



'HOW TO RAISE THE MONEY FOR YOUR LEAP - FUNDRAISING GUIDE'

INTRODUCTION:

By using this guide we aim to make your 'Gap Year' or 'Year Out' a reality, by giving you the confidence and advice you may need to reach your financial goals. This will not only provide you with the satisfaction of earning and saving your own money, but also allow you to develop skills that will stand you in good stead for the rest of your life.

It is no exaggeration when we tell you that employers and universities look closely at your Gap Year or Year Out as a whole, and count the experiences you may have gone through, and the essential soft skills learnt whilst raising the money for your travels, as some of the most important.

In fact recruiters put initiative, communication and decision making skills, above education and social background as the top three life skills valued by employers in the workplace. All three of these skills will be tested in your fundraising and work placement and you can demonstrate these to future employers or universities.

Raising the money is one of the biggest challenges you will face, however the feeling of personal achievement, accomplishment and increased confidence will be immense when you achieve your goals and make your experiences overseas all the more sweet! Everyone feels daunted when faced with the task of funding a gap year, but with good planning and determination, even in these 'credit crunching' times IT IS POSSIBLE!

Thousands of young people from all over the UK successfully raise enough money each year to spend, what we hope is the most fantastic, fun and rewarding time away. In fact in our experience as many as 70% will raise over **£2200**.

This guide will help show you how it is possible and provide you with loads of useful advice gathered from years of experience and the feedback of other Leapers, just like you, who successfully raised the money.

Throughout your months of fundraising we are always happy to provide advice and help - so please call us. The team here are young, friendly, well travelled and with experience of raising the money themselves.

Lastly don't panic or give in, it is a challenge and the prospect is daunting but we will show you how if you start fundraising now, and put aside a little every month, your target becomes very achievable.

WHAT YOU NEED TO DO:

In a nutshell-

1. Open a bank account
2. Set yourself a financial target
3. Sort out your plan:
 - What job(s) you are going to do
 - What fundraising events or sponsorship you are going to arrange
4. Organise yourself so you can achieve your goal

STEP ONE:

Opening a bank account is essential. Your account will tell you exactly how much you have raised, how far you have to go and at the same time you will be earning interest. When choosing a bank look for the following:

- What interest rate they pay, even in the current financial climate some building society and internet banks still provide higher rates of interest - so shop around
- Get an account with a notice period as they pay higher rates of interest
- Take advantage of any incentives on offer (free railcards etc)
- Set up an internet banking account so that you can manage your money online when overseas
- Research the cost of withdrawing your funds overseas. Most banks charge for this, but you can set up a 'cash passport' account or similar endeavours such as 'caxton' alongside your bank account for free withdrawals.

SETTING YOUR PERSONAL TARGET:

The Leap Fee	£2000 (on average depending on length of stay)
Airfare	£600 (approx. depending on destination)
Spending Money	£350
Clothing and Equipment	£200
Injections/Visa	£100
Medication/Anti-malarials	£20-100 (depending on type and amount)

TOTAL **£3350**

You may wish to raise more than this to continue travelling after your placement with The Leap has ended.

You may be thinking **how am I going to do that!** Well let's break it down and then we will show you how.

Average 10 week term: (some will be longer/shorter so you can raise more or less)

- In an average 10 week term you could get a part time job (e.g. bar work) just one night per week. Thus ensuring your academic work does not suffer.
1 night for 5 hours @ £5 per hour = £25 x 10 weeks = £250
- One weekend working per month. 7 hours per day @ £5 per hour = £35 x 2 days = £70 x 3 months = £210

Grand Total for a 10 week term = **£460**

Average 4 week Holiday: (double this for summer holidays)

- In an average 4-week holiday working three nights per week.
- 3 nights for 4 hours @ £5 per hour = £20 x 12 days = £240
- Two weekends working per month. 7 hours per day @ £5 per hour = £35 x 4 days = £140

Grand Total for a 4 week holiday = **£380**

Average month when you have left school or university:

- 3 nights per week for 4 hours @ £5 per hour = £20 x 12 days = £240
- 3 days per week for 8 hours @ £5 per hour = £40 x 12 days = £480
- Three weekends working per month. 7 hours per day @ £5 per hour = £35 x 6 days = £210

Grand Total for 1 month of work = **£930**

Now work out how many terms, holidays and months you have before your Leap. Then use the examples above to work out how much you can raise. Remember to take account of family holidays, exam revision for your mocks and exams and downgrade those periods accordingly. You may also want to budget in some spending money you're your living expenses (socialising, transport etc)

Lower 6th/Year 12: 3 terms and 3 holidays, Upper 6th/Year 13: 3 terms and 3 holidays = 12 potential fundraising periods minus 3 terms and 1 holiday for revision and exams = **8 fundraising periods (3 terms and 5 holidays)**. Ditto - university terms.

By September after leaving school/university:

If you start from the first term L6th/Year 12, or the beginning of the second year at university, then using the figures above as examples you could have raised:

By September after leaving school:

- Terms x 3 @ £460 = £1380
- Holidays x 5 @ £380 = £1900
- Monthly work after school/university starting August x 1 month = £930

Grand Total By September = £4210

By January after leaving school/university:

- Terms x 3 @ £393 = £1380
- Holidays x 5 @ £328 = £1900
- Monthly work after school/university starting August x 5 month @ £930 = £4650

Grand Total By January = £7930

By April after leaving school/university:

- Terms x 3 @ £393 = £1380
- Holidays x 5 @ £328 = £1900
- Monthly work after school/university starting August x 8 month @ £930 = £7440

Grand Total By April = £10720

As you can see, it is **totally affordable** to take a really productive 'Gap Year' or 'Year Out'.

This illustrates the benefits of securing a job early and starting your fundraising as soon as possible. The later you leave the fundraising the harder you will have to work in a more concentrated time. A little work over a long period of time is far easier.

Boarding Schools:

Clearly boarders are not able to do any paid work (or very little) during term time but you are still able to raise the following if you start working in July, after your exams.

By September after leaving school/university:

- Monthly work after school/university starting July x 2 months @ £930

Grand Total By September = £1860

By January after leaving school/university:

- Monthly work after school/university starting July x 6 months @ £930

Grand Total By January = £5880

By April after leaving school/university:

- Monthly work after school/university starting July x 9 month @ £930

Grand Total By April = £8370

Remember:

This does **not include** other forms of making money like **sponsorship and fundraising events**, which we cover later.

HOW MUCH HAVE PEOPLE RAISED IN THE PAST:

We asked a number of individuals, from a range of different schools, how much they raised and by doing what and found the following results:

Amount Raised	%
• Raised £2000 +	66%

- Raised between £1500 - £2000 23%
- Raised between £1000 - £1500 8%
- Raised less than £1000 3%

We back up these findings with our own experiences of advising hundreds of individuals on how to raise the money over several years.

Examples of Fundraising Experiences:

Camilla Blood - Zimbabwe

Camilla raised £2,800 after leaving Edinburgh University by working for a shoe company and visiting city financial brokers and selling shoes to traders as well as working for a local golf course as a waitress. In addition she worked for Emma Bridgewater Pottery. She also carried out a sponsored relay swim of 50 miles.

Richard Plant - Kenya

Richard raised £2800 after leaving school by working as a sports teacher at a prep school for two terms, at a local Hotel in the kitchen and at a department store in London over Christmas. He also arranged a car boot sale and ran a sponsored half marathon.

Jack Eden - India

Jack raised £2200 by working frantically after leaving school for 5 months on various jobs including building sites, temping, bar and factory work, store security on double time at night and a stint at Fortnum and Masons over Christmas. He also carried out a sponsored parachute jump.

Will Spooner - Sri Lanka

Will raised £1800 by working during the holidays mainly through a part time job at Sainsburys, in his local sports centre and local Odd Bins wine merchant. He also carried out a sponsored run up Snowdon and a sponsored 'sing in' by singing with some friends for 24 hours.

Simon Harris - Botswana

Simon raised £3,400 by working in his holidays at a builders merchants and a Saturday job during term time at Safeway's supermarket. In addition he worked after school in a zoo and as a runner on a film set and as a paid extra on a film set and was sponsored to run the London Marathon.

Sophie Maclean - Zimbabwe

Sophie raised £2350 by regular babysitting and working in a fashion store. In addition she raised money through sponsorship by completing an abseil and canoe race.

SORTING OUT YOUR PLAN

The next step is to decide what you are going to do to achieve your financial target and then how. You have set yourself a target of say £3250 so now break this down to how much you think you can raise by sponsorship/fundraising and how much by regular paid work.

Target £3250

70% from paid work	= £2275
30% from fundraising and sponsorship	= £975

In our experience this is about the right mix, however obviously you can change the emphasis depending on what suits you.

PAID WORK:

We have shown you earlier how to work out 'setting a target' and the amount of work necessary to raise the money. Despite the credit crunch there is still lots of part time and temporary work out there if you take the time to look.

Step 1 - Start by preparing a CV - example:

Address and contact details:

Profile:

Energetic student who is preparing to work in Kenya for 3 months on a voluntary work placement in community and conservation projects, after leaving school and before Further Education. In order to develop personal skills such as confidence, decision making, communication, initiative and leadership. Has set financial target of £3500.

Education:

Work Experience:

Hobbies:

References: (Addresses x 2 -Teacher or Head or family friend)

Step 2. - Prepare a covering letter - example:

Address

Ref: Advertisement for Receptionist in the Yeovil Weekly

Dear.....

I read your advertisement in the Yeovil Weekly on 17th June with interest. I am writing to apply for the position of receptionist.

I am currently a pupil at and I am looking for part time employment in order to raise money towards my voluntary work placement in Kenya where I will be assisting community development, teaching and helping conservation initiatives. I will be doing this after I leave school before commencing with Further Education.

I am a conscientious, hard working individual who fits well into a team and enjoys responsibility and believe I would be ideal for this position. I am very dedicated and determined to achieving this personal dream and will work hard.

I enclose my CV and references and look forward to your reply.

Yours sincerely

Step 3 - Finding A Job:

- Collect as much information as you can on all possible relevant companies that may employ you - ask your parents and family friends, look in local and national newspapers, in the windows of shops and supermarkets and visit your local pub, restaurant, hotel etc and ask.
- Contact temporary and part time employment agencies - their numbers will be in the 'phone book, visit local job centres, approach local caterers and party organisers etc.
- Mail your covering letter and CV to as many relevant local companies as you can find either addressing it to the Head of Personnel or the Managing Director.
- Put your CV around everywhere, in every single bar, pub or restaurant around. If they haven't told you outright that they don't need anyone then keep on at them and give them a call within a couple of days to ask again. Don't let them forget you!
- After a couple of weeks follow up your letter with a call if you have not heard anything. Remember to explain what you are raising the money for.
- Scour local notice boards for casual work (babysitting, cleaning, dog sitting etc) jobs and also make your own flyers and ads to promote your services.

- Use the internet to find jobs or information on employment agencies - sites like www.stepstones.co.uk and www.reed.co.uk are good.

Ensure you are not paying more tax than you should - ask your parents for advice. You may be able to claim a tax rebate at the end of the financial year.

Step 4. - Getting Through The Interview

This is the next stage to a successful placement in a job. Here are some useful tips:

- Ensure you arrive on time (5 minutes early) and that you are dressed conventionally i.e. smartly.
- Make sure you are prepared, have researched the company and have copies of your CV and references on hand.
- Smile and maintain eye contact. It's only a small point but goes quite a long way.

Most interviews are trying to establish your suitability so prepare answers for such questions as: -

- Why did you choose this job and why are you the person for us?
- What experience do you have?
- What are you good at?

Remember to refer to examples from your CV to illustrate your answers and always sound enthusiastic. If you are going for a job whilst studying be clear that the commitment is not going to make you suffer academically. You do not have to disclose that you are planning to leave to travel after a few months, but if you do, stress that your drive and determination to raise funds directly benefits the employer as you will work hard and do overtime. Also point out that after your gap travels you may be looking to return to the company for more permanent work.

SPONSORSHIP and FUNDRAISING:

Your Leap placement is a volunteer work project supporting local communities, charities and conservation initiatives. Because your travels not only benefit you, but also have a positive impact on others you may want to consider fundraising through donations and sponsored events. On average of over 65% of the money you raise goes directly to the developing country and people where you are volunteering. This fact is unique to the Leap and will demonstrate to donors that you've researched the gap year options and are going to put their money to good use.

Successful events can be very effective in helping you achieve your financial target. It is up to you whether you wish to organise a couple of big events or quite a few smaller ones. Whatever you decide to do and there are loads of ideas (some listed below) make sure you choose an event that is going to inspire others to donate money to you and make the event fun, exciting and memorable.

Firstly decide on events and here are some well-tried examples:

- Run a marathon
- Run up the stairs in a building to correspond with the height of a mountain you may climb on your travels
- Do a tandem parachute jump
- Do a bungee jump
- Play tennis or another game for 24 hours
- Sing for 24 hours
- Cycle an impressive distance like - London to Birmingham
- Sponsored abseil
- Sponsored leg wax or head shave
- Arrange a fashion show or something similar
- Arrange a disco/party with a theme connected to your trip - a African or Asian evening with local food and music
- Design a calendar or recipe book for sale
- Sponsored silence
- Car washing in supermarket or petrol station or car boot sale
- Designing a Christmas card and selling it to friends and family

- School dress down day
- Designing a sweatshirt or T shirt and selling it to raise money
- Cake sales at school/university/local area. This is particularly good for boarders with less opportunity to earn money. Selling things like toasties and crumpets after dinner often goes down a treat! Krispy Kreme has fantastic offers for fundraisers allowing you to make a really good profit for your trip.

Next - Plan Your Event:

- Choose a suitable venue trying as best as possible to hire it for free
- Decide how long it will take to organise and then set a date
- Work out your costs, how much you will charge and what your financial target is
- Think of other financial ways to maximise the event - like selling 't' shirts at the event
- Draw up a list of family, friends, businesses who you are going to send your invitations and sponsorship/fundraising letter to
- Send out invitations and sponsorship /fundraising letter
- Make a list of what you need to arrange - food, music, etc
- Publicise the event - press, adverts, posters etc

Sponsorship/Fundraising:

Despite the current financial recession, businesses still want to be seen to operate a policy of 'corporate social responsibility' and may view a donation to your cause as an good way to demonstrate this. However, when approaching local businesses for sponsorship, bear in mind that although many are keen for extra publicity, getting funds this way is not easy. It requires careful research of the companies and an ability to match your proposed trip with the type of company. For instance clothing, airline, equipment and travel companies will appreciate the synergy and if they do not contribute financially may well donate equipment.

When approaching companies it is important to appreciate that they receive endless 'begging' letters, yours must stand out and must offer them something in return - it may be simply a photo of you working on the project holding the companies logo - helps spice up their image and promotion. Always address it to the right person.

When writing to friends or individuals for sponsorship or to invite them to attend and support your fundraising event, you are more likely to get a sympathetic response and be successful if you are professional, organised and send a letter and an invitation to attend the event.

Sponsorship letter - an example:

Address

Ref.: Sponsorship - Abseil Event

Dear.....

I am raising money to participate in a three-month volunteer project to (Country) in(Year), where I will assisting community development projects, teaching local children and helping conservation initiatives.

GIVE DETAILS OF THE PROJECTS AND BENEFITS TO THE LOCAL COMMUNITY/ENVIRONEMENT

I am trying to raise £3350 towards this scheme and as such I am organising a sponsored abseil and running a marathon. I thought this may appeal to you/your business profile and as such was wondering whether you may wish to sponsor me or attend my event.

I would of course be very happy to wear any corporate clothing or promote your business in a positive way - perhaps through photographs and an article on my return for your newsletter. I also intend to gain exposure for my trip through local press coverage and you would therefore benefit from this.

I look forward to your reply and to discussing this further.

Yours sincerely

Tips:

- Make sure that whatever you do, it is **safe**, well planned and that it is carried out with a professional and reputable organisation.
- Wear a project T-shirt or sweatshirt at events (we can provide you with a 'Leap' logo t-shirt on request).
- Write and thank anyone who has contributed or helped. Including sending a letter/report to major contributors on your return about your experience.

Getting Press Coverage:

This is an excellent way to ensure that you secure extra sponsorship and that any event you plan is well attended. Start by compiling a list of contacts at local newspapers and then prepare a short press release. This is a short summary of who you are, where you live and what you are trying to achieve as well as a description of your trip and its aims.

Prepare a timetable of events with dates and then approach the local newspapers and radio stations. On your return, or during your scheme, write a short article on your experience and attach some photos - it will almost certainly get published - which is satisfying. If you are using the name of your school or university ensure that a member of staff has cleared your press release and given consent.

Donations From Friends/Family

Explain to family and friends what you will be doing on your Leap placement and why it will be of benefit both to yourself and others. You may find they are willing to offer financial support to contribute towards your experience. Utilize Birthdays and Christmas by requesting donations of money rather than presents, or put together a wish list of clothing/equipment you will need on your travels (see the kit list sent to you in the Leap 'Travel Oracle'). You could use websites such as www.justgiving.com or www.senduspacking.com to gather donations.

What is SendUsPacking?

Allows friends and family to contribute financially to your trip via their website, by post or by telephone. All you have to do is sign up for a SendUsPacking list, add your itinerary and sit back and watch those contributions mount up from your friends and family.

Start by creating your list or simply sign up for one of their gift lists. It which allows you to contact all of your friends and tell them how to contribute to your trip. Once your friends have been told about your trip they can then start contributing to it via a secure website.

The Leap are currently offering a £10 discount on a SendUsPacking list. Simply visit www.SendUsPacking.com and use the following promotional code "Leap-01".

Charities:

There are numerous grants and funds available for youth who are participating in something worthwhile, and there are many sources of information to enable you to benefit from these. Charities are always looking for ways of making donations and your project might be worthy of one.

Treat them professionally and as you would any other sponsor - keep them informed and write them a report when you return.

- Ask your school or university, as they will have charitable links and contacts.
- Call your local business link or council for information on local charities.
- Visit www.gapyear.com or call them to ask for advice on charities and funds available for individuals taking a 'year out'.

- Research the latest annual copy of *The Directory of Grant Making Trusts* which is available in UK libraries in most large towns, which lists contact details and criteria of lots of local and national benevolent educational charities, just waiting to give money away.
- The Catenians www.thecatenianassociation.org funds for Roman Catholics
- Look up "Dresdner RCM Global Investors Top 3000 Charities" in your local library or call them on 020 7250 1777 or visit www.charitiesdirect.com to ask for charities in your particular area.

Good Luck!!

Here are a few handy layouts for forms you might need during your fundraising

Fundraising Target - example:

TERM	NO OF WEEKS	MY TARGET	EVENT/JOB PLANNED	AMOUNT RAISED	ON TARGET
Autumn Term	11	Total =			
Christmas Holidays	4	Total =			
Spring Term	10	Total =			
Easter Holidays	4	Total =			
Summer Term	10	Total =			
Summer Holidays	7	Total =			
Grand Total					

SPONSORSHIP FORM - Example

Name

Address

.....Tel No :

EventDate:.....

Placement
Destination.....

Name and address of sponsor	Amount sponsored	Received

