

# A Leg To Stand On and SteelEye Announce RunningForALTSO

1 June 2020 [Greg Winterton](#)

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Submitted by on 1 June 2020

New York-headquartered mobility charity A Leg To Stand On and corporate supporter [SteelEye](#), a London-based regtech firm, have partnered on the inaugural 'RunningForALTSO', a challenge which pits SteelEye employees against staff from [Baringa Partners](#), a management consultancy firm.

The challenge 'runs' over 5 days, beginning today, June 1st, and the company which covers the most ground from its nominated 8 runners wins the challenge. SteelEye will be donating £1 for every kilometre covered by runners from either company; each runner uses the same app to cover their distance.

The idea for the challenge came from Matt Smith, SteelEye CEO.

"The work done by A Leg To Stand On is very important to us and we have been supporters of the charity since SteelEye was founded in 2017. The idea for this challenge came from wanting to find a fun, competitive and healthy way for us to raise money for ALTSO. We have a good working relationship with Baringa, so contacted them and they took up the challenge," he said.

The challenge is the first RunningForALTSO -branded challenge, and Smith hopes that it will evolve into a larger initiative.

"We are planning many more, with challenges being issued to a broad range of firms over the next few months. Our aim is to grow the number of participating firms, increase awareness of ALTSO and at the same time raise money," he said.

Gabriella Mueller-Evrard, Executive Director at ALTSO, added: "As a mobility charity, we produce other events which involve some level of competitiveness to help participants actively reflect on the difference mobility makes in their own lives and

RunningForALTSO aligns with this strategy perfectly. We look forward to the inaugural RunningForALTSO, which we have no doubt will be a huge success, and we hope to see this endeavour grow in the coming months and years, not just in the U.K., but in the United States as well, so we can raise more funds to give the gift of mobility to children in developing countries."

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