Medal (BEM)
-  British Citizen Award
-  Pride of Sport Award
-  Liverpool Citizen of Honour
-  The Guide Liverpool’s City Region Superhero
-  Pride of Britain nominations

What began as a personal journey through recovery and a determination to give something back has grown into an extraordinary fundraising mission. The famous blue Speedos came almost by accident. Mick’s first major fundraising challenge in 2014 was swimming the English Channel – and the Speedos he wore for the challenge stuck. SpeedoMick was born.

Since then, Mick has walked thousands of miles in his Speedos through some of the toughest conditions Britain can throw at him, raising more than £1 million and capturing the attention and affection of people across the country.

But what makes Mick different isn’t simply what he does.

It’s who he is.

Funny, honest, vulnerable and unmistakably himself, Mick connects with people in a way that can’t be manufactured.

Open about his own experiences of addiction, recovery and mental health, he has used those experiences to encourage more open conversations around mental health and to show that even the most difficult periods in life can be turned into something positive.

People stop him. They walk with him. They share their stories with him. They donate because they believe in him and what he stands for.

That authenticity has built a national following and given Mick a powerful platform to shine a light on the grassroots charities and community organisations that often struggle to be seen.

Authentic. Unfiltered. Recognisable. Trusted.

And now, after stepping away from major fundraising challenges, **SpeedoMick is coming back for his biggest challenge yet.**



Everest Base Camp

**The first challenge.
And an entirely different test.**

Before the UK challenge even starts, Mick will take on the gruelling journey to Everest Base Camp – trekking through extreme altitude, freezing temperatures and increasingly thin air to reach 5,364 metres above sea level.

For someone whose fundraising has always been built around putting himself outside his comfort zone, Everest represents an entirely different test. Altitude brings challenges that determination alone cannot overcome, with reduced oxygen, rapidly changing conditions and the ever-present risk of altitude sickness.

This is where Return of the Stomper begins.

THE OPPORTUNITY

A globally recognised challenge.
A powerful opening chapter.
The first major moment for campaign storytelling, content and media attention.



1,000 Miles of Hope

**1,000 miles. The British winter.
One man. One pair of Speedos.**

From John O’Groats to Land’s End, Mick will walk approximately **1,000 miles through the heart of the British winter** – completing the entire journey in his famous blue Speedos.

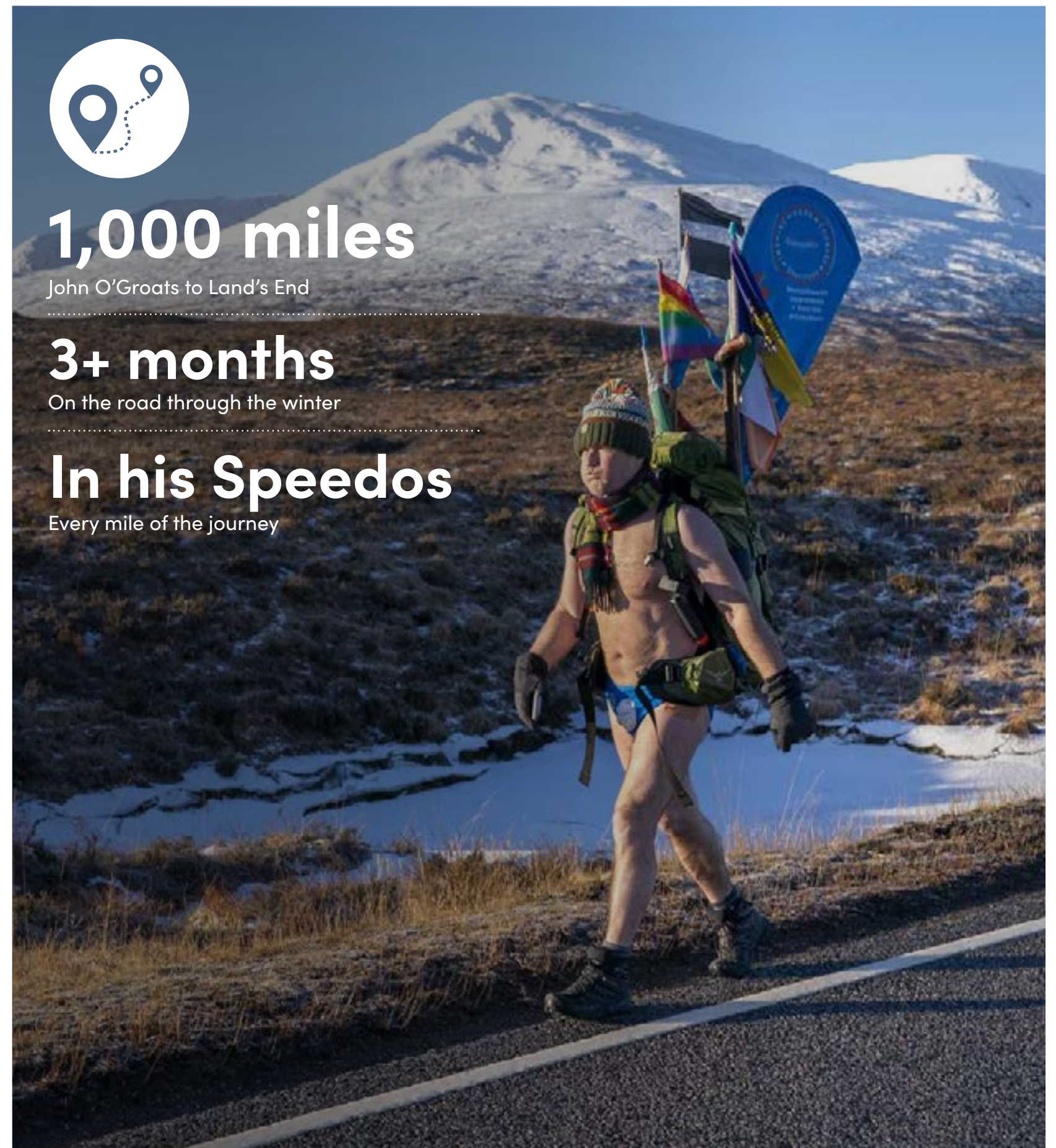
Over several months, he’ll face freezing temperatures, wind, rain, long days on the road and the physical toll of walking mile after mile, day after day – through cities, towns and some of the UK’s most remote landscapes.

Far from home and familiar comforts, Mick will rely on the determination, humour and connection with people along the route that have carried him through his previous challenges.

Every mile has one purpose: to raise vital funds for grassroots charities and community organisations across the UK.

THE OPPORTUNITY

A 1,000-mile national story unfolding day by day – creating opportunities for sponsors to connect with communities, colleagues and audiences across the UK.



1,000 miles

John O’Groats to Land’s End

3+ months

On the road through the winter

In his Speedos

Every mile of the journey

The Three Peaks

**Three mountains. Three nations.
In his Speedos. In the depths of winter.**

As if walking 1,000 miles through a British winter in his Speedos wasn't enough, Mick will take on the highest mountains in **Scotland, England and Wales** along the way. **Ben Nevis, Scafell Pike and Yr Wyddfa (Snowdon)**

All three will be climbed in his famous blue Speedos, adding exposed mountain terrain, rapidly changing weather and potentially brutal winter conditions to an already relentless 1,000-mile journey.

Mick knows exactly what that can mean. On a previous winter ascent of Ben Nevis, he faced wind-chill temperatures of -18°C.

This time, he'll take on all three peaks as part of the journey south — reaching each mountain on his route, climbing it, and then continuing towards Land's End.

THE OPPORTUNITY

Three iconic peaks. Three major Campaign moments - creating powerful opportunities for sponsor visibility, participation, content and media engagement along the journey.



1,345M

Ben Nevis - Scotland

978M

Scafell Pike - England

1,085M

Yr Wyddfa (Snowdon) - Wales

-18°C

Wind chill experiences by Mick on his previous Ben Nevis ascent.



One Campaign.
Three challenges.
One extraordinary
journey.

From Everest Base Camp to Land’s End, Return of the Stomper will unfold over several months — creating a continuous national story built around challenge, community and impact.

Each stage creates its own moments for storytelling, participation and media engagement, while together they form one £1 million fundraising campaign for grassroots charities and community organisations across the UK.

SPONSOR THE CAMPAIGN

Sponsorship opportunities span the full 2026/27 Campaign, from launch through to Land’s End, with opportunities to sponsor the overall Campaign or individual challenges.



OCTOBER 2026
Campaign Launch
PR, sponsor announcements and campaign rollout.



NOVEMBER 2026
CHALLENGE ONE
Everest Base Camp (15 days)



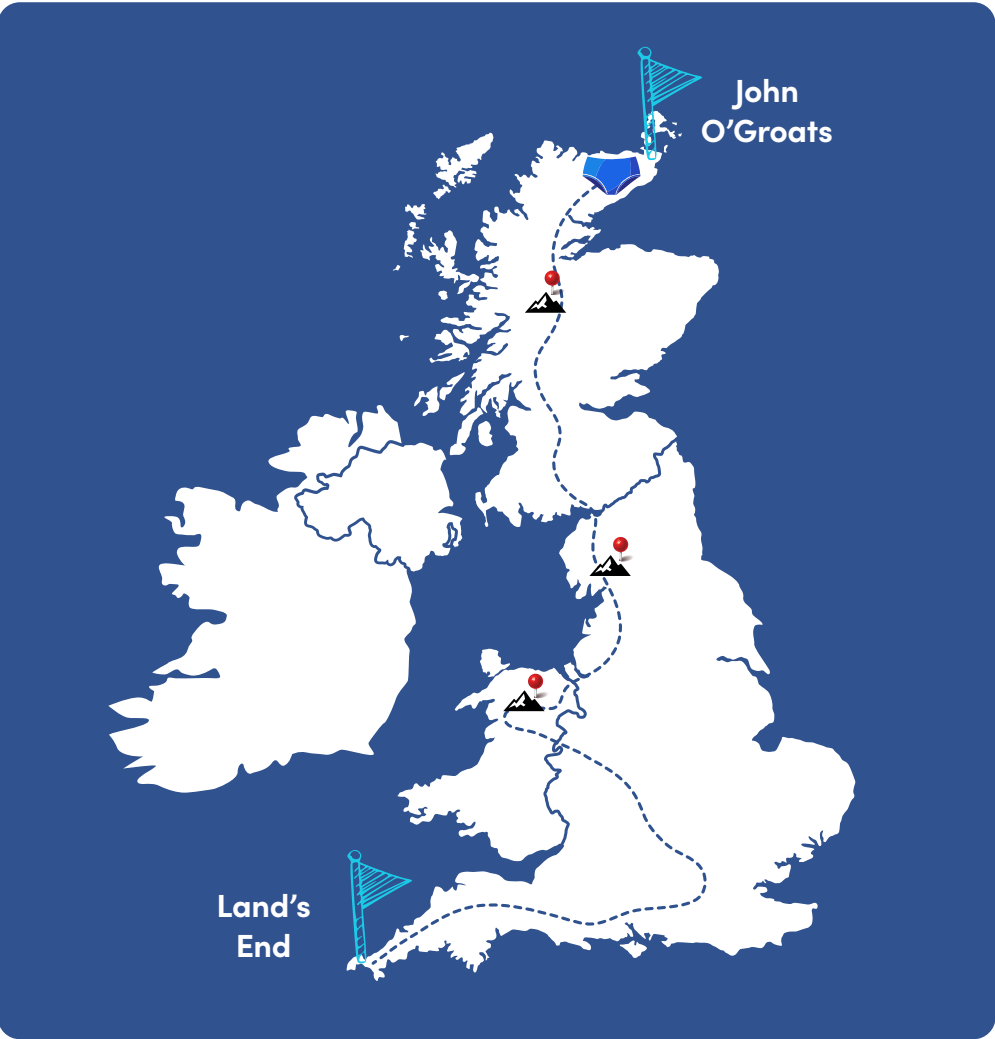
DECEMBER 2026
CHALLENGE TWO
1,000 Miles of Hope
John O’Groats to Land’s End begins.



WINTER 2026/27
CHALLENGE THREE
The Three Peaks



MARCH 2027
LANDS END
The 1,000-mile journey concludes.



The Foundation behind the Campaign



The Foundation behind the Campaign

Making an impact across the UK



Established in 2020, the SpeedoMick Foundation was created to turn the extraordinary public support behind Mick’s challenges into lasting impact for communities across the UK.

The Foundation supports small and grassroots charities and community organisations working directly with people facing some of life’s toughest circumstances – organisations where relatively modest grants can make a meaningful difference.

From mental health, suicide prevention and addiction recovery to homelessness, poverty, education and inclusion, funding is directed towards organisations rooted in the communities they serve.

It’s a deliberately grassroots approach – helping vital organisations that can struggle to access the profile, resources and funding available to larger charities.



£1M+

Raised to date, through Mick’s fundraising challenges.



185

Grants awarded to date across the UK.

2025 Grant Impact: In 2025, grants awarded by the Foundation helped support people across a wide range of needs, including:

1,050 People affected by homelessness	2,221 Disadvantaged young people	910 People affected by mental health issues	63 People in rehabilitation
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Join us in creating one of the UK’s most inspiring fundraising campaigns.

Together we can create real impact.

The team behind the Foundation

Board of Trustees:

Providing strategic oversight, governance and ambassadorial support to the Foundation.



PAUL BIBBY
Chairman

Former Managing Partner of North West law firm MSB Solicitors, with extensive charitable board experience including Everton in the Community, Alder Hey Children's Charity, Sandfield Park Special School and the Everyman.



ANDY BELL
Trustee

Actuary and founder of FTSE 250-listed investment platform AJ Bell plc, bringing significant business, investment and entrepreneurial experience to the Foundation.



ANDREW MOSS
Trustee

Corporate Partner at DSG Chartered Accountants, Fellow of the Institute of Chartered Accountants and former President of the Liverpool Society of Chartered Accountants, with extensive experience supporting businesses and not-for-profit organisations.



ADAM GOUGH
Trustee

Founder of Forward Land, a UK consultancy specialising in sustainable tourism development. Since 2006, Adam has advised on the planning, development and operation of more than £100 million of projects across the UK.

Ambassadors



DAVID MORRISSEY
Actor

Acclaimed Liverpool-born actor and filmmaker, David became a supporter after seeing the work Mick and the Foundation were doing.



ALEX BROOKER
Presenter

Journalist, presenter and comedian, best known for Channel 4's The Last Leg. Alex has personally supported Mick and his fundraising.



LIZ MCCLARNON
Singer

Liverpool-born singer, songwriter and actress, best known as a member of Atomic Kitten and an ambassador for the Foundation.



IAN HART
Actor

Liverpool-born actor, best known for his roles in Harry Potter and The Last Kingdom. Ian is a proud ambassador for the Foundation.



CRAIG PHILLIPS
TV Personality & DIY Expert

Winner of the first series of Big Brother UK in 2000, Craig went on to become a successful TV presenter and DIY expert. He is a proud ambassador for the Foundation.

Driven by purpose

For Mick, this Campaign is about far more than completing three extraordinary challenges.

Through Return of the Stomper, Mick hopes to raise vital funds for grassroots organisations while raising awareness of mental wellbeing and suicide prevention, encouraging open and positive conversations around mental health, recovery and the challenges people face.

Drawing on his own experiences, he wants the journey to remind people that even the toughest periods in life can be transformed into something positive — and used to help others.

“

We are a small grassroots charity ourselves, punching well above our weight, but I've never let our size get in the way of what we believe we can achieve. Because of that, we've been able to make a significant impact in communities up and down the UK.

One thing I'm incredibly proud of is that we try to put the money donated to us back into the communities it came from.

That's what this is really all about — **communities supporting communities, and people supporting each other.**”

Michael Cullen aka SpeedoMick



“

The power that drives me on comes from the same source that once defeated me. I've just spun it into positivity. What once broke me has now become my purpose.

”

Michael Cullen aka SpeedoMick

Mick receiving the British Empire Medal (BEM) for his services to charity and fundraising.

Proven reach. Real impact.

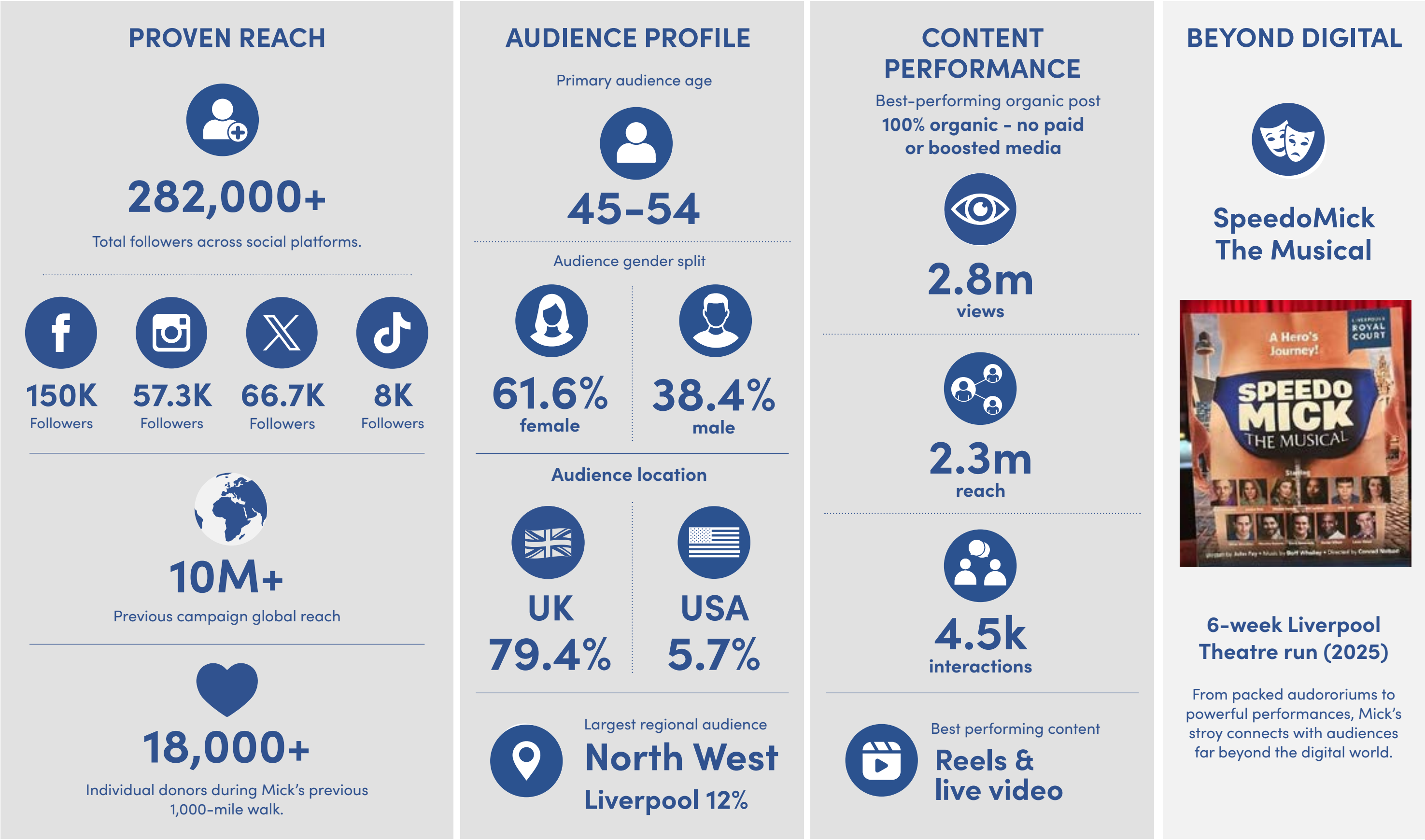
A proven track record. Thousands of miles.
Thousands of supporters. More than
£1 million raised.

SpeedoMick is a UK endurance fundraiser
with a proven platform delivering strong
audience engagement, fundraising
impact, and national visibility.



PROVEN REACH AND AUDIENCE

Mick’s story reaches far beyond social media — engaging audiences through national and regional media, communities across the UK and even the stage.



A national story
with significant
reach and media
potential

PROJECTED CAMPAIGN
PERFORMANCE*



13M

Projected Campaign reach



4.25M

Projected Campaign engagements



28K

Projected Campaign clicks

*Projected across the five-month campaign,
based on an estimated £3,000 monthly boosting
budget and projected organic performance.

A PROVEN MEDIA STORY



Mick’s previous challenges have attracted coverage across national and regional TV, radio, press and digital media. Including BBC, ITV, Good Morning Britain, Sky Sports to name a few.

Moments from previous fundraising challenges and community campaigns.



Sponsorship Opportunities



A national campaign. Months of opportunity. One powerful story.

Return of the Stomper gives sponsors the opportunity to become part of a national story unfolding over several months – from Campaign launch and Everest Base Camp through Mick’s 1,000-mile UK journey and the Three Peaks.

The Campaign creates opportunities for brand visibility, storytelling, PR and media, employee and community engagement and meaningful social impact, **with opportunities shaped around the level and nature of each sponsorship.**



Brand Visibility

Align your brand with agreed moments across Everest Base Camp, the 1,000-mile walk and the Three Peaks.



PR & Media

Opportunities for sponsor inclusion in relevant Campaign PR, media activity and major announcements.



Content & Storytelling

Access to agreed Campaign photography, video and authentic content from throughout the journey.



Social & Digital

Recognition across SpeedoMick’s established social channels, Campaign website and relevant digital content.



Community & Employee Engagement

Opportunities to connect employees and communities with agreed Campaign activities, fundraising and key moments, alongside authentic conversations around mental wellbeing, inclusion and lived experience.



Impact & Legacy

Be part of a £1 million fundraising mission supporting grassroots charities and community organisations across the UK, with recognition of the contribution your organisation helps.

SPONSORSHIP OPPORTUNITIES

A limited number of sponsorship opportunities are available for organisations that want to stand alongside Mick throughout Return of the Stomper and help turn national attention into grassroots impact.

CAMPAIGN SPONSORSHIP:

Headline
Campaign Sponsor

from £25,000

Become a lead sponsor of the entire 2026/27 Campaign and all three challenges, with the highest level of Campaign association and visibility.

Very limited availability.

Challenge
Sponsor

£15,000

Become the exclusive sponsor of one of Mick’s three extraordinary challenges: Everest Base Camp, 1,000 Miles of Hope or The Three Peaks with lead sponsor visibility across the selected Challenge.

Official Campaign
Sponsor

£10,000

Become an Official Sponsor of the full 2026/27 Campaign, with planned recognition across Campaign content, social media and digital channels.

OTHER WAYS TO SUPPORT THE CAMPAIGN:

Corporate
Match Funding

Bespoke

Match donations pound-for-pound up to an agreed maximum value, creating a clear and measurable way to increase the impact of Campaign fundraising.

Journey
Sponsorship

From £2,500

Own a defined section of Mick’s 1,000-mile UK journey or sponsor a landmark mile, including the First, Halfway or Final Mile.

In-Kind
Support

Bespoke

Provide essential products, equipment, transport or services that directly support delivery of the Campaign.

Employee
Fundraising

Get your team involved

Bring colleagues together through workplace fundraising, team challenges and activities inspired by Mick’s journey, helping raise vital funds for the Campaign.

Additional opportunities can be discussed based on your organisation’s objectives and level of support.

Premium Campaign Sponsorship Packages

From £25k

Headline Campaign Sponsor

The lead sponsorship opportunity across the entire Return of the Stomper 2026/27 Campaign and all three challenges.

Benefits

- Lead association across the full 2026/27 Campaign and all three challenges
- Highest-level brand visibility across Campaign-owned content, social media and digital channels
- Priority inclusion in Campaign PR and media materials, where relevant and editorially appropriate
- Priority logo placement on agreed core Campaign clothing, support vehicle where used and principal Campaign materials
- Priority recognition at the Campaign launch and major Campaign milestones and moments
- Bespoke sponsor content integrated into key Campaign storytelling
- Opportunity for employees and representatives to take part in agreed campaign activities and key moments
- Post-Campaign inspirational workplace talk with Mick (subject to availability)
- Premium Headline Sponsor logo placement within the Campaign website sponsor area
- Premium recognition within the final Campaign Impact Report
- Recognition within the post-Campaign legacy piece
- Framed Headline Campaign Sponsor recognition certificate
- Priority access to agreed Campaign photography and content for sponsor communications
- Category exclusivity available by agreement

A LIMITED OPPORTUNITY

Headline sponsorship is reserved for a very small number of organisations seeking the highest level of association with the Campaign.

£15,000

Challenge Sponsor

Exclusive sponsorship of one of Mick’s three extraordinary challenges within the Return of the Stomper Campaign.

Everest Base Camp | 1,000 Miles of Hope | The three Peaks

Benefits

- Exclusive Challenge Sponsor status for the selected Challenge
- Lead sponsor visibility across Campaign social media and content relating to the sponsored Challenge
- Sponsor inclusion in PR and media materials relating to the sponsored Challenge, where relevant and editorially appropriate
- Prominent logo placement on Campaign support vehicle where used and agreed materials associated with the sponsored Challenge
- Priority sponsor recognition at key moments within the sponsored Challenge
- Opportunity for employees or representatives to take part in an agreed element of the sponsored Challenge, where appropriate
- Prominent Challenge Sponsor logo placement within the Campaign website sponsor area
- Challenge Sponsor recognition within the final Campaign Impact Report
- Recognition within the post-Campaign legacy piece
- Framed Challenge Sponsor recognition certificate
- Access to agreed photography and content from the sponsored Challenge for sponsor communications

THREE CHALLENGES. THREE EXCLUSIVE OPPORTUNITIES.
One Challenge Sponsor opportunity is available for each of the three challenges.

£10,000

Official Campaign Sponsor

Official sponsorship of the full Return of the Stomper Campaign, with planned brand recognition across Campaign activity and owned channels.

Benefits

- Official Campaign Sponsor status across the full 2026/27 Campaign
- Planned sponsor recognition across Campaign-owned social media and digital content
- Inclusion in selected Campaign PR and media materials, where relevant and editorially appropriate
- Logo placement on the Campaign support vehicle where used and within agreed Campaign materials
- Sponsor recognition within selected Campaign updates and key moments
- Opportunity for agreed product or service integration, where relevant
- Official Campaign Sponsor logo placement within the Campaign website sponsor area
- Official Campaign Sponsor recognition within the final Campaign Impact Report
- Recognition within the post-Campaign legacy piece
- Framed Official Campaign Sponsor recognition certificate
- Access to selected agreed Campaign photography and content for sponsor communications

LIMITED AVAILABILITY

Maximum of five Official Campaign Sponsors

Selected sponsor designations and category exclusivity may be available by agreement, subject to the nature and level of sponsorship.

Corporate Match Funding

**Double the impact.
Inspire more people to give.**

Corporate Match Funding gives organisations the opportunity to match public donations pound-for-pound, up to an agreed maximum value, helping every donation go twice as far.

A match fund can create a powerful incentive to give, helping build momentum, encourage public support and increase the overall amount raised for grassroots charities across the UK.

DOUBLE THE DIFFERENCE

**A £25,000 match fund could turn
£25,000 of public donations into
£50,000 for the Campaign.**

The value and structure of each match fund would be agreed with the organisation, allowing the Foundation to plan how it can be used most effectively to maximise public giving.

CORPORATE RECOGNITION

Recognition would reflect the scale of the match funding commitment and could include Campaign website recognition, planned social and digital content, relevant PR activity and recognition within the final Campaign Impact Report.

Significant match funding commitments may also receive an enhanced package of Campaign recognition, agreed with the organisation.

INTERESTED IN MULTIPLYING THE IMPACT OF YOUR SUPPORT?

Get in touch to discuss a Corporate Match Funding opportunity.

Journey Sponsorships

**Own a section of the route.
Own a landmark mile.**

A limited number of sponsorship opportunities will be available within Mick’s 1,000-mile UK journey, including defined route and regional sections and landmark miles such as the First, Halfway and Final Mile.

Each opportunity offers sponsor recognition directly connected to that part of the journey.

Route & Regional Sponsorship

Sponsor a defined geographical section of Mick’s 1,000-mile UK journey, creating a direct connection with the places and communities along that part of the route.

Landmark Mile Sponsorship

A limited number of significant miles within the 1,000-mile journey will be available for sponsorship, including the First Mile, Halfway Mile and Final Mile.

Journey Sponsorship opportunities are available at £2,500, £5,000 and £7,500+, with recognition and benefits reflecting the scale and significance of each opportunity.

Journey Sponsorship may include:

- Sponsor recognition connected to the agreed route section or Landmark Mile
- Logo/name recognition on the Campaign website and relevant route content
- Recognition within relevant Campaign-owned social media and digital content
- Opportunity for sponsor representatives to attend or take part in an agreed element of the sponsored route section or Landmark Mile, where appropriate
- Access to agreed photography and content relating to the sponsored part of the journey
- Recognition within the final Campaign Impact Report
- Recognition within the Campaign’s post-Campaign legacy piece
- Journey Sponsor recognition certificate

Interested in owning part of the journey? Get in touch to discuss available opportunities and pricing.

Why your support matters

Your support goes far beyond the challenge.

The Return of the Stomper is designed to raise vital funds and awareness for small grassroots charities and community organisations across the UK — organisations doing extraordinary work, often without the profile, resources or reach of larger charities.

Through the SpeedoMick Foundation, funds raised can help support projects tackling issues including **homelessness, poverty, mental wellbeing, suicide prevention, social isolation and disadvantage.**

Mick may be the one walking the miles, climbing the mountains and facing the elements — but the real impact happens in the communities the Campaign is designed to support.

Support Grassroots Charities

Helping vital funding reach smaller organisations making a difference in their communities.

Inspiring Hope

Using Mick’s journey and story to show that change, recovery and a way forward are possible.

Create Lasting Impact

Helping grassroots organisations reach more people and continue making a difference long after the Campaign ends.

Start Conversations

Creating opportunities to talk openly about mental health and recovery — helping challenge stigma and encourage greater understanding.

Why now?

The Campaign launches in October 2026 — and the opportunity to be part of it from the beginning is now.

Sponsors confirmed ahead of launch can be fully integrated into Campaign planning, launch activity, social content and PR, with branding incorporated into relevant Campaign assets ahead of Mick’s departure.

Sponsorship opportunities will remain available as the Campaign progresses, but early commitment gives organisations the strongest opportunity for integration and visibility from the outset.

With launch approaching, we are actively securing our lead Campaign sponsors now.

By sponsoring the Return of the Stomper, you’re not simply backing Mick’s next challenge. You’re helping him use his platform to back the organisations and communities that need it.

Join us. Be part of the journey.

Help turn 1,000 miles into lasting impact.



**RETURN OF THE
STOMPER**

Thank you!

Let's start a conversation.
Together we can create lasting impact.



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