



A7b FUND RAISING

Richard Bird 2002 - Revised 2007

Most expeditions require some fund raising to cover the costs which may at first seem prohibitive. However, before looking at ways of raising funds, it may be worth putting the costs of a trip in context. Parents are often happier about the relative costs of a trip when compared to the cost of having their child at home for a long period and paying for them on a family holiday, although the difference can still be large. That said, every year many hundreds of young people raise considerable sums to enable them to fulfill their ambitions of doing a trip of a lifetime. It may be worth giving the individual expedition members a target for fundraising. Some expeditions require that members should aim to raise a minimum, maybe £300 - £500 individually, by their own initiative or by working. Funds raised centrally by the whole team are then divided up equally between the team prior to departure.

This article is intended to give you some pointers and ideas in how to make fund raising work. However, no article will suddenly magic up the money required; it will still require hard work, enthusiasm and imagination to succeed, qualities that will be invaluable not only on your expedition, but also in life.

Start early; ideas take time and the earlier you start the better. Logos, brochures, writing paper and websites can take months to set up, and it is good to have these in place well before the expedition. Ideally, fifteen months is a good starting point.

Before starting it is vital to sort out where exactly any funds will go. This is especially important where individual members (or groups of them) may be raising money through their own efforts. All must agree the proportion to be retained by the individual for his / her own funding, and that which will go to the overall funds of the expedition.

RAISING THE PROFILE

Raising awareness of the trip is vital in helping to raise funds. If you are high profile, people will be more willing to support, companies will be happier if it means they can get a mention in the local press, and events will be better supported.

Brochure

When making any approach for funds or sponsorship, you must appear professional, so that it looks like you know what you're doing and will succeed in your objectives. A shoddy approach to a company will result in a shoddy response, i.e. no money! A well-constructed brochure will create a good impression and will get your project noticed over the many other requests for help. Printers may print an A4 or A5 leaflet at cost, again if approached in the right way, and colour photos can all add to the overall impression of class! Names of early sponsors could be used on the brochure which in itself can be



used as a selling point to attract those early sponsors.

Logo

On similar lines, an expedition logo will give a sense of identity and professionalism; it could be designed in-house for economy and used on writing paper and team clothing.

Website

Young people on expeditions are often brilliant at constructing and updating an expedition website which you can use to raise your profile and advertise events. Links from school, community or outdoor shop sites can be set up, or from businesses that become sponsors. Your sponsor list can be included, and again used as a selling point to encourage further sponsors.

Media

Make the local newspaper editor your best friend. When you examine the content of your local paper, you'll see they are desperate for your story. You may think they won't be interested, but compared to another cat being stuck up a tree; your trip is really newsworthy! Don't just write though, go and see them and keep in touch; offer to provide a regular monthly feature and letters, reports or e-mails from your trip to add extra interest, or run a competition. Don't be shy; we once had a feature on BBC news which covered a fifty mile fundraising walk because we went to see them and they had a crew free that day! You never know, your story may stir the little old lady millionaire into sharing her money!

Local radio will also be interested, especially if you offer to provide some audio material recorded while on expedition, or a live telephone interview. As always, go and see them and you may be surprised; two members and myself were interviewed on local BBC radio by an ex Blue Peter presenter (one of my heroes!) though I was so nervous that I gave the wrong phone number out at the end!

Newsletter

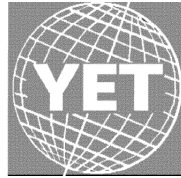
A regular newsletter to update people of your plans is another way of keeping people in touch, and another thing to be delegated to expedition members; if this is photocopied, it need not be expensive.

RAISING FUNDS

Company Sponsorship

As hinted above, companies are inundated with requests so there has to be a good reason why they should support your project. Ask yourself why they should give their

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hard earned money away to help you go abroad and enjoy yourselves! What have you got to offer in return? Work out what you can offer, and go in person and meet the person in charge of the purse strings. We once had a set of down arctic jackets provided (one week before departure) because I met the right person at the right time and they liked my idea of their logo being embroidered on the jackets; we made sure we looked after the company and the photos we sent them of us wearing the jackets in front of Mt. Everest still adorn their company reception.

You will get more joy if the company is local and if there is a connection, either through someone who works there or with the area you are going to. Make sure the companies get something back; we took nearly 100 photos on each expedition like the above, and sponsors were invited to receptions, expedition presentations on our return and sent reports. Each year, we started with these companies and, because of the good relationship, had an excellent success rate at re-sponsorship.

You need to appreciate that companies may have a set amount to give away each year and when it's gone its gone! By starting early, if you are turned down as there is none left this year, you can ask to be considered in the following year's budget and still have time. Remember too that tax years are important watersheds, and that their giving is tax-free!

It may be worth investigating British companies with branches in the country you are visiting as they may be able to give you local help and support.

Individual Sponsorship

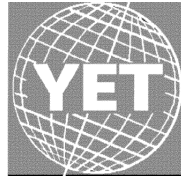
As with companies, human nature will want to know what's in it for them! We ran a supporters scheme; £10 got you a mention in the report plus a postcard from the team on expedition; £25 added tickets for the presentation and a t-shirt, while £50 added a tie and a personalised photo in front of Everest! It sounds unlikely, but it raised literally thousands of pounds.

Professional Fund Raisers

It is unlikely that you will make use of these, but be aware that the Charities Act (2006) lays down specific conditions under which they may operate (see note at the end).

Grants

Our country has thousands of sources of funding; library reference sections are a good source of information, but do find out if you are eligible and apply early. Organisations such as Lions, Round Table, and Rotary may also help, especially if you can offer a presentation in return. YET has details of some grants available to individuals, and will support some expeditions through funds raised centrally.



Sales/Selling

In many ways this is the real bread and butter of fundraising, and something easier in my mind than another sponsored walk where you are asking for money but don't give anything back. Here are some ideas that I have done:

- Christmas cards (plan early to start selling in September)
- Christmas puddings
- Christmas turkeys

- Greetings card (good as you can sell all year round)
- Expedition wine (good around Christmas)
- Donuts (school break time; 50 /day gave £1000 profit in one year).

Other Ideas

- Art and Craft Sale
- Art Exhibition
- Auction of promises
- Baby Sitting
- Barn Dance
- Car Washing
- Coffee Morning
- Disco
- Donkey Derby
- Fashion Show
- Medieval night
- Nearly new sale
- Race night
- Raffle
- Wine Tasting

NB. Serving alcohol at a function (even if 'free' with the ticket) will require a license from the local magistrates office. This is not difficult providing you do it well in advance. Check whether or not your proposed venue is already covered. Raffles must be done within strict guidelines (available from your local council offices) or you could find you are breaking the law unintentionally.

Footnote:

Regulations for fund raising for charities are contained in The Charities Act 2006. It is 52 pages long. To order a copy call 0845 015 0010 and quote URN 07/Z2 or go to the Charity Commission website: www.charitycommission.gov.uk OR that of the Cabinet Office www.cabinetoffice.gov.uk/third_sector