The Virgin London Marathon is one of the world’s largest marathons. Winding through the city, the annual run was first held in 1981. The 32nd Virgin London Marathon 2012 (LM2012) took place on April 22nd with Team Blackbaud London in the pack with five marathoners.

This was the first time two charities, Prostate Cancer UK and Prostate Cancer Care, had combined efforts to secure this fundraising and awareness building opportunity. Their collaboration, known as TeamPB (Prostate and Breast / Pants and Bra / Personal Best), was announced as the winner in April 2011 and has served as a model for collaboration among other organizations. Their goal was to raise more than £1 million, which they exceeded by raising more than £1.25 million.

After the announcement, the Blackbaud Europe team immediately began working with the Prostate Cancer UK and Prostate Cancer Care to help them address the practical challenges of this unique collaboration. They did this through account management, technology, volunteerism and fundraising.

**Account Management**

Blackbaud created a collaborative account management team for the new TeamPB entity. The organizations’ account managers facilitated communication between the groups, helping the two charities become comfortable with each other and how data would be managed.

**Technology**

Assisting TeamPB with RE(i) enabled both charities to recruit and manage runners and sponsors in a secure, cloud-based environment, accessible by both groups so they could share data. Each organization was able to capture the relevant data, supporter preferences and giving histories they would need to maintain on-going relationships with their donors.

**Volunteering and Fundraising**

The support Blackbaud Europe gave the TeamPB was not just professional. It was also personal. Team Blackbaud London had previously volunteered with both charities, getting involved in everything from football competitions to celebrity packed fashion shows. When the opportunity to run in the London Marathon came to be, there were a number of willing participants, including the account managers for TeamPB.
The team was made up of individuals from across divisions and locations — Jerome Mosian (Blackbaud Europe, London), Jana Eggers (Blackbaud Products & Marketing, Charleston), Peter Blakey (Blackbaud Europe, London), Shaun Porteous (Blackbaud Europe, Glasgow) and Matt Ravenhill (Blackbaud Europe, London). For Blackbaud's marathoners, it was a tremendous experience. With the support of family and friends, they raised more than £11,500 as a team, which also included a team Reward Your Passion grant from Blackbaud.

Why the team went the extra mile to increase awareness for TeamPB, in their own words —

“I've worked with Breast Cancer Care for a long time and had gotten to know them well professionally as well as personally. My close family has been directly affected by both breast and prostate cancer, and they are causes close to my heart.” – Matt Ravenhill

“I was overwhelmed by the notes that I got from friends with their personal stories of how breast or prostate cancer impacted their lives.” – Jana Eggers

Please direct media inquiries to: Melanie Mathos, Public Relations Manager melanie.mathos@blackbaud.com 800.443.9441 x3307