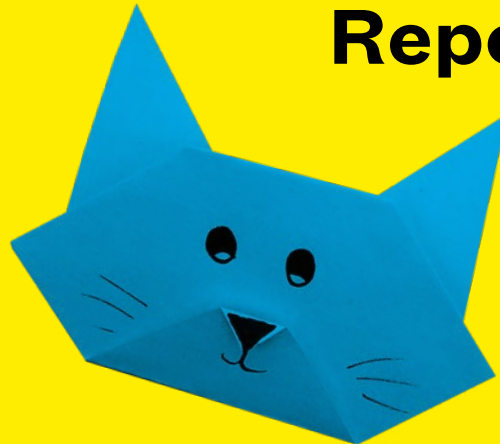


THE JANUARY CHALLENGE 2019

Report



**64 Million
*artists!***

No. 365

Jamie Wreck

**THE
JANUARY
CHALLENGE
2019**

WHAT IS THE JANUARY CHALLENGE?

We believe that everyone is creative, and that when we use our creativity we can make positive change in our lives and the world around us.

The idea is simple. Each day in January we sent out a short Creative Challenge which only takes 5 or 10 minutes to complete, using materials that should be easy to find (a pen, paper, random junk in your recycling bin, a sense of humour, etc). The Challenge might be to create art out of fruit, recreate your favourite album cover, or learn something new about your local area. Participants are encouraged to follow our Do Think Share model - Do the Challenge, Think about what they created, how they approached it and how it made them feel, and Share their creative endeavours with others online or in person. The January Challenge is a self-funded initiative and has run since the organisation was founded. 2019 was the 5th time the Challenge has run.

This year also saw the launch of our Workplace Package. The January Challenge is free to take part in but we offered a package of tailored support to help get workplaces geared up and ready to take part in the programme to promote mental wellbeing, collaboration and strong company culture.

What Happened?

Over 15,000 people took part in The January Challenge 2019.

This is inclusive of those signed up on email, those who received the Challenge via social media and those who engaged via their workplace. This means that engagement figures have more than doubled each year since its inception. We are active in reposting, supporting conversations and encouraging participation, and often other Challengers will praise and promote their fellows and welcome newcomers. The more people who see the Challenges, and the results that Challengers create, the more people can engage in the campaign and be supported to embrace their creativity. This year had the highest engagement levels throughout the month that we have seen so far, with a real mix of new and returning Challengers. Several people quickly commented on the positive impact that the strong community spirit and focussed creative time had on their wellbeing and mental health.



DAY 11
FRUITY
FRIDAY

Make art out of fruit!

" I found it encouraging, uplifting and fulfilling. Completing a challenge was a small funsize achievement. "

STATS

Participants

15,000+

Posts on Facebook

4,580+

Posts on Twitter

4,100+

Posts on Instagram

2,050+

Not including all workplace sharing as most of this was done via internal intranet systems.

#TheJanuaryChallenge hashtag

Impressions

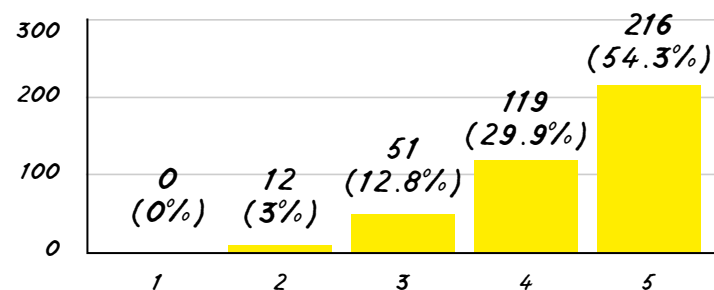
11M+

Reach

1.5M+

Enjoyment

We asked people if they enjoyed the challenge - and they said yes!



On a scale of 1 to 5 how much did you enjoy the January Challenge?

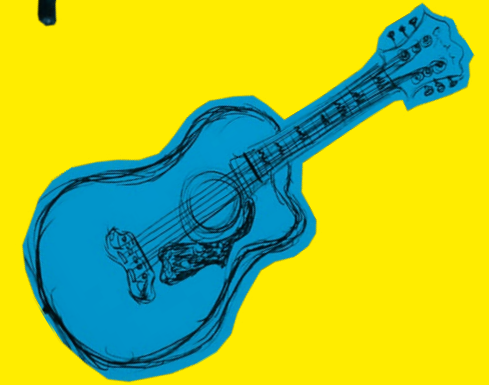
398 responses



95%+

of those surveyed

FOUND THE CHALLENGE HAD A POSITIVE EFFECT ON THEIR WELLBEING



“

Instead of scrolling through my phone, I spent time thinking about creative projects.

And when I completed a challenge, I had something to show for it - something tangible in many cases, but also a lift in mood, and a sense of wider horizons and possibilities. I also felt a connection to all the other people doing the challenge - it felt like being part of a like minded community, even though I didn't know any of them or have direct contact with them.

”

“

It surprised me how uplifting it was to create for the fun of it,

not for critical evaluation, not for hanging on a wall, and not for potential monetary reward. This must be how it felt to play as a child, completely immersed in the task itself.

”

“

Initially, I was a little apprehensive about participating

and certainly about sharing my contributions - as I felt I wasn't good enough. Pretty soon though, a warm and encouraging community began to emerge, and I felt so thrilled to be a part of it. The structure of having something to do - to create - each day also became very important. It really lifted my spirits, helped boost my confidence, and gave me something positive to focus on.

”

REFLECTIONS

Who took part?

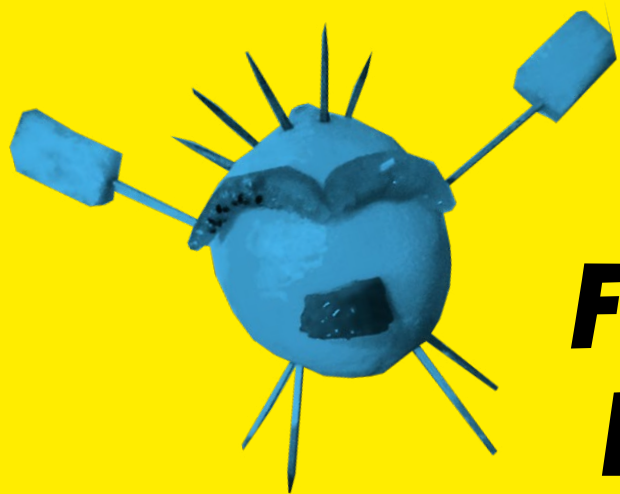
The January Challenge community is often cited as the inspiration for taking part, and the reason people get so much out of it. Here's what we know about them:

1. Ages ranged from under 10 to over 80
2. At least 89% of Challengers came from outside of London and participants were spread all across the UK as well as the US, Canada, Europe, Africa and Australia. On the survey the representation from outside the capital was even broader: [See the map here.](#)
3. Around 74-87% of participants were women (this varies depending on platform)
4. 12% of participants would consider themselves to have a disability
5. From the small fraction of those who took the survey, 11% were from BAME backgrounds. This is something we are very keen to broaden out and this will be our focus for the 2020 campaign.
6. A large number of people said that they were experiencing mental health difficulties or dealing with issues around grief, separation and caring responsibilities.
7. We engaged people from a broad range of socio- economic backgrounds, covering all of the Index of Multiple Deprivation deciles. (IMD ranks all postcodes in England by deprivation)
8. Workplaces reported value in "the privilege of creative moments" with patients, service users, students and employees.

What about next year?

We are always reflecting on our processes and are keen to make The January Challenge experience the best that it can be. Here are our top tips and top learnings from this year!

1. We want to broaden the range and demographic of people that take part. Although we see a huge range of locations, ages and socio-economic backgrounds, we hope to engage with a more diverse set of ambassadors and widen the reach of the Challenge.
2. To do this successfully, we need to start a lot earlier (as always!) - and spend focussed time building our audience and relationships with new sectors, areas and community groups. We are hopeful that with a growing team, and by exploring funding options, we can develop more partnerships and focus on wider and more diverse recruitment. Every year so far we have doubled our engagement numbers - next year we are aiming for 30,000!
3. We want to expand the Workplaces Package to develop the processes and logistics of championing the Challenge in large teams and buildings. Again, this means starting earlier, and using workshops and tailored support to enable employees to effectively champion the Challenge in their teams.
4. We want to enable as many opportunities to share and be social as possible, including connecting people in their local areas, encouraging interaction (online and in person) and giving away ownership wherever possible.
5. The community that builds up around the Challenge is special. We want to build on that community and harness its strength as a supportive, encouraging and inspiring unit for people to explore their creativity.



THANK YOU FOR TAKING PART IN THE JANUARY CHALLENGE 2019.



***Join us next year by
signing up here:
dothinkshare.com/sign-up***



**If you want to find out more
about the January Challenge
or how 64 Million Artists can help you
contact: [Jemima, jemima@64millionartists.com](mailto:Jemima,jemima@64millionartists.com)**



**64 Million
artists!**

No. 365

Jamie Wreck

