



THE  
OUTWARD  
BOUND TRUST

# FUNDRAISING

FOR YOUR

SUMMER  
ADVENTURE



Ideas and tips for a **successful mission**

A young woman with brown hair tied back, wearing a red life jacket, is smiling and looking towards the camera. She is in a raft on a river, surrounded by dark, rocky banks. A hand from another person is visible in the foreground, reaching out to hold her hand. The background shows a waterfall cascading over rocks.

# YOU'VE

# *GOT THIS*

At Outward Bound, we're at our best when we're outside – boots on, rucksack packed, phones away and something wild on the horizon.

If you feel the same, your fundraising target might be the only thing standing between you and an unforgettable summer with us. That's why we've put this pack together: to give you ideas, help you make a plan and stick to it, and support you to smash your fundraising goal so you can get yourself on course and into the mountains.

# CREATING YOUR *FUNDRAISING PAGE*

Step one of your fundraising journey is to create your online donations page, so that people can easily start supporting you. Follow these three simple steps to get you started.

## 1. SET UP YOUR FUNDRAISING PAGE

We recommend [wonderful.org](https://wonderful.org) as they take zero commission, as opposed to some other fundraising sites so more of your fundraising goes to your adventure.

## 2. TO GET STARTED

Visit [wonderful.org](https://wonderful.org) and click on create a fundraising page. From there, follow the on screen instructions.

## 3. PERSONALISE YOUR PAGE

There are loads of ways to optimise your fundraising page so that people are inclined to support you as generously as possible. Below are a few tricks for you to try:

**Make the page your own** – tell people why embarking on a summer adventure is such a huge deal to you and what you want to get out from it. People will respond really well to hearing your personal story.

**Add photos** – use a great profile picture, not the default one! If you've been to Outward Bound previously, can you use a photo taken from then? A good photo automatically warms people to your page.

**Add in your offline donations** – include any money you raise doing things like bake sales or from people donating cheques so that people can see your full fundraising total.

**Gift aid** – if your supporters pay tax in the UK their donation is eligible for gift aid, adding 25% to the total! There will be a tick box for this when they are completing the payment, so please make sure they know about this.

**Don't be shy** – share your progress on your Snapchat Story and Instagram, WhatsApp it around your family and friends, and email it around your school or college (where appropriate).

### FUN FACT:

You can also fundraise for your adventure using facebook, Virign Money Giving or Just Giving. The choice is yours!

# FUNDRAISING TARGETS



Whether you've got a whole year or just a few weeks, it really helps to have a rough plan to guide you. Use the journey below as a starting point or a spark for your own ideas. Whatever helps you hit your target and get yourself on adventure!



## OCTOBER – NOVEMBER

Ease yourself in during the Autumn and begin hatching your plan. This is the best time to approach any “low hanging fruit” and see what you can raise from close friends and immediate family.



## DECEMBER – JANUARY

Christmas and New Year is a great time to fundraise, as people are full of that generous festive spirit! If you're planning events, book them in early as people's diaries will fill up quickly - see our small money ideas to keep the cash flow coming.



## FEBRUARY - MARCH

Post-Christmas can be quite a tricky time as people tend to be low on funds, and are unlikely to want to come to events, but it's important that you don't lose motivation here – try applying to any local charities, businesses, your school or even the local council.



## APRIL - MAY

This is the time to go big with your very own flagship fundraising event (ideally before the revision season kicks in). Draw the crowds by doing something challenging or host a large event. Make sure you ask everyone you know at this point!

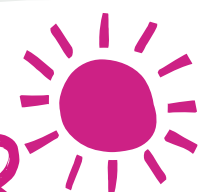


## JUNE

This will be the hardest time to find sponsorship as you will have exhausted all of your contact. Keep going with fundraising ideas, you are so close to your goal!



**SUMMER**  
**ADVENTURE**  
**BEGINS**



# FUNDRAISING IDEAS

Whether you're raising money for a Basecamp or a Pinnacle adventure, every penny helps. Here are some ideas that we think might help to get you started! With all of these, we always suggest telling people about Outward Bound and how your course will help you in the future.

## ORGANISE A A FILM NIGHT

Host a screening of a classic film at a school hall or community space, with popcorn for sale.

## CLASSIC FUNDRAISERS

**Cake sale / bake-off** – Whether at school, a community centre, or sports club, homemade cakes always sell.

**Car wash** – A staple fundraiser! Grab a sponge and bucket and ask your neighbours.

**Sponsored walk/run/cycle** – Pick a distance that feels like a challenge, and invite people to sponsor every mile.

**Hold a quiz** – gather up your friends and family, borrow your school hall and run a quiz. Don't worry, there are plenty of good questions online you can use!

**Dog walking** – ask your family or friends if you can walk their dogs, this could be a regular fundraiser, especially if you walk multiple dogs!

## EVERYDAY OPPORTUNITIES

**Chores for charity** – Washing up or mowing lawns in exchange for donations.

**Second-hand sale** – Clear out wardrobes, toys, or books; set up a stall or join a local car boot sale.

**Crafts and creations** – Sell handmade friendship bracelets, cards, or artwork.

**Bag pack at a supermarket** – With permission, young people can help pack groceries in exchange for donations.

**Deculter** your home, garage or wardrobe, and then hit up eBay or a car boot sale!

## CREATIVE AND FUN

**Talent show / open mic night** – Give friends and family a stage; sell tickets and refreshments.

**Sports tournament** – Football, basketball, or even dodgeball. Charge friends and family entry fees you could even have a small prize.

**Guess the... competitions** – Jar of sweets, weight of a cake, or even number of steps climbed in a day.

**Host an 'all-you-can-eat' curry night or BBQ** at home for your friends. Buying in bulk saves on costs, and you can then charge around £10 a head and make a good profit.

## SEASONAL SPECIALS

**Easter egg hunt** – Charge a small entry fee and hide eggs in a local park.

**Summer picnic** – Organise games and sell snacks or homemade lemonade.

**Halloween disco** – Fancy dress, spooky bakes, and a prize for best costume.

**PICK THE IDEAS**  
that excite you most, and  
remember: the best fundraisers  
are fun, achievable, and shared. Every  
pound raised brings you one step closer  
to your Outward Bound adventure!

# FUNDRAISING IDEAS

## ENGAGING A LOCAL BUSINESS OR YOUR PARENTS WORKPLACE

If you've exhausted all your friends and family of funds, why not ask a local business or your parents workplace if they can help?

- Find out if they would be willing to **sponsor your adventure** in exchange for press coverage in a local paper.
- **Hold a raffle** and the prize could be an extra day of holiday – who wouldn't buy a ticket for that?! Of course make sure you have agreed this in advance with the business.
- **Dress down day or dress up day...** depending on the office protocol (think non-uniform day).
- **Christmas jumper day** goes down a cracker with colleagues donating a suggested amount of £1 to wear their most festive knitwear.
- **Bake sales** with your parents colleagues or customers is always a winner – make the most out of coffee breaks, meetings, or fun Fridays when your sweet treats will be most appreciated!
- **Organise sweepstakes** – Rugby World Cup, football leagues, Wimbledon champion etc.

HOLD A  
QUIZZ OR  
COMEDY NIGHT



£2



CHRISTMAS  
JUMPER DAY



HOLD A  
BAKE SALE

## SHARE YOUR PROGRESS...

on social media, or share your ideas with us and we can share with other young people.

# DO YOU KNOW ABOUT *OUTWARD BOUND* *ASSOCIATIONS?*

Outward Bound Associations exist to help people like you experience an Outward Bound summer adventure. Run by volunteers and past participants, they act as a support network to help you with your fundraising.

To find your nearest OBA visit [outwardbound.org.uk/fund-summer-adventure](https://outwardbound.org.uk/fund-summer-adventure) to find out more.

## LOOK TO SEE WHAT ELSE IS ON OFFER

There are a whole host of other charities and organisations that may be able to help fund your adventure. Make sure you check in with your local council, library, school or college to see what's on offer locally or nationally..

AL MIZAN  
TRUST

ALPKIT  
FOUNDATION

THE NATIONAL  
LOTTERY  
COMMUNITY  
FUND

THE  
HIGHLANDS  
CHILDREN'S  
TRUST  
The Highlands

THE WILSON  
FOUNDATION  
Northamptonshire

GREGGS  
FOUNDATION

THE  
FREEMASON  
CHARITY

THE LADIES  
CIRCLE

THE LIONS  
CLUB

THE SIR  
FRANCIS  
CHICHESTER  
TRUST  
Devon

MATTHEW  
BACON  
BURSARY

THE ROTARY  
CLUB

SEAN CONWAY  
SCHOLARSHIP

THE TONY  
TRUST

WARWICK  
APPRENTICING  
CHARITITES  
Warwick

# HOW TO PAY IN THE MONEY YOU'VE RAISED

The best way to think of our price is like an elephant (Cue an Outward Bound instructor analogy):

**QUESTION:**  
HOW DO YOU EAT  
AN ELEPHANT?



**ANSWER:**  
ONE BITE AT TIME

Our prices are just the same and can be paid with an initial deposit and then in bitesize chunks over many months, so you don't have to fundraise the whole cost in one go.

## HOW TO PAY:

**Debit card / credit card** – please call +44 (0)1931 740000 to make a payment.

**Online payments** – via this secure payment link [www.outwardbound.org.uk/pay](http://www.outwardbound.org.uk/pay)

**Cheque** - please make cheques payable to The Outward Bound Trust and return to The Outward Bound Trust, Hackthorpe Hall, Hackthorpe, Penrith, Cumbria, CA10 2HX

**Donate** – using your own fundraising page. Money from your online page can be automatically sent to Outward Bound this way, but please make sure you reference who you are and what course it's for.

**Bank transfer** – to the account below.

**Bank:** Barclays Bank

**Sort Code:** 20-73-63

**Account No:** 53982882

**Swift Code:** BARC GB22

**IBAN:** GB47 BARC 2073 6353 9828 82

Please quote your booking **reference number** on all payments.



**GOOD**

***LUCK***

**ANYTHING  
IS POSSIBLE**