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Sydney Lodge  
Macdonald Road  
Lightwater  
Surrey  
GU18 5YA



**FUNDRAISE YOUR WAY TO....**



**...AN EXPEDITION OF A LIFETIME**



# WELCOME TO YOUR 'FUN'DRAISING PACK

First and foremost, **WELCOME** to Venture Force! You are about to take part in, what we know will be, **an adventure of a lifetime!**

Fundraising, for many, can seem like an unclimbable mountain but it shouldn't be! See it as a challenge that you are going to overcome. **Make it fun and keep positive;** being friendly and smiley will always help!

The fundraising element of your expedition also allows you to **take ownership of your expedition.** How good are you going to feel when you get on that plane, knowing that you have made it happen and that it's **your hard work** that has allowed you to take part in this incredible opportunity?!?

This handy little booklet gives you some ideas and resources which you can use to get your fundraising started.





# WHERE DO I START?

## THE BIG PICTURE

Where do you start? That's a great question! We recommend you start by setting out your goals to give yourself an idea of the bigger picture.

- How much do I need to raise?
- How long do I have to raise it?
- How much do I need to raise on average per month?
- How much do I need to raise on average per week?

£
months
£
£

It is also perhaps worth thinking about when the **best periods to fundraise might be** e.g. Summer Holidays, Saturdays, Christmas and when you have **other commitments** such as exams that might mean your focus is not on fundraising.

Make a Plan: spread your fundraising efforts out over the period you have and set yourself **realistic targets** for each month!

## YOUR PLAN

Month	Fundraising Activity	Target	Monthly total
<i>E.g. December</i>	<i>Babysitting</i>	<i>£50</i>	<i>£180</i>
	<i>Card Making</i>	<i>£30</i>	
	<i>Car Boot Sale</i>	<i>£100</i>	









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# WHAT SHOULD I DO?

Remember that you can fundraise **individually** as well as an **expedition team**! Team fundraising is a great way of getting to know your team mates and also gives you more man power to do the organisation. Try a combination of both methods!

- **Part time job:** get yourself a paper round or a job as a waitress/waiter at a local café.
- **Offer a service:** Get creative, ask around, maybe someone needs a **dog or cat sitter**, someone to **mow their lawn** or do their **gardening**, a **baby sitter** or their **car washing**.
- **Coffee morning or cake sale:** These are great and are very sociable. You could also offer to **donate half of your funds to a charity** such as the Venture Force Foundation or the Sumatran Orangutan Conservation Society and the other half of the funds raised would go to your expedition. Or just keep all the proceeds yourself.
- **Get crafty:** People love homemade items to give to friends and family, especially at Christmas – make cushions, cards, decorations, marmalade or jam.
- **Sponsored Activity:** Sign up for a sponsored run, cycle ride, swim, adventure race or something else completely mad! You can also get in contact with us as we could help your team plan a sponsored climb or abseil!
- **Raffles, fetes and car boot sales:** A great way to raise money! Try to get local shops or firms to donate prizes for the raffle. Remember you might need to register your event with your local council.
- **School non-uniform day:** Could you get your school to help out? The proceeds would go to your expedition team. Or offer to donate half of the money raised to charity.
- **Supermarket Bag Pack:** Contact your local supermarkets, you can help pack bags at the checkouts and shoppers donate money for your help!
- **Black Tie Ball, Quiz Night, Movie Night or Restaurant Evening:** Hold a night to remember at your school and sell tickets for a profit or chat with a local restaurant to see if you can get a deal for a set meal – sell tickets to friends and family to make a profit.
- **Crowdfunding:** Set up a page on [www.gofundme.com](http://www.gofundme.com) or [www.kickstarter.com](http://www.kickstarter.com) and as friends and family to donate small amounts of money towards your expedition.
- **Easyfundraising:** We have a partnership with easyfundraising that allows you to fundraise through your every day shopping. Go to <http://ventureforce.easyfundraising.org.uk/> to sign up.



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# AN EASY WAY TO GET STARTED

We've partnered with the UK's biggest online shopping fundraising service, [easyfundraising](#), to give you access to an unlimited source of funding towards your trip.

Every time you buy something online, from fashion to fast food, go to easyfundraising first to find the retailer you want. There are over 3,000 to choose from including Amazon, eBay, Waitrose, Just Eat and John Lewis. easyfundraising direct you to the retailer's website and, when you check out, you get a percentage of what you spend back as a donation to your trip - it doesn't cost a penny extra!



## IT REALLY IS AS EASY AS 1, 2, 3...

Register



1. Register your adventure (eg. Venture Force Zambia 2018 – John Smith.) with easyfundraising at <http://ventureforce.easyfundraising.org.uk>
2. Go to easyfundraising every time you want to shop online and watch the free funds roll in!  
Shop and raise via your desktop, tablet or mobile device!
3. Encourage friends and family to do the same with ready made social posts, emails and flyers – the funds will soon mount up!



**SIGN UP NOW**

## IN THE LAST YEAR ALONE...

- **Over 4,000** individual challengers used easyfundraising
- **£260,000** in free funds raised and counting
- easyfundraising helped over **5,000** people go on expeditions

*"I've been raising money in many different ways, but the best and quickest way is easyfundraising. I like it because I don't have to keep asking people to donate, they just shop online and my donations really mount up!"*



**Amelia Thorpe**  
Expedition in 2017

## GET SOME IDEAS



Our team from Darrick Wood School organised a sponsored climb – they climbed the equivalent vertical height of Ben Nevis!



Take part in the annual Venture Force sponsored cycle ride at Rutland Water or organise your own sponsored event!



Longfield Academy, Sponsored Camp Out



OR, if all else fails...

Get sponsored to dress like Tom, our company director, for the day!





# WRITE TO SOMEONE

There are loads of businesses and charitable trusts out there that often have little pots of money available to support young people take part in expeditions such as your own. It's a great way to gain funding if you are successful.

## WHO?

- Local **rotary or lions club**
- Check out 'The Directory of Grant Making Trusts'
- Target **local businesses** or ones which could donate raffle prizes or even expedition kit – offer them something in return, such as tweeting, facebook-ing or Instagram-ing about their donation.

## HOW?

In your letter, you need to address the following points:

- **Who you are?**
- **Where you are going and what you are doing?**
- **Why you are doing it?** Why is what your doing beneficial to you or someone else e.g. personal development, community work, conservation projects
- **What you would like from them?** If you ask for a donation, put it into context, tell them how much you have to raise and ask them if they could sponsor say 5% of the costs. Or ask for a piece of equipment and tell them how it will benefit you.
- Feel free to include a copy of our **supporting letter** which can be found on the next page.





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To Whom It May Concern,

We are delighted to confirm that **[STUDENT NAME]** will be taking part in a Venture Force Expedition to **[LOCATION]** in **[MONTH, YEAR]** as part of a team from **[SCHOOL NAME]**.

The expedition is being facilitated by ourselves; Venture Force. We are a small expeditions company based in the East Midlands and take a relatively small number of students each year away on expeditions all over the world. As a small company we pride ourselves in offering bespoke expeditions which are designed to help the students develop personally, widen their understanding of other cultures and develop key life skills including organisation, communication and teamwork. In addition, the expeditions include really worthwhile and sustainable community and conservation projects which we put a lot of time and effort into planning. We really get involved with the host community and help them to do something that means something! We don't just turn up and paint a wall.

One of the biggest challenges facing the students who take part in our expeditions is raising the necessary funds. We strongly encourage all of our participants to take ownership of their expedition and fundraise for it creatively. It is a challenge, especially as the students are balancing their fundraising and training for expedition with their academic and other commitments.

This experience really is a once in a lifetime one and the skills development and experiences these young people gain go a long way to shaping their future.

We thank you for any support provide.

Kind regards,

Tom Tuckwood and Graham McDonald  
**Venture Force Directors**

**Venture Force Ltd**

Sydney Lodge, MacDonald Rd, Lightwater, Surrey, GU18 5YA, [info@ventureforce.co.uk](mailto:info@ventureforce.co.uk)


# GET PUBLICITY

## SOCIAL MEDIA

Social media is playing a more and more important role in spreading the word about your expedition. Why not create a Facebook page for your expedition where you can keep your friends, family and sponsors up to date with your progress. Put up a link to your fundraising page, put your training weekend and fundraising photos on it. Write a blog, create a website, tweet to local businesses. The possibilities are endless!

## LOCAL PAPER AND RADIO STATION

Why not get in contact with your local radio station or newspaper and see if they would be interested in publishing something about your expedition. It's not every day that someone jets off across the world to build an orphanage in Ghana, help conserve orangutans in Sumatra or support homeless children in Malaysia.



**A GREAT EXAMPLE !**

Megan from our Buckhaven High School expedition to Mexico in 2016 set up an expedition Facebook page to help her with fundraising and to keep everyone up to date with her expedition progress!

She also held a Ceilidh and raised a very impressive £200!





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# SO, WHAT ARE YOU WAITING FOR?

## GET OUT THERE, GET CREATIVE AND GET FUNDRAISING!



For more help with fundraising or to ask questions, please send our operations coordinator, Hannah, an email on [hannah@ventureforce.co.uk](mailto:hannah@ventureforce.co.uk). Hannah has been on many expeditions, her first when she was age 16, so she has lots of experience when it comes to fundraising for expeditions.

# GOOD LUCK!