

ORGANISING A CHARITY TREK

KEY ACTIONS BETWEEN CHARITY, CHALLENGER AND THE MOUNTAIN COMPANY

14 to 12 months prior to Charity trek departure date

- Planning meeting between The Mountain Company and key representatives of the Charity to discuss the action plan and decisions to be made going forward:
- Charity's goals and objectives for the Challenge ie. Charity resources for the Challenge project, fundraising targets.
- Format of Challenge ie. destination, planned group size, closed or open trek, Challenger payment options.
- Marketing strategy- how are you going to promote the Challenge trek?
- Create section on the Challenge on Charity website.
- Direct mailing to Charity supporters.
- Publicise the Challenge at other Charity events.
- Advertising in selected magazines or newspapers.



- Templates and photos from The Mountain Company- we provide templates which can be incorporated into your Charity's marketing material normally using your designers, they are:
- Draft Charity letter in response to enquiry (Appendix I).
- Wording for two page promotional leaflet and website (see Appendix II).
- Registration form (Appendix III).
- Full registration pack with information on fundraising ideas, fitness training notes, health notes on general expeditions and high altitude issues.
- Photos which can be used in your promotional material (Appendix IV)

12 to 6 months prior to Charity trek departure date

- Charity promotes and markets Charity trek and recruits Challengers.
- Charity and The Mountain Company provide support to recruited Challengers for any questions they have- our objective is to achieve 100% participation rate with registered Challengers.

6 to 2 months prior to Charity trek departure date

- Charity and The Mountain Company contacts all Challengers to offer advice and support in run up to 8 week payment deadline.



APPENDIX I

TEMPLATE FOR CHARITY TREK ENQUIRY LETTER

Note: the templates below should help you develop your promotional Material for your charity trek although you will probably want to edit and add extra information. The wording in [square brackets] should be changed for your individual charity and format of charity trek.

[Charity x log] [Charity x address & contact details]

Hello from the Events Team and thank you for your interest in the Everest base camp charity challenge trek. All you need to do to register and join the challenge is to fill in the enclosed application form and return it to us along with your entry fee of [£250] (cheque payable to [Charity x]).

This leaflet [in Appendix II] should provide answers to most of your questions and let you what is included, but if you would like to discuss anything in more detail then do get in contact with us.

The sponsorship challenge is to raise [£3,500] for [charity x]). It sounds like a lot of money and it will take time and planning, but we are here to help you with practical advice and ideas that we know will work. We will also provide a registration pack which includes fundraising ideas and tips; training and fitness information; expedition health advice and other useful information.

[Charity x]) events are always popular and places on this exciting event are limited, so make sure you send off your cheque and sign up as soon as possible.

For the best views of Everest and the stunning Khumbu Icefall, do not miss out on this once-in-a-lifetime experience! We hope you can join us in Nepal in [month 200x] and look forward to hearing from you.

Kind regards

Event Fundraiser [Charity x]



APPENDIX II

TEMPLATE FOR CHARITY TREK LEAFLET/WEBSITE

Everest base camp trek, Nepal in aid of [Charity x]

[Insert Charity x logo]

This is an opportunity to trek to the base camp of Everest and to summit the peak of Kala Pattar at the same time as helping to raise considerable funds for [Charity x]! This is a beautiful trek which takes you through the valleys of the Sagarmatha National Park and includes time to explore villages and monasteries along the way. On reaching Kala Pathar at a height of 5,545m you will get a superb panoramic view of Everest, the highest mountain in the world, and many other Himalayan mountains!

Why chose [Charity x]?

[Charity x information.....]

How do I join the Charity trek?

In order to register you will be required to make a personal contribution of [£250-amount can vary] and to commit to raising a minimum of [£3500 -amounts can vary] in sponsorship for [Charity x].

The cost includes the following:

- Scheduled international return flights to Kathmandu
- All internal transport including airport transfers
- Shared hotel accommodation in Kathmandu
- Either shared tent accommodation on trek with communal mess areas and separate toilet tents or shared room in a trekking lodge
- All meals except in Kathmandu
- Services of professional English-speaking Sherpa teams on trek



- National Park entry fees

The cost does not include the following:

- Tips (suggested donation is £25 per person)
- Personal expenses
- Nepal Visa (approximately £20)
- Lunch and evening meals in Kathmandu
- Airport departure taxes in Nepal (approximately £12)
- Airport tax in the UK
- Personal travel insurance
- Recommended vaccinations
- Your own kit (see clothes and equipment checklist)
- Hire of sleeping bag and/or down jacket in Nepal (approximately £20 per item)

QUESTIONS AND ANSWERS

What is a typical day?

While on trek we rise early and set off after breakfast normally walking for between 5 to 8 hours. There is plenty of time to rest and appreciate the superb views along the way and we will also stop for lunch en route and. By mid afternoon we would have arrived at our stop for the night and you will have the rest of the day to relax or explore the area.

How will the altitude affect me?

Altitude sickness is caused by reduced levels of oxygen in the blood due to the lower atmospheric pressure at altitude-the effects can be felt from around 3,000m.

Some trekkers will experience symptoms of acute mountain sickness (AMS) which may include headache, disturbed sleep, loss of appetite, nausea and general lassitude. We bring a comprehensive medical kit including altitude drugs and oxygen saturation meter in case it is required.

Telephone and fax: 0207 4980953 / International callers: +44 207498 0953

Skype ID: RoIandh1 / Email: info@themountaincompany.co.uk / www.themountaincompany.co.uk

Postal address: Flat 3, 190 Cedars Rd, Clapham, London SW40PP, UK



Further information on altitude and acclimatisation is enclosed in the Registration information pack

How fit do I need to be?

A reasonable level of fitness is required due to the nature of this trek although anyone who leads a fairly active and moderately healthy lifestyle should be fine as long as they train regularly over a period of at least three months leading up to the expedition.

While on the trek you will be exercising constantly for a number of days at extreme altitudes, but remember that being fit has no impact on the rate of acclimatisation.

What kind of weather are we likely to experience?

The daytime weather can vary from hot and clear where temperatures could reach 20C or 25C to cold and damp with temperatures near 0C. The nights will be very cold with temperatures well below zero and will get colder as one approaches Base Camp due to the higher altitude.

What happens if I can't keep up or fall ill?

It is normal to have a discrepancy in walking ability within a group so we are prepared for this. The event is not a race and we encourage everyone to pace themselves and go at their own speed- there is always a member of staff sweeping behind the group so support will never be far away.

Do I need specialist kit?

A clothes and equipment checklist will be provided to you to- you will need to pack carefully as the weight allowance is only 20kg.

What is the terrain and scenery like?

We will be following established paths of stone and mud which are used regularly by the locals. The scenery is spectacular as we trek through wide valleys above the foothills to the highest mountain range in the world. Not only do we have superb mountain views each day, but we also pass villages, tea houses and forest areas, so there is plenty to see.



What are the facilities like?

In Kathmandu we will be staying in a hotel with shared rooms and on trek we will either be sleeping in two-person tents or in a trekking lodge. Basic washing facilities will be provided along with dug toilets.

What will we eat and drink?

Breakfast will consist of bread, jam, eggs, porridge etc. Lunch is a fairly substantial meal with rice, potatoes, vegetables, sandwiches and chapattis.

Dinner will be a hot meal with soup to start. Meals are substantial but it is also still a good idea to bring a few energy bars and snacks.

What do I carry during the day?

You will carry just a daypack with basic supplies including rainwear, water, camera, sun cream and a fleece- as we trek higher you will also need to pack a hat and gloves.

What's the average age?

We get people of all ages on the charity trips, although most will generally be between 30 and 55.