

Girlguiding UK's guide to fund-raising



Girlguiding UK

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Introduction

Welcome to Girlguiding UK's fund-raising guide. This booklet has been put together to help anyone who is raising money for a cause linked to Girlguiding UK, whether this be a Charity Challenge, a GOLD project, starting up a new unit, maintaining unit funds or participating in other guiding trips.

We hope that you will find some helpful hints and tips, ideas and advice that will support you in your fund-raising efforts.

Fund-raising has many challenges and there will always be high and low points. However, if you are passionate about your cause other people will be infected by your enthusiasm. The more knowledgeable you are about your cause and the better you can justify why you are raising the money, the easier it will be to persuade people to give it to you!

Be positive, enthusiastic and aware of just how far a smile can go – remember that people often give to people, not to causes.

Good luck and enjoy your fund-raising!

Girlguiding UK Marketing Team

Top tips

Be passionate and knowledgeable about your cause. This will make the whole experience more successful and rewarding and will inspire potential supporters.

Don't just think about getting money, think about getting support.

Some people may not be able to give you money but may be able to offer a raffle prize, an event venue, time and advice, equipment or other gifts in kind.

Put together a product. Think about all the positive consequences for your challenge – for the charity and its work, for you, for society, for the communities your challenge will touch. Use these to get people to buy into what you are doing.

Getting sponsorship and support is about developing relationships, so invest time and thought into current and new relationships.

Amuse, intrigue and entertain people. What is different about your challenge that will make people more willing to support you? Try costumes, or sponsorship linked to different levels of success in the challenge.

Make sponsoring you EASY. Set up an online sponsorship page and distribute the link as widely as possible; provide donation slips and self-addressed, preferably stamped, envelopes. The website www.justgiving.com is easy to use and offers this option.

Plug into institutions and organisations. Companies, schools, associations, universities, unions – all have charity budgets and community involvement initiatives. If you have a link to them they will have an interest in supporting you.

Never miss an opportunity to raise awareness for your charity and its work. Couple your fund-raising work with efforts to inform and inspire people about the cause. Represent Girlguiding UK with pride and make sure that everything you do improves our image and reputation.

A donation or show of support should not be the end of a relationship. Thank people, stay in touch, update them, let them know how valuable their support has been and try to foster a long-term relationship between them and your cause.

Plan, plan, plan. Work out how much you need to raise, the timescale you are working to and the list of activities and events you need to put in place to reach your target.

Getting started

Try asking yourself some of these questions to help get you under way.

How much do I need to raise?

How long have I got?

How much do I need to raise per month/week?

Breaking your target down like this will help you keep track of your fund-raising and will make sure you stay on target.

Where do I begin?

Think about the contacts you have (friends, family, neighbours, parents and soon).

You are more likely to raise money from people and companies/organisations who already know you than from strangers.

Look at what skills you can use or offer. Could you raise money with any of them?

Who is on my list?

Identify people who may give you donations or who could give you help in the form of time, gifts in kind, matched giving and so on.

Family.

Neighbours.

Local businesses/shops.

Parents of friends.

Extended family.

Friends of family.

Workplace colleagues.

School friends/parents/staff.

What are the risks involved in different fund-raising activities?

If you are putting on an event, what happens if not as many people show up as expected, or if it is raining?

What is the payback compared to the effort?

One small event could take the same amount of organising as one big event, so always look at the potential you could earn over the time you put in.

Budgeting and planning

When you first look at the total amount of money you have to raise it can be a little daunting. To make things easier, break targets down to manageable and achievable amounts. So, rather than be terrified by having to raise a sum of £2,000, look at it as four lots of £500 and draw up a plan for achieving each sub-total.

2 car boot sales	£100	1 cinema screening	£200
1 raffle	£100	1 dinner party	£100
2 coffee mornings	£50	2 Rotary/Lions clubs	£100
1 Body Shop night	£50	1 bag pack	£50
1 auction	£150	book sale	£30
1 cake stall	£50	car wash	£20
	£500		£500

5 corporate sponsor/grants of £100 each – **£500.**

Ask friends or family to take on the responsibility of raising **£500.**

Splitting your targets down should make it easier to manage the money and feel you have achieved targets along the way to your grand total. Take a look at the A-Z ideas (page 14) and see if something inspires you, then make a plan around your targeted amount. Try to build a reasonable time frame into your plan so you don't overwhelm yourself. Take into account other factors such as important sporting events which could distract your target audience!

Getting going

Once you have your action plan, put it to the test. You can raise money in many ways, some of which may be more appropriate than others depending on what you are fund-raising for. Look at the specialist sections for advice on appropriate fund-raising for your particular project.

Some things to bear in mind:

Budgeting – if the event is ticketed, make sure you work out all your costs before setting the price, to ensure you make enough money! Make sure you have enough cash flow to pay any bills that need settling upfront.

Date – make sure you check your calendar before organising any fund-raising event. Coinciding with certain key sporting dates and school holidays could mean you have a limited audience. However, you could also use some dates to your advantage – eg Wimbledon gives you a perfect opportunity to organise various fund-raisers such as a strawberries and cream barbecue, tennis tournaments and so on.

Venue – make sure it is appropriate for the event and the numbers going.

Audience – have a think about your audience and what event they might enjoy going to – are they up for a band night, or might they prefer a wine-tasting session? Bear your audience in mind when you decide on pricing as well – you don't want to price yourself out of the market.

Publicity – this is crucial both for attracting people to your event and also for promoting your cause. See if local shops will put up flyers; local papers may give you a free slot if you are raising money for charity; libraries, schools and offices are other good places for advertising. Friends might become ambassadors for your event and spread the word for you.

Helpers – rope in a team of willing volunteers whom you can rely on to help you deliver the event. Have a think about how many people you will need and what their responsibilities will be.

Equipment – think about what you might need for your event – staging, lighting, tables, music, a tombola?

Theme – if you can link your theme to your trip or cause then all the better. Otherwise themes create a good atmosphere for the event and often a reason to celebrate, eg. Valentine's day or an evening of food and culture from a country you may be visiting.

Donations - always see if you can get gifts in kind from businesses and companies. It may be easier for them to give these rather than money, and the company looks good by being associated with a charity group. Even small donations for raffle prizes are worth the cost of a phone call and letter!

Specific fund-raising advice

Each fund-raising project you do will be for a different purpose and it helps to tailor your 'ask' for each one. With this in mind we have created individual advice sections to help you get the best support for your fund-raising. The most important part of fund-raising is getting across the importance of what you are doing and why you are doing it. The background information and phrasing in here will help you say the right things about your project and what you hope to get out of it.

a. Charity Challenges

What you are doing?

In entering a Charity Challenge you are undertaking a sponsored challenge for Girlguiding UK. It is not a holiday – it is a challenge in the sense of physically completing it and also raising the funds to take part in it.

What is the money for?

In the case of Girlguiding UK Charity Challenges, the money is going to the Guide Friendship Fund. This fund was established to encourage members of Girlguiding UK to raise money to assist the development projects carried out by Guide Associations all over the world, including the UK. There is also an opportunity for participants to donate some funds to local guiding. Examples of projects include:

n Goat-keeping in the Garissa Region, Kenya

The Saka Girl Guides in the Garissa Region of Kenya live in a community where poor nutrition is the norm and it is a struggle to pay school fees for girls who could otherwise be useful at home. So they came up with a solution — with their school community, they would start a goat-keeping cooperative. The cooperative would provide goats' milk to improve the community's nutrition and provide income for fees when the goats were sold. The school purchased 100 goats and materials to build a fence with money sent from the Guide Friendship Fund. The income generated by the scheme has been paying for school and university fees which in turn will help protect the young women in the community from early marriage and allow them to continue to learn the skills needed to support themselves. The girls have also been learning new skills in business and have gained much knowledge of goat-keeping and rearing.

n Clean drinking water to combat disease, Togo

The 3,000 residents of Game, a small village on the outskirts of Lome, the capital city of Togo, will soon have easy access to clean and safe drinking water thanks to the efforts of Guides du Togo funded by the Guide Friendship Fund. The project will provide easier access to clean water so that they may avoid illnesses such as diarrhoea, salmonella and gastroenteritis, which will improve the health and quality of life for the entire community. After a consultation period, two wells will be dug and a water pumping system will be installed, providing clean and safe water. Through training, the project also aims to educate the girls and young women in the community about water and health. Members of the community will gain management and maintenance skills as they will be involved in all aspects of the project. This will be a great benefit to the younger men and women as they make up the majority of Game's residents.

n UK units in need

The Guide Friendship Fund distributes money to UK units in deprived areas. There are many units in the UK which are in desperate need of extra money. The Making a Difference fund helps units which have girls who benefit from participating in guiding but are restricted in the activities they can do by lack of money. These units operate guiding wear banks to recycle uniforms, fund-raise all year round to pay for extra activities and have members for whom guiding is their only escape from their environment. The fund gives them access to small grants to help fund uniforms, books, equipment and activities.

n Emergency disaster relief

The Guide Friendship Fund also gives money for emergency disaster relief. In 2005 more than £16,000 was sent to Pakistan to help the Pakistan Girl Guides Association with their relief efforts and to build temporary shelter for families whose homes had been destroyed. In 2005 over £90,000 was raised for tsunami relief projects run by Guide Associations in the affected areas.

Use some of these stories as examples when talking to people about your Challenge and what the money is for.

Tips on fund-raising

With a Charity Challenge you have nearly a year to raise your money, which gives you scope to put on a mixture of events including some large-scale ones. The best fund-raisers are often the ones that can tap into people's leisure spending.

b. Your unit

What you are doing?

If you are fund-raising for your unit to help with running costs, you may want to consider what it is you are providing and why you are asking people to give money. Don't forget to promote the benefits that girls receive from guiding when you are talking to potential donors:

Guiding gives girls opportunities that they may not get at school and at home.

Guiding is open to everyone, and to allow as many girls as possible to join costs are kept to a minimum.

All Leaders give their time voluntarily.

Girls get many 'first in a lifetime' experiences through Girlguiding UK.

Girlguiding UK helps girls develop spiritually, mentally and emotionally in a safe environment.

Girls have fun in a girl-only space where they can grow in confidence.

What is the money used for?

There are many things you could raise money for:

Guiding wear.

Books.

Special activity days.

Holiday — to enable girls who normally couldn't go for financial reasons to take part.

Tips on fund-raising

1. People like to think of their donation in terms of what it will buy. For example you could say that £4 will buy a girl one of the books she needs, while £25 will buy her guiding clothing or pay her membership fees for a year.
2. Try setting yourself targets over the year as well – see how much money you need to raise over the year and break it down into target amounts for each term.
3. People spend more money on socialising and events than they do on direct giving. This can be a good market to tap into – maybe a summer barbecue, a coffee evening with a beauty therapist giving tips and a sponsored walk could provide you with some much needed top-up funds throughout the year.
4. If you feel uncomfortable about raising money solely for your unit, how about sharing the money from your fund-raising between yourselves and another charity? Look in **guiding** magazine and on the website for opportunities.

c. GOLD

What you are doing?

GOLD is an opportunity for Girlguiding UK members aged 18-30. Teams of four to six members travel overseas at the invitation of another Guide Association and work in partnership with their members on a community project. GOLD has recently expanded to involve members from Guides Australia and Guides New Zealand.

GOLD aims to provide members of Girlguiding UK with opportunities for personal development through participation in development projects overseas, using the medium of guiding. Members returning from a GOLD project have the opportunity to bring back what they have learned to their own communities, particularly through their involvement with local guiding.

The commitment required for GOLD is considerable. Before departure the team make all preparations for the project, which include producing the programme activities and resources and attending a minimum of three briefing weekends. The team will need to fund-raise for the project costs. Time spent overseas on the project will be between two and four weeks. On their return to the UK, the team will meet for a debrief where their experiences can be shared and concluded.

What is the money for?

GOLD participants are expected to fund-raise for their project. GOLD is a non-profit-making initiative, with all money raised being spent on the project and the preparations for it. The costs will include preparatory weekends while in the UK, resources, transport, accommodation and food while on the project.

Tips on fund-raising

1. As you will be visiting a specific country on your project, themed dinners/nights are a good area to tap into.
2. Get your local guiding community more involved by offering to run meetings for other units about your trip or the country you are visiting – you could ask for ‘sponsorship’ for these meetings from the Unit Leader to add to your fund-raising.
3. Bearing in mind that people like to give amounts of money that can be related to something, break your fund-raising into amounts. For example, £5 buys all the pens needed for activity sheets; £7.50 will pay for five girls’ camp fees at an HIV awareness camp.

Applying for grants and funds

As part of your fund-raising you may wish to apply for local or national grants that have been set up for causes like ours.

Here are some things to consider before applying for any grants or funding:

- n* Before applying for a grant, check that you fulfil the criteria they ask for. If not, don't waste your time and theirs by applying in hope. Your time would be better spent writing a letter for a grant whose criteria you do fulfil.
- n* Make sure you have the contact name of the person; never write to 'Sir or Madam'. Make the effort to make that one phone call and find out the correct person to whom the letter should be addressed - it will make all the difference in how your application is viewed.
- n* Think local. Your county council may hold funds for those working with young people or for self-development and community action projects.
- n* Use your local library to access an up-to-date copy of the Directory of Grant Making Trusts, compiled and published by the Charities Aid Foundation to search out small local grants that may be able to fund you. It is often smaller local charities that have money to give for specific self-development projects like GOLD and other international trips.
- n* The website www.fund-raising.co.uk lists a number of directories which give details of region-specific trusts, which you will also find in your local library. As with all grants and trusts you may be more successful targeting those local to you which have a special interest in your region.
- n* See page 18 for a sample letter which could help you with any grant application letters that you need to write.

Approaching companies

Getting money from companies is notoriously difficult unless you have a connection with someone who works there. It is easier to ask for gifts in kind – a venue, food, raffle prizes, employee time. Before you write to anybody, STOP... and read the following points. Then, if you still think you have reason to write, go ahead armed with all your facts and the template letter on page 19.

- n* Make sure that you have spoken to or emailed someone at the company first so they do not receive an unexpected letter from you. A contact within the company, even if it is just a name, will put you one step up the ladder.
- n* It is best to get a name to write to rather than 'Sir' or 'Madam' or 'to whom it may concern'; this shows more effort and forethought.
- n* Be passionate, professional and knowledgeable about your cause.
- n* Be specific about what you want, without being demanding or expectant. Companies will appreciate you being honest and upfront about your expectations.
- n* Be explicit about exactly where the money is going.
- n* Make sure you always outline what you can offer them in return, for example talks to staff, writing an article for their company newsletter or intranet, sending photos to their PR department, putting their logo on tickets or programmes, and so on.

A to Z of fund-raising

A

Auction of promises – ask people to pledge ‘gifts in kind’ for you to auction off to the highest bidder. Some examples might be a course of aromatherapy, gardening, a makeover, wine tasting, having a dinner party cooked for you.

Abseiling – there is probably a significant building in your area which you could be sponsored to abseil down. Before you do, make sure you check the site is safe and licensed for abseiling, and read your insurance carefully!

B

Ball – masquerade, costume, sit-down, black tie – the possibilities are endless and the money also quite good!

Barbecue – does what it says on the tin! Encourage people to bring a friend, provide drinks and entertainment and hope the weather holds!

Barn dance – good clean fun, ideal for families and if you can get some straw in from your local friendly farmer, all the better.

Beetle drive – several websites offer Beetle games to buy, or you can make your own. Good for families and easy to organise.

C

Car boot sale – easier to organise and sometimes more profitable than a jumble sale. Offer to collect items from people and you will get a better response.

Cookery book – research some recipes from the country you are going to and make them up into a nicely produced book for people. Please be aware of copyright regulations before you start passing off Delia’s finest as your own!

Cheese and wine evening – remember to encourage gifts in kind for this type of event – local shops may be willing to donate a cheese or two in return for some publicity. See if you can find someone with a good knowledge of wine who would be able to lead a small tasting.

D

Dinner party – offer to cook dinner for groups of people for a fixed amount, so they can have the pleasure of a dinner party without the stress of catering for it.

Dice for a car – offer guests at a fund-raising event (dinner, fête, carnival) the chance to win a dream prize at the roll of dice. Contestants roll seven dice and if they all land six up, the prize is theirs! You need insurance to cover the event which will pay up if someone wins; try www.hole-in-one.co.uk.

Duck river race – get people to buy a duck each and float them down a stretch of river. The first past the post wins a prize.

E

Exhibition – do you know any budding artists, jewellery makers or potters who would like to put their wares on show/sale and donate some of the profits for you?

E-bay – easier than a jumble sale, you don’t even have to move from your home!

F

Face painting – pick up a paintbrush and get creative. Have a stall at your local fair or event and charge for each face you paint. You could even do children's parties as well.

Film/cinema hire – talk to your local cinema and see how much it would cost to hire out a cinema for a showing of a new film or an old classic. Calculate your ticket price, invite people to come and you could make a profit quite easily.

Five-a-side football competition – do you know some football fans willing to show off their prowess? Organise a tournament with prizes and turn it into a fun-filled day for all the participants and their families.

G

Garden opening – do you or any of your friends have a beautiful garden you would like to show off? Charge people entry and set up tea stalls to make some extra money.

Golf tournament – one for the enthusiasts in your area – a good one to ask someone else to help you organise as their section of your fund-raising plan.

H

Hat party – pirate, party and Peter Pan are all valid hats for this party with a fun theme.

Head shave – maybe not one for ladies with Rapunzel tresses but always worth a lot of money in sponsorship, especially if the hair is long-established.

I

International night – organise an evening with food, drinks and entertainment for the area you are visiting. Get local restaurants to donate the food, have a raffle and a dress code if you like!

Ice cream-tasting evening – like wine tasting but with something more calorific.

J

Jumble sale – a great way to get money for old rope (literally). Offer a collection service for larger items, tap your local community with flyers and adverts in the paper and do teas and coffees to bump up your takings.

K

Karaoke evening – do you know any budding pop idols who would love to showcase their talents in front of an audience? You could set up a competition with some mean judges to add an extra element to the night.

L

Lawn mowing – a good way to tone up those leg muscles and earn a few pounds at the same time.

Lunch money – Ask everyone in your office to bring in their lunch for the week and donate the money they would otherwise have spent on their lunches to you.

M

Mile of coins – a good fund-raiser to do at large events, it gives a very visual impression of your fund-raising. Coins in Smartie tubes also work well as a small-scale fund-raiser.

Marathon/half marathon – one of the ultimate running challenges. Apply early for your place if you are serious and don't forget to design a training schedule to help you get into shape for the challenge.

N

Night in – organise a 'night in' with all your friends and donate the money they would normally spend on their night out to your cause. Maybe indulge yourselves with some pampering treatments to make the night special.

Non-uniform day – very common in schools, the concept could also be stretched to the office! Perhaps introduce a theme or dress code to make it a little more interesting.

O

Outgrown clothes exchange – ask friends and colleagues to bring clothes that they no longer want. These should be in good condition – they may be the ones you buy and never wear. Arrange the clothes by size or type and then charge people a flat admission fee to try on and take away a certain amount of clothing.

P

Parachute jump – if you are an adventurous type these can be done quite easily and earn you some valuable sponsorship money. Go on, take the plunge!

Pub Olympics – see if your local would be happy to sponsor a pub Olympics – get teams to compete at darts, pool, table football and have a quiz to round it all off. You may be able to negotiate some of the bar takings as well.

Playstation tournament – one for the gamer in us all. Charge people to enter and spectate, and have a good prize for the winner.

Q

Quiz nights – see if your local pub or community centre will allow you to put on a quiz every week for a few months. Charge entry, provide food (for a price) and have a pot of prize money for each week. You might be able to get a small percentage of the bar takings as well if you build up your relationship.

R

Rent-a-Guider – how about offering themed nights for Leaders in your area, for a set fee? They can just sit back and relax while you run their evenings for them.

Raft race – if you are in possession of some moving water, find adventurous people to build rafts and then race them.

River boat trips – hire a boat, fill it with people who have paid to be there and Bob's your uncle.

Race night – have a flutter for a good cause. Find people to sponsor races and horses, then everyone else can place their bets to the on-screen races.

S

Slave auction – always wanted someone to cook that roast for you? Now is the chance – get some willing friends and raffle them off to the highest bidder.

Strawberries and cream – ideal for long Wimbledon-filled summer nights, an enjoyably refined moneymaker.

Snack attack – biscuit or cake sale at work for the mid-morning energy slump.

T

Trusts – use the template letters to write to local trusts to top up your fund-raising.

Treasure hunts – by car, bike, foot or Tube – all combinations imaginable.

Theme night – the sky is the limit. Countries, myths, legends, TV, decades – explore them all.

U

Underground pub crawl – organised around various pubs near Tube stations in London. Maybe use a particular line or go to one pub on each line. This activity could also be adapted into a treasure hunt for the less alcoholically minded group.

Underwear party – use your imagination to create a party with a difference. Works well with people who are of an open nature!

V

Virgin Vie party – contact Virgin Vie for your nearest party organiser (www.virginvieathome.com). They will donate ten per cent of the profits on the night and a present for a raffle prize. Charge people a small amount and buy in wine and nibbles to make it more of an evening. Other companies that offer the same opportunities include the Body Shop and Avon - details are readily available on the Internet.

W

Wine tasting evening – see if a local expert will come and help guide you through the minefield of reds, whites and rosés.

Waxing – an easy way for a willing man to raise money. Colleagues and friends (especially women) are always willing to give money to see this spectacle.

X

Xmas gift wrap – Northbrook Fund-raising sell Christmas wrapping paper in September and November, giving 25 per cent of the sale price back to the sellers. Visit www.northbrookfundraising.co.uk to find out more.

Y

Youth club disco – the original Friday night fund-raiser. Nothing beats a good combination of teenagers, non-alcoholic punch and a cheesy disco!

Yard of ale competition – see if your local pub will help you run this, perhaps along with another fund-raiser such as a barbecue or pub quiz.

Z

Zany dress day – be sponsored to wear something 'that little bit different' to work or school one day.

Template letters

1. Grant application for Charity Challenge

(Grant fund and address)

(Date)

Dear **(Title and surname)**

Re: **(The name of the fund you are applying to)**

I wish to apply to the above fund for financial assistance to enable me to participate in Girlguiding UK's **(challenge name)**.

The challenge is due to take place **(in/on date)** and will last for **(number of)** days.

I will be raising funds from a variety of sources including **(examples)** and also making a contribution from my own savings **(delete as applicable)**. My target to raise is **(£XX)** and I need to do this by **(date)**.

The purpose of the challenge is to raise funds for Girlguiding UK. These will be used to support guiding-related projects both in the UK and abroad.

In the past, funds have been used to support community projects in the Garissa region of Kenya where local girls have helped start a goat-farming cooperative to provide a source of food and income. They have also been used in the Lome region of Togo to provide access to clean drinking water for an entire community.

In the UK, funds are used to subsidise girls' involvement in guiding in socially and economically deprived areas, allowing them to take part in a range of activities and experiences they might not otherwise be able to do.

The distribution of funding support is made by Girlguiding UK, a registered charity.

I would be happy to supply any further information if required to help bring about a successful application. Please contact me if you require any further information in support of it.

Yours sincerely,

2. Company sponsorship

(Company name and address)

(Date)

Dear **(Title and surname)**

Re: **(event for which you are looking for sponsorship)**

After our phone conversation on **(day)** I would like to give you some more details about my anticipated trip to **(xxx)** with Girlguiding UK's GOLD **(Guiding Overseas Linked with Development)** project.

The project is due to take place **(in/on date)** and will last for **(number of)** days.

I will be raising funds from a variety of sources including **(examples)** and also making a contribution from my own savings (delete as applicable).

My target to raise is **(£XX)** and I need to do this by **(date)**.

The purpose of the project is to provide an opportunity for Girlguiding UK members to work in partnership with local Guiding on a community project overseas. It is hoped that these community projects will provide members from both Associations with opportunities to develop skills and self-confidence in a more challenging environment than a normal classroom or workplace. Members returning from a GOLD project are encouraged to share what they have learned within their own community, giving talks for community groups and working with young people.

I would be interested in talking further with you to see if **(insert company name)** could help me in achieving my target of **(£xx)** through **(sponsorship or donation of raffle prize, a venue, food, drinks etc - delete as appropriate. Make sure you have a specific 'ask')**.

The distribution of funding support is made by Girlguiding UK, a registered charity.

I look forward to hearing from you with regard to the support your company might be able to give me. Please contact me if you require any further information about my project.

Yours sincerely,

Charity Challenge: Helpful answers to questions you may be asked

Why should I give you money to go on holiday?

This is no 'holiday'. It will be a challenge in many ways. The trip will be physically demanding and a challenge for many participants to complete. The fund-raising will also be a challenge and this is what many people find the most difficult part of the trip. Sponsors will be contributing to support a very good cause.

What good will you be doing?

The project will raise funds for disadvantaged girls both in the UK and abroad. The funds will be distributed through the Guide Friendship Fund to deserving causes in many places. In the past, project funds have been used to start up a goat-farming cooperative in Kenya and to bring clean water to communities in Togo. Funds are also used to help socially and economically disadvantaged girls in the UK.

How do you know the money gets there?

Funds are sent under strict control through the banking system to ensure they are received safely. They are spent according to agreed criteria and reports are regularly produced to ensure these criteria are being adhered to. Girlguiding UK is totally accountable for the funds it receives from the Charity Challenges and how these funds are spent.

Doesn't all the money get spent on administration?

No, all funds raised for the Guide Friendship Fund are used for specific projects. Girlguiding UK pays for the overheads associated with running the Fund.

Are you personally paying anything towards the trip?

Participants pay at least £300 themselves (the registration fee). Many elect to pay more than this, with some choosing to raise half and fund-raise the other half. Ultimately the decision rests with the individual.

How much of the money actually goes to the charity?

Approximately half the trip cost goes to the company organising the challenge to cover airfares, food, equipment, support staff and so on, with the other half coming to Girlguiding UK. The exact split may vary a little depending on the final numbers participating in the trip, the time of the year the trip runs and the destination.

