



Fund-Raising Management. 2010

Money Management

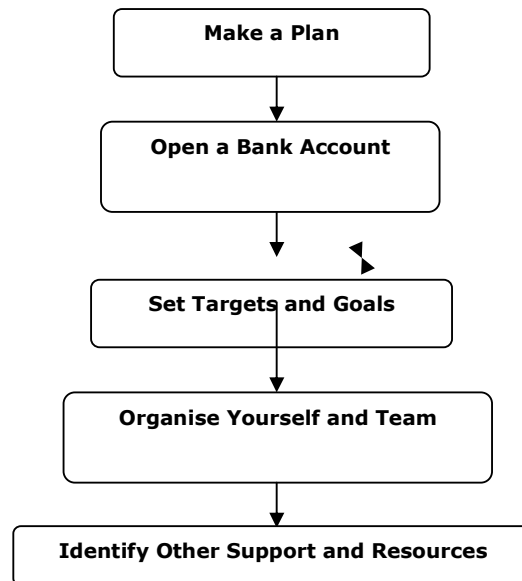
Unfortunately it is a fact of life that it costs money to go away on expedition and, even harsher, because of the nature of expeditions, distances involved, safety considerations, length of time away etc it costs a lot of money.

Do not be daunted by this.

It's a challenge that is achievable and right now, all over the country there are hundreds of young people just like you, successfully raising funds for their expedition.

Fund-raising is all part of taking on the challenge of an expedition. Many people tell us it is one of the most enjoyable parts, as they realise they are capable of achieving far more than they had ever dared hope before.

There are some easy steps you can take to help you manage your money as your funds increase through your hard work. Here is a simple plan and guidance notes to help you think about your finances, focus your mind on the task of raising money and to assist you in managing your funds and resources effectively.



Make a Plan

Before you dive headfirst into your fantastic money-making scheme, it is vital that you carefully plan what you need to achieve as an individual and as a team. It's easier to do this with someone who already has experience of handling money and who will be able to give you constructive advice. This may be a member of staff at school, your parents, a family-friend or a local business person.

We have given you a list of fund-raising ideas to get you started. Your plan will help you identify which ideas are 'no-hopers' and which are worthwhile and productive for you to focus your energy on. Remember to keep a note of the 'no-hope' ideas, so that you don't inadvertently waste time on them later on. You may find that you need to change and adjust your plan as you go along; there is no problem in doing this, as you will soon find what ideas work best for you and produce the most revenue.

As part of your team fund-raising plan, identify the talents and skills that lie within your group and decide as a group how these can best be utilised. Keep a calendar of your events so that you don't double-book. Consider the type of events you wish to concentrate on, you may find it best to spread the range of your fund-raising and incorporate several different methods of money-making, this will make it more interesting for you and also give you the chance to see which type of event raises the most money.

Open a Bank Account

It is important that you learn to manage the money that you will be earning, this is an essential life skill that, if you do it right, you will benefit from time and time again as you go through life. Don't be nervous about the

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many different types of bank accounts, it's not rocket science, mostly its common sense. If you know anyone who is good at handling money, ask their advice.

You should put your money somewhere safe, where you can add to it easily and where it will earn you the maximum amount of interest. There are a great number of banking facilities available, both in the high street and on the internet, so it will pay you to do a bit of research, shop around for the best deal. Don't just look at interest rates, you need a bank account that will be flexible as your funds increase, is convenient and has good customer service. There may be some added incentives too; think about asking the bank if they would like to contribute to your expedition, either financially, materially or perhaps they can donate stationary for you to sell in your school shop?

Set Targets and Goals

We all work best if we have a goal to work towards, our performance and motivation is increased when we are focussed on getting a result. You will be more enthusiastic and find it a lot easier to raise your funds if you have a definite plan with an end goal in site.

You first need to establish your target you are aiming for. Calculate the total amount you need to raise, don't forget to include extras such as personal kit you may need to buy, the cost of vaccinations and your spending money. Write this down and fix it in your mind. This will be a large figure, don't let this dishearten you, you can do this. You may find it easier to break the final figure you need to achieve down to a more manageable size, set a monthly target, from this you will see that is easily within your reach, provided you apply yourself.

Don't forget to include the number of birthdays and Christmases before you leave, you may want to ask for items of kit for presents or money to put towards your total amount. You'll see that things are already looking a lot easier.

Organise Yourself and Team

By now you will be well on the way to success. You have a plan; you have a bank account to keep your wealth in; you know exactly how much you need to achieve and you know how you're going to do it. Everyone around you will now know that you are going away on expedition and will be encouraging you and supporting you in the task that lies ahead.

This is the best part, you can now implement your plan and put into action all those fantastic ideas you've had. Your organisational skills, or those of your team members, will now come to the fore. Co-ordinate your workload and decide who is doing what task; decide where you will be working; target your sponsors; write your letters and your CV if you're planning on applying for jobs.

Your team may decide to elect a treasurer; events manager; press officer and secretary. If so, decide how long these people will stay in post for and exactly what their roles will be. It is important that the flow of information around the team and on a wider scale around family; school staff and the press is maintained and consistent. By meeting regularly (but not too often – remember to leave time for work)! using e-mail, a notice-board and briefings you will find it easy to co-ordinate and monitor your efforts and to avoid duplicating work or doing things that are not essential. This will make it easier for you to stay on task and remain focussed on your end goal.

Applying for Sponsorship

You can do this individually or as a group. Bear in mind that a company that receives 20 letters from individuals asking for sponsorship is less likely to be forthcoming, than if they just had one letter from the whole team.

Before putting pen to paper, consider and agree what it is you want to ask for and what you are prepared to offer in return. Here are some ideas:-

- A one-off payment towards the cost of your expedition – in return you could mention the company's name in your press releases or on your website.
- Items of kit – you could wear the kit in the team.
- Tools or equipment for your project work, or even better funds to buy the tools locally when you reach your destination (that way you help the local economy and cut down the weight of baggage on the airline) on return you could issue a press release showing what you achieved on your project.

When you write your letter asking for support, be clear that you are not asking for a handout, emphasise that you will give something in return and let them know what. Make sure you address your letter to a specific person within the company, either the Managing Director or the Press Officer are usually good. Ensure the company understands what you are offering in return for their support, this will help them to see the PR benefits they stand to gain. Follow-up your letters with a telephone call or, if the company is local, a personal visit – it's harder for them to say `no' to a smiling face!





Make a note in your diary to write and / or visit any companies or individuals that supported you when you return from your expedition. A nice way to say 'thank you' to people is to organise a presentation evening so that you can use your photographs, video and anecdotes to show them what good use you made of their support.

Other Support and Resources

You now need to start telling as many people as possible what you are planning. Spread the message loud and wide! Speak to the local newspaper, radio and even television station – they all have space to fill and may well pick up your story. Tell them about the project work you are planning while on expedition – the thought of local young people travelling far afield to help another community may well generate some interest. Do some research on how to write a good press release, so that it ends up in the pages of the newspaper, instead of in the editor's bin.

If you have some IT buffs in your team, how about producing a website? This is another tool that you could use for people to stay in touch with your progress. It could also prove beneficial when asking companies for sponsorship, as you could offer to put a link on it to their site, in return for some kit. It would also be a valuable way for the whole team to stay in touch.

Remember to use your resources effectively and to the best advantage. Your time is a valuable resource and is extremely precious, don't waste it. Start work as soon as you can, if you wait for a month or two, you will have to work longer and harder to achieve the same income. Plan your events so that there is always something in the pipeline if you can, that way people will stay interested and not forget about you. Negotiate heavily with people to get the best deal, if you tell people what you are raising money for, you will be pleasantly surprised how helpful they can be.

Useful Funding Sources

Look in the reference section of your local library for the 'Directory of Grant Making Trusts', this lists organisations who may be able to help you, but be aware that many do not offer funding to individuals. Another good book to look out for is the 'Funding Agents Sourcebook' www.fundingagents.com this is an internet-based book and is published annually. It claims to list most funding sources within the UK and could be a good database resource. Perhaps your school would like to have their own reference copy?

If there is a branch of the Lions Club, Round Table, Rotary Club or Women's Institute in your area contact them, they may offer some support in return for a presentation when you get back. Check out the Royal Geographical Society website, www.rgs.org – they've got a whole section on grant providers.

Maybe you've got a generous relative in your family? An ageing aunt who would love to invest in your expedition?

.....And Finally

- ➔ Raising the money for your expedition is a marathon, not a sprint.
- ➔ Don't dawdle at the beginning or you'll never catch up.
- ➔ But also, don't be tempted bolt off at the beginning or you'll collapse in a heap, part way along the course.
- ➔ Be systematic and determined in your efforts and your funds will soon mount up and before you know it you'll be on the plane to an adventure of a lifetime!

Fund-Raising Ideas

Below are some tried and tested fund-raising ideas to get you started...the type of event and how you run it are entirely up to you...the only limit is your imagination



Event	Notes
Abseil - sponsored	Outposts Ltd can help organise this.
Antiques Roadshow Auction	Ask parents to donate items (not the family silver though)!
Apple dunking	
Auction of art; promises; skills etc	
Baby sitting	Start a baby sitting circle in your school.
Back to front day	Be sponsored to wear your clothes the wrong way round for a day.
Bag packing at supermarkets	This is a very good money spinner – particularly just before Christmas.
Baked beans bath	
Balloon race	
Barbecue	
Barn dance; tea dance; Ceilidh	Go retro have a 1920's theme.
Bed push	
Bingo	



Book fair	
Bouncy castle	
Bring and buy	
Cake stall	Cook cakes from the country you are visiting.
Car boot sale	
Car washing	
Concert/disco	
Craft fair	Theme a stall to the country you are visiting
Cricket match	Teachers v Students
Cycle ride	
Christmas cards	Design your own and sell them.
Computer games knockout competition	
Chocoholic Challenge	Be sponsored to give up chocolate for a day/week – however long you think you can last!
Darts match	
Dog show	
Dog walking	
Dry cornflake/cream cracker eating competition	
Doughnut eating competition	
Design a tea towel	Theme it to the country you are visiting or to your school/home town.
Easter egg hunt	
Flower festival	
Football tournament	
Foreign coin sale	
Fun walk or run	
Fashion show	Give it a theme
Face painting	
Guest speaker evening	Invite a famous/interesting person to speak and sell tickets
Head/beard sponsored shave	
House cleaning	
Hair braiding/plaiting	
Horse/Dog Show	
It's a Knockout competition	
Ironing clothes	
Jelly eating competition	
Karaoke	
Litter pick up	In your school/road/village
Left/right handed day	Be sponsored to use your opposite hand.
Marathon	
Medieval banquet	
Mile of coins	Doesn't have to be a mile – make it as long as you can!
Murder/mystery party	
Make and sell a calendar	Feature your school; friends; teachers
Organise and outing	Maybe for younger siblings; grandparents
Orienteering	Outposts Ltd can help organise this with you.
Pancake race	
Parachute jump	
Party	Christmas; New Year; Easter; Halloween;
Pantomime	
Plant sale	
Plant a tree	
Pram race	Not with babies in prams!
Pennies in a jar	
Pizza lunch	
Quiz evening	
Raffle	
Raft race	
Regular donation	Each team member donates 50p per week – a team of 20 would raise £760.00 over 19 months!! Plus interest.





Raffles	
School stationary shop	Run it as a business to gain extra skills
School tuck shop	Run it as a business to gain extra skills
Skittles marathon	
Swimathon	
Sponsored silence	
Summer fair	
Spelling competition	
Sell Expedition t-shirts	Give your expedition a name "Peruvian Greenhorns" "Andes Voyagers" and design a t-shirt for it.
Sports tournament	
Talent competition	
Theme day at school	Theme it for the country you are going to, get everyone to dress accordingly, offer appropriate food.
Toga party	
Tombola	
Toy fair	
Treasure hunt	
Trolley dash	
Tug-of-War	
Teacher's Weakest Link competition	
Teacher's Question of Sport	
Times Tables quiz	
Weight of a cake/jar of sweets	
Welly-wanging (throwing)	
Window cleaning	
Wishing well	
Wacky hair day	

