

## Trekking



### Scenario

The trekking group of which you are a member has decided to complete a fundraising challenge for charity. You search for information which might help you organise this.

**Read the documents and answer the questions that follow.**

## Charity Xpeditions – celebrating 20 years of inspirational fundraising challenges

### Choose your challenge



#### 1. African Bush Trek 25 September - 03 October



Starting in the foothills of 2,590m tall Mt Longdio, you will trek across the floor of the Great Rift Valley right to the foothills of the stunning Crater Highlands, with the Maasai as your guides. On the way you will also climb the Gelai Volcano, where hidden remote Maasai settlements can be found on its high slopes at just under 3,000m.

Once the challenge is complete, you have the option of a 4WD game drive into one of the Natural Wonders of the World, the Ngorongoro Crater, or to carry on to your hotel to relax.

#### 2. Avenue of the Volcanoes 10 - 21 September



This demanding challenge in the Avenue of Volcanoes begins with the Pasochoa and El Corazon volcanoes, followed by Iliniza and ends at the foot of the glacier (5,000m) on the world's highest active volcano, the magical Mt Cotopaxi.

There is an option to climb to the summit of Mt Cotopaxi (5,897m). This is intended for those of the group who are very fit. You start your climb at about midnight when the ice is hard and easier to trek on. As the sun starts to rise, you will see spectacular views of the Andes through gaps in the cloud.

#### 3. Dalai Lama Himalayan Trek 25 March - 05 April



This great mountain 'starter' trek begins and ends in Upper Dharamsala, at just under 2,000m, where the Dalai Lama and the centre of the Tibetan Community live, at the heart of the world's highest mountain range.

Your expedition follows the Uhl River down through forests. The route takes in Hindu settlements and remote Buddhist monasteries. The region remains largely unvisited. You spend a night beside nomadic shepherd encampments, and another in the Taragarh Palace, home to Maharajas for centuries.

## Charity Xpeditions - Your complete fundraising guide



### Play the numbers game

Ask as many people as you can because it is often those who you least expect to support you who will surprise you with some cash! Plan a target group. Think of everyone you know - friends, family, work mates - and make a list. Make sure, too, that you put your request in writing. Explain who you will be helping and why. If you have a personal link to the charity, give some details and include some information to show how the money that this particular charity has received in the past has helped specific cases. Remember to say thanks!

### Advertising

Tell everyone about what you're up to. Word-of-mouth is the best form of advertising but you could also get in touch with local papers, radio and TV stations. A reporter might like to write a piece about what you're doing or you could write an article yourself. Your local media will always be keen on hearing about what its readers are up to and these expeditions are very newsworthy. Try and find an angle that will pull them in.

If you send the local media a press release, include all of the following:

- Why you want to go. Give reasons that others can relate to. Simply saying you've always wanted to climb K2 is not enough.
- How much you need to raise and who the money is for. Point out that this is not a holiday.
- Details of your charity. Explain why the work of your chosen charity is so vital. Inspire would-be sponsors without overdoing it.
- Your contact details. Provide contact details and say how readers can sponsor you.

### Company sponsorship

Before going to a company, above all, think what you can offer them. What can a company or group gain by sponsoring you, in terms of advertising and publicity? Get in touch with companies well in advance, so they can budget for the costs. Keep all your sponsors informed of your progress and be sure to thank them publicly.



## FAQs

### What should I expect?

Many of Charity Xpeditions' host countries are less developed than the UK and Ireland. Internal transport is often limited and facilities can be less than sophisticated. If, however, you want an adrenaline-filled adventure abroad, are over 18 and fit, then we firmly believe Charity Xpeditions, over other companies, has lots to offer you!

### Who takes part?

Our challenges are open to capable over 18s. Unlike our competitors, we actively encourage mature participants! Our most mature clients have been a 75-year-old man who completed the Tiger Bike Ride in India and a 72-year-old man who successfully climbed K2. Regardless of age, you will need to be fit, should have an active sense of adventure, be willing to muck in, and have a positive and flexible approach to adventure travel.

### How fit do I need to be?

The very nature of the Charity Xpedition means you need a certain level of fitness. Our challenges are designed to be tough, as you need to earn your sponsorship money, so getting fit is a part of it; we just can't stress this enough! You can find Training Notes on the website and we urge you spend two to three months before your trip getting fit and building up strength. You do not need to be professional in your chosen sport but the more prepared you are the more you will enjoy the challenge. Only you can judge how fit you are and what you are capable of achieving so be sensible but adventurous. Don't forget people are sponsoring you to take on a challenge.

### Where will I stay?

This could range from tents, to a guest house, to an eco-lodge, to a hotel. It's essential that you know that, as a rule, you will share with one other person (same sex) and you probably won't be in five-star luxury. Details of each night's accommodation are given in the full day-by-day itinerary for each challenge. We aim to use locally owned accommodation wherever possible in order to keep profits from the event within the local community. Let us know on your booking form if there is someone with whom you would like to share.