



**IICF International STEP UP Challenge**

**4 Week Exercise Challenge to Step Up for Charity**  
**Individual & Team Competitions! April 21–May 18, 2025**

Register at: <https://stepup.iicf.org>

**Insurance Industry Charitable Foundation**  
Helping communities and enriching lives, together.

It's that time of year again, when we breakout the Fitbit for the **IICF International Step Up Challenge: April 21 – May 18!** Our annual exercise challenge is a great team building and wellness opportunity which also supports vulnerable children facing hunger in our community.

A full breakdown of the program can be found on the [IICF Step Up Challenge website](#).

Below is a quick breakdown of how to participate/plug in:

### 1. IICF is welcoming Rocky Mountain RIMS to join their annual Step Up challenge.

- Register as an [Individual Walker](#) representing the **IICF Western Division** (skip the team captain questions).
- Once you have paid the registration fee, you will receive information on how to log into the Be Well platform to join the IICF team.
- Once you register on the BeWell platform, be sure to “Select Your Team” and choose **“IICF WesternDivision Wonders”**.

Let's get walking!

### 2. Raise Awareness

- *New this year: [Individual & Team Fundraising Option!](#) We're offering each team and all individuals the opportunity to create a personal fundraising page to share their journey, and encourage friends, family, and colleagues to donate in the fight against childhood hunger.*

### 3. Track Your Steps

- Walk, bike, swim, yoga and more – just about any form of exercise can be converted to steps through the tracking platform.

Step Up is a great avenue to engage colleagues and clients, no matter where they are located. Last year, IICF had participants from *19 countries*. We'd love to continue to expand our impact further in 2025!