

SECONDDOARY FUN
ROWING 

SECONDARY FUN

OUR MISSION

Welcome to one of the most daring and awe inspiring adventures on Earth, World's Toughest Row – The Atlantic.

This extraordinary event is a testament to human endurance, determination and the unyielding spirit of exploration. It's a feat that pits individuals and teams against the raw power of the Atlantic Ocean, a formidable expanse of water that covers around 20% of the Earth's surface.

In December 2025, over 40 crews will embark on one of the toughest endurance races in the world, rowing 3,000 miles across the Atlantic Ocean - setting off from La Gomera (Canary Islands) and arriving in Antigua (Caribbean) around 6 weeks later.

Participants come from diverse backgrounds, each with their own deeply personal motivations. Regardless of their reasons, all share an unwavering commitment to pushing the boundaries of human achievement. As we delve into the stories of each team member who has accepted this challenge, we'll witness the triumphs, struggles, and moments of profound transformation that occur along their arduous journey. Join Team Secondary Fun on our incredible voyage across the Atlantic, where ordinary people become extraordinary adventurers, proving that the human spirit knows no bound.

MEET THE TEAM

DECEMBER 2025

THE TEAM



OLIVER PICKWELL



OLLIE HAMILTON



JAMIE KIDD



ADAM ROWLATT



JAMES LEETCH

MEET THE TEAM

OLIVER PICKWELL



OLIVER PICKWELL

AGE: 23

OCCUPATION : GRADUATE PROJECT MANAGER

LONDON, UK

REASON FOR ROWING

Embarking on the challenging journey of rowing across the Atlantic Ocean holds deep personal significance for me. This endeavour is not just a test of physical endurance, but a symbolic mission in support of mental health. Witnessing first-hand the impact of mental health challenges within my own family circle has deepened my understanding of the struggles many face in silence. This journey, therefore, represents more than a personal commitment; it's a pledge to raise awareness, reduce stigma, and contribute to a more supportive, and accepting society.

The row will provide a unique opportunity to raise funds for Mind, a charity that has offered invaluable support to my loved ones during their darkest hours. It's a chance to showcase the strength cultivated through adversity, a testament to the resilience of my family members who have battled mental health issues. By undertaking this journey, I aim to further emphasise the importance of mental health support, reinforcing the message that no one should have to face these challenges alone. This mission, while personal, carries the collective hopes and aspirations of people close to me, serving as a beacon of resilience and a testament to the human spirit's indomitable strength.

MEET THE TEAM

OLLIE HAMILTON



OLLIE HAMILTON

AGE: 23

OCCUPATION : GRADUATE ECOLOGIST

LONDON, UK

REASON FOR ROWING

Throughout the Covid-19 pandemic, I grappled with intense anxiety, making the thought of social interactions daunting. However, I embarked on a journey of self-discovery and resilience, pushing myself to re-engage with the world.

This journey helped me conquer my fears and ignite a desire for greater challenges, fostering a thirst for more profound experiences and learning. Just as I have conquered my struggles with anxiety, I believe that this new challenge will provide the pinnacle of all opportunities for personal growth and learning. I recognise that others face similar battles. That's why I find solace in Mind, a mental health charity in England and Wales. Mind stands as a platform, offering vital information, support, and services to those navigating the labyrinth of mental health challenges, just as I did.

MEET THE TEAM

JAMIE KIDD



JAMIE KIDD

AGE: 24

OCCUPATION : GRADUATE ACCOUNTANT

 STAMFORD, UK

REASON FOR ROWING

The World's Toughest Row presents an extraordinary test of both physical and mental resilience, as well as an incredible opportunity to raise valuable awareness and funding for our designated charities. I have previously raised over £2,000 for T-21 (Birch Tree Café) throughout the whole of 2022, by completing monthly challenges alongside one of my closest friends, whose family benefits from the impactful work of T-21. These experiences have opened my eyes as to what you can achieve simply by being consistent; as a result of which, I continue to push myself physically through running, lifting weights and gymnastics.

As I witnessed the triumphant arrival of the first couple of teams at the finish line in Antigua during the 2023 race, my motivation soared to new heights. Meeting some of these inspiring rowers has kindled an even greater flame within me, reinforcing my commitment to take on this formidable challenge.

MEET THE TEAM

ADAM ROWLATT



ADAM ROWLATT

AGE: 24

OCCUPATION : PhD STUDENT

LIVERPOOL, UK

REASON FOR ROWING

From the age of 12, I found myself captivated by the annual spectacle of The World's Toughest Row. Each year, I would marvel at the extraordinary challenge of conquering the Atlantic, a feat that seemed insurmountable to my younger self.

Now, 12 years later, I stand on the precipice of that very challenge, ready to take on the Atlantic alongside four of my closest friends. This endeavour represents more than just a childhood dream; it is an opportunity to test the limits of my mental and physical endurance. Moreover, this challenge provides a platform to support a cause that holds a special place in my heart - Dementia Adventure.

This remarkable charity has supported my family members affected by dementia, enabling them to continue experiencing life's joys even in the face of adversity. By participating in The World's Toughest Row, I aim to embody the values of Dementia Adventure. This challenge, much like the journey of those living with dementia, is about resilience, courage, and the pursuit of life's adventures despite the obstacles we face. Together, we can make a difference and transform the lives of those affected by dementia.

MEET THE TEAM

JAMES LEETCH



JAMES LEETCH

AGE: 24

OCCUPATION : PHD STUDENT

📍 SINGAPORE, REPUBLIC OF SINGAPORE

REASON FOR ROWING

One might assume that answering this question would be straightforward, but the reality is far from it! My hesitation in responding underscores the magnitude of the adventure that lies ahead - a journey into the uncharted waters of the Atlantic.

I am eager to share this experience with as many people as possible, harnessing the collective enthusiasm of our supporters to benefit Dementia Adventure. Inspiring and helping people to get out there, seek adventure and stay active is a core value of both our team and our chosen mental health charities.

Having little idea what collective fortitude it will take to carry our team safely across an ocean in a tiny rowing boat is a unique opportunity for a great adventure and challenge which captures this spirit. Let's go find out!

OUR CAUSES



At the end of our voyage, our boat and loose equipment will be sold onto a future team. All proceeds from the sales will be donated to our chosen charities - Meaning, the further we exceed our fundraising target, the larger proportion of total sponsorship funds raised will be donated to our charities.

We are anticipating a 60% clawback when we meet our sponsorship target:
i.e. If £125,000 is raised through sponsorship, ~£75,000 (~60%) will be donated to charity,
and if £250,000 is raised through sponsorship, ~£200,000 (~80%) will be donated to charity.

This is why the number of packages on offer is subject to change, giving the chance for the largest proportion of proceeds to go directly to those in need. We will ensure sponsors' logo sizes are representative of the package purchased and aligned proportionately to the group.

OUR CAUSES

MIND



MIND

Mind is a UK-based mental health charity that provides support and resources for individuals experiencing mental health challenges. They advocate for mental health awareness, offer helplines, and work to create a society that understands and supports those affected by mental health issues.

At the heart of Mind's mission lies the dissemination of essential information and practical advice. They recognise that knowledge is power, and thus, they empower individuals by offering insights into mental health symptoms, available services, and effective coping strategies. Whether it's understanding one's own condition or assisting a loved one, Mind ensures that this knowledge is accessible and empowering. Their information helpline, online resources, and community outreach programs serve as lifelines for those seeking clarity and direction.

Mind's impact reverberates across neighbourhoods and towns through a network of Local Minds. These local branches are more than mere administrative entities; they are lifelines for individuals facing mental health struggles. Within their walls, support groups convene, counsellors lend empathetic ears, and shared experiences weave a safety net. The power of community lies in its ability to dispel isolation. Local Minds foster a sense of belonging, ensuring that no one feels alone in their journey. Whether it's a cup of tea shared in a cosy room or a virtual chat during uncertain times, these local hubs provide solace and understanding.

Mind's unwavering commitment to mental health encompasses education, advocacy, and community support. They are architects of resilience, champions of empathy, and custodians of hope. As the sun rises and sets, Mind stands firm, casting a compassionate light upon the shadows of mental health, reminding us all that we are not alone in our struggles.

OUR CAUSES

T-21



After formal education, many individuals with Down's Syndrome face a lack of opportunities; with only 6% of adults with learning disabilities being in paid work. Loneliness, linked to several health risks, including depression and high blood pressure, compounds their challenges. Recognising this, a group of parents and trustees from the local Peterborough Area Down's Syndrome Group founded T-21. Their vision is to open a café that provides a safe working environment for members with Down's Syndrome.

Thanks to grants, donations and local support, Birch Tree Café was then established. The small village of Easton-on-the-Hill in Northamptonshire has provided a learning centre and platform for young people with Down's Syndrome to gain practical work experience and foster social interactions. It's a hub where connections are made, stories are shared, and friendships blossom. Locals, visitors, cyclists, and walkers all converge here, creating a vibrant tapestry of community life. Through their involvement, they break down barriers and prove that aspirations know no bounds.

The café is run by T-21, an organisation whose mission is to provide employment, develop life skills and build independence for young adults with Down's Syndrome in a welcoming and supportive community environment. T-21 has provided them with access to training and skills development, which are essential for their personal and professional growth. By working in the café, they can apply what they have learned at school in a practical setting, which not only enhances their skills but opens up more opportunities for them in the future.

Your support matters—every cup of coffee, and every pound donated, contributes to their growth, independence, and well-being.

OUR CAUSES

DEMENTIA ADVENTURE



**dementia
adventure®**

Dementia Adventure is an award-winning charity that focuses on enhancing the lives of individuals living with dementia by connecting them to the great outdoors and the wonders of nature. Their mission extends beyond mere outdoor excursions; it's about fostering well-being, connections, and resilience.

Connecting with the natural environment can significantly improve well-being. The charity organises outdoor activities, nature walks, and adventures for people and families with dementia. Whether it's a leisurely stroll through a fragrant garden, a picnic by a serene lake, or a day trip to the countryside, these experiences offer respite from the challenges of daily life. The rustling leaves, the warmth of the sun, and the scent of blooming flowers become therapeutic companions.

Dementia Adventure understands that dementia affects not only the individual but also their families. These unsung heroes often face immense stress, emotional strain, and isolation. By encouraging joint participation in outdoor activities, Dementia Adventure strengthens the bond between individuals with dementia and their caregivers. Together, they explore new landscapes, share laughter, and create lasting memories.

Your support helps provide free training to caregivers, equipping them with practical tools to better care for their loved ones. Educated caregivers enhance the well-being of both the person with dementia and themselves.

By bridging the gap between nature and dementia care, Dementia Adventure not only enriches the lives of individuals facing this condition but also cultivates a sense of unity and joy within families and communities. It illuminates a path of hope, resilience, and connection for those navigating the challenges of dementia, fostering a brighter future for all involved.

THE RACE

DECEMBER 2025

£16M+ CURRENTLY DONATED TO CHARITY

100M+ PRINT CIRCULATION

15.5M+ PEOPLE REACHED

75M+ AUDIENCE REACHED

85+ TV PIECES OF COVERAGE

23.7K TOTAL PAGE FOLLOWERS



1.8M+ TOTAL IMPRESSIONS



60M+ LIFETIME REACH



28°N, 17°W
LA GOMERA

START

17°N, 62°W

ANTIGUA



FINISH

3,000 MILES

40+ TEAMS
3,000 MILES



WR ATTEMPT: YOUNGEST TEAM OF 5

THE CHALLENGE

INTERESTING FACTS

TIMELINE

We will each row in shifts of 2 hours on, 2 hours off for roughly 6 weeks, depending on weather conditions and the ocean current.

Sleep deprivation, hallucinations and hunger will make this the ultimate test of body and mind. While challenged with consuming 5,000 calories each per day, we will be subject to 20ft waves and unfavourable weather. Despite consuming so much food, it is common for rowers to lose at least 10% of their bodyweight during the crossing.

There is a chance that we may not be alone for the whole journey, as we might come across some incredible marine life, including Whales, Blue Marlin, Dolphins!

We expect the row to deliver a vast breadth of experiences and emotions, including camaraderie, overwhelming self-discovery and pride.

In preparation, we are undergoing physical training as well as mental training delivered by Gareth Timmins (ex-Royal Marine). In addition to this, we are each completing 5 safety ocean rowing courses in order to ensure we are as ready as we can possibly be before the race start.



5,000 +
CALORIES BURNT A DAY



20FT
HIGH WAVES



10 LITRES
WATER INTAKE A DAY



1.5M+
OAR STROKES

12th DECEMBER

+3 HOURS

+7 HOURS

+6-8 DAYS

+15 DAYS

+25 DAYS

+29 DAYS 14HRS

+30 DAYS

+30 DAYS 7HRS

+32 DAYS 22HRS

+33 DAYS 12HRS

RACE START

CONCORD

COMMERCIAL PLANE

CRUISE SHIP

SWALLOW

HMS VICTORY

FOUR OARSMEN (WR TEAM OF 4)

HUMPBACK WHALE

ROW4CANCER (WR SOLO)

ROW4CANCER (WR TEAM OF 2)

ROW HARD OR GO HOME (WR TEAM OF 5)

OUR BOAT

THE R45

STARBOARD

STERN

DESALINATOR (WATER MAKER) CAN PRODUCE 40 LITRES PER HOUR

BIO-FOULING INCREASES DRAG AT THE BOTTOM OF THE BOAT MEANING IT HAS TO BE SCRAPED WEEKLY

PEAK POWER DEMAND OF THE SOLAR PANELS IS 200W/H

GPS RELAYS INFORMATION TO AN AUTOMATIC RUDDER

5 DAY EMERGENCY WATER STORAGE. USAGE OF THIS WATER WILL INCUR PLACEMENT PENALTIES

CREW MEMBERS MUST WEAR A WAIST HARNESS WHEN OUTSIDE OF THE CABINS

BOW

PORT

OVER 1,000 RATION PACKS, 300KG OF FOOD WILL BE CONSUMED

THE POOP BUCKET IS LOCATED BEHIND THE ROWERS AND OVER 5,000 SHEETS OF TOILET PAPER WILL BE USED

PROJECTED COSTS

COST BREAKDOWN



ROWING TRAINING	£3,000
BOAT	£65,000
MANDATORY COURSES	£3,000
RACE ENTRY FEES	£22,000
LOOSE BOAT EQUIPMENT	£10,000
SHIPPING OF BOAT	£11,500
RACE FOOD/DRINKS	£8,000
INSURANCE	£2,500

SPONSORSHIP PACKAGES

BUY A MILE - £50

FOOD FOR A DAY - £100

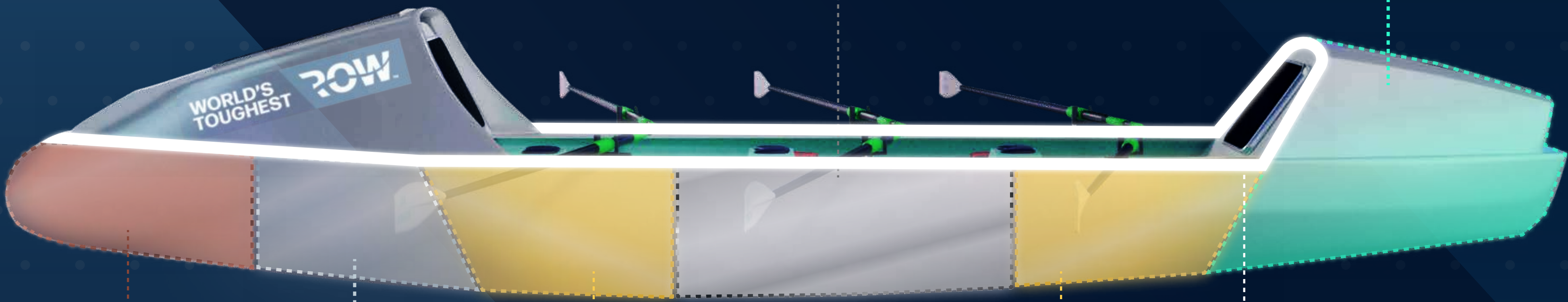
OARS - £500

PLATINUM

£20,000

HEADLINER

£TBD



BRONZE

£2,500

SILVER

£5,000

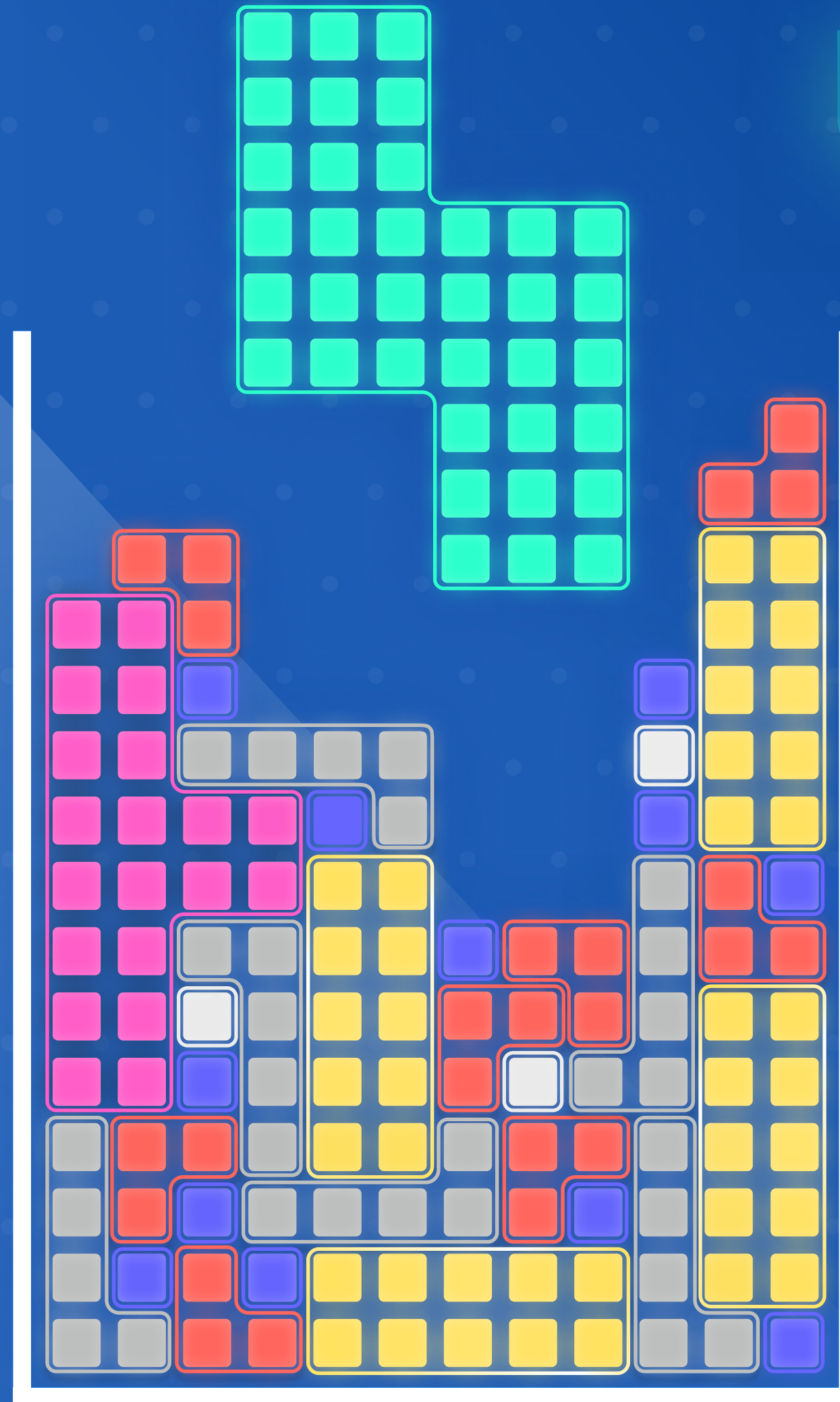
GOLD

£10,000

SHOALING CLUB MEMBERSHIP - £250

SPONSOR PACKAGES

COST BREAKDOWN



○ EACH CUBE REPRESENTS £1,000

TOTALS

● INDIVIDUAL SPONSORS (1K)	£12,000
● OARS (£500 EACH) X6	£3,000
● BRONZE (£2.5K EACH) X 8	£20,000
● SILVER (£5K EACH) X6	£30,000
● GOLD (£10K EACH) X 4	£40,000
● PLATINUM (£20K) X 1	£20,000
● HEADLINER (TBD)	TBD

TOTAL NEEDED TO VOYAGE = £125,000

* THESE PACKAGES ARE SUBJECT TO CHANGE DEPENDING ON OFFERS, BUT THIS IS THE PROPOSED STRUCTURE WE ARE AIMING TOWARDS

THANK YOU

CONTACT US: SECONDARYFUN@GMAIL.CO.UK