

# CHARITY TREK PROGRAM



Charity group at Kalapatar near Everest Base Camp



# HIGHLIGHTS

- With a group of 25 trekkers to Everest base camp, your charity could raise over £50,000.

## **What is a charity trek?**

It is a sponsored event whereby each supporter of your charity (commonly known as a “Challenger”) has to raise a certain amount of money to take on a specific challenge such as trekking to Everest base camp.

## **Why organise a Charity trek?**

They are a proven method of raising significant funds for charity.

## **Why The Mountain Company?**

We are specialists in organising high quality, environmentally and ethically sound trekking expeditions at great value.

# ABOUT THE MOUNTAIN COMPANY

- We specialise in organising adventure travel holidays in the Himalayas and Eastern Africa. For more information see our website at [www.themountaincompany.co.uk](http://www.themountaincompany.co.uk)
- Roland Hunter, the owner and founder, has climbed and trekked extensively in the Himalayas including to the summit of Mt Everest. He is also a Chartered Accountant.
- We are knowledgeable about the areas we operate in because we have personally done all the treks ourselves. This helps us plan the logistics and design the best itineraries but also means we have developed excellent local contacts in the countries.
- We take pride in meticulously planning and organising all our treks and expeditions.
- Environmental and ethical considerations are of the highest priority at The Mountain Company:

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- We are financial sponsors of the International Porter Protection Group (IPPG) and abide by their 5 guidelines for porter protection (i.e. reasonable loads, provision of good equipment etc).
- We have entered into partnership with Climate Care, Tourism Concern and Kathmandu Environmental Education Project (KEEP).

## HOW DO CHARITY TREKS WORK?

- On registration the Challenger pays £250 and agrees to raise a minimum sponsorship amount (MSA), generally in the region of £3,500.
- 8 weeks prior to departure the Challenger pays the MSA to the charity.
- If the Challenger has not raised the full MSA, they can either pay the difference themselves or refund the money back to their sponsors. The registration fee of £250 is not refundable.
- The Challenger also has the option of paying the full trek amount themselves, so all of the sponsorship proceeds goes to the charity.

## OUR SERVICES

The Charity trek program is a partnership between The Mountain Company and your charity - we go beyond just organising the trek, for example we can provide:

- templates and photos to reduce your time working on the Charity trek project eg. marketing material and information packs on registration.
- advice and recommendations on ways of promoting and marketing the Charity trek.
- phone and email support to enquiries - once an enquiry has been taken, the Charity can pass anyone with trek related questions directly to us either by phone or email - we pride ourselves on giving friendly, helpful and knowledgeable advice.

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- participate in an information evening for registered Challengers three months before departure – format normally involves Roland giving an inspirational slideshow on climbing to the summit of Everest followed by a presentation on the Everest base camp trek and questions. It is also a good opportunity for Challengers to meet each other (expenses would be payable if location is outside London area).

## ABOUT THE TREKS

- The Mountain Company will organise an all inclusive package from the meet and greet at Kathmandu airport to hotels, sightseeing and every detail of the trek.
- While on trek we provide a Western and Sherpa leader, cooks, porters and all group equipment - we use good local lodges/tea houses, although for larger groups we will camp next to the lodges.
- Safety is our top priority; we design the itineraries to ensure adequate time for acclimatisation and bring safety equipment (portable oxygen pressure chamber, oxygen saturation meter and comprehensive first aid kit).
- The Mountain Company can tailor the trek details to your precise requirements and preferences.

## CHARITY FUNDING FORECASTS

The amounts used in the forecast on the next page are estimates with the costs varying on the size of the group, the trek format and your marketing strategy but they should give you a ball park figure of the amount you could potentially raise for your charity.

Some Charities organise two treks a year: one in May (pre-monsoon) and the other in October (post-monsoon).

The margin is the minimum amount, it could increase if:

- Challengers raise more than the MSA of £3,500,

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- Challengers pay for the trek themselves and contribute all the MSA of £3,500 to your charity.

<b>GROUP SIZE</b>	<b>INCOME</b>	<b>EXPENDITURE</b>	<b>CHARITY PROFIT</b>
<b>10</b>	<b>£37,250</b>	<b>£17,000</b>	<b>£20,500</b>
<b>15</b>	<b>£56,250</b>	<b>£24,875</b>	<b>£31,375</b>
<b>20</b>	<b>£75,000</b>	<b>£33,000</b>	<b>£42,000</b>
<b>25</b>	<b>£93,750</b>	<b>£37,500</b>	<b>£52,625</b>



### **Revenue forecast for scenario with 20 Challengers**

Each Challenger has to pay £250 on registration and agree to raise a MSA of £3,500.

Revenue per person	= £3,500 + £250	= £3,750
Revenue from 20 Challengers		= £3,750 x 20
Total revenue		= £75,000

### **Cost forecast for scenario with 20 Challengers**

Marketing & promotion	£500	(see Note 1)
The Mountain Company	£925 per person	(see Note 2)
Flights	£700 per person	(see Note 3)
Cost per person	= £925 + £700	= £1,625
Cost for 20 Challengers	= £1,625 x 20	= £32,500
Marketing	= £500	
Total cost	= £33,000	

### **Margin forecast for scenario with 20 Challengers**

Total income	= £75,000
Less: total expenditure	= (£33,000)
Charity margin	= £42,000 (56%)

## **OPEN CHARITY CHALLENGES**

If you are a small charity and are concerned about getting enough bookings for a group you can join one of our open charity teams (which have members representing a variety of charities).



The Mountain Company will organise at least two open charity treks every year: one in May (pre-monsoon) and the other in October (post-monsoon).

## HOW TO FIND OUT MORE

Please get in touch with us at The Mountain Company to discuss the possibility of working together in more detail.

Contact details:

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