

## **More Details about Costs and Fundraising**

The AJ Bell Alpine Challenge is all about bringing teams of enthusiastic skiers and snowboarders together for a fantastic snowsports endurance event that raises valuable funds for Snow-Camp's work. Now in its 9<sup>th</sup> year, the Challenge has raised over £300,000 since being established in 2010 and has become an essential source of funding support for our work at Snow-Camp.

We have learnt a lot from previous Challenges about how to get the fundraising balance of the event right, and we want to be transparent about this from the outset – so you can be clear with people you are asking to sponsor you how funds are raised.

## **Full AJ Bell Alpine Challenge Package Costs & Fundraising**

You can see from the AJ Bell Alpine Challenge Package description the different elements of the event. When you add up the cost of the accommodation, food, ski passes, event costs, bibs, trophies, staffing, etc. the total cost per team of 4 involved in the Challenge is about £2,200 (£550pp).

Registration for the 2018 AJ Bell Alpine Challenge is set at £1,400 per team of 4 (£350 pp) and every team then has a fundraising target of £3,000 (£750 pp). Of course some teams go on to raise more – and this can really boost the events total fundraising.

After costs are paid, Snow-Camp therefore raises £2,200 from every team hitting its minimum target – a fantastic amount of funding, which can be considerably increased with Gift Aid.

## **Challenge Only Package Costs & Fundraising**

Registration for Challenge Only teams is set at £400 per team of 4 (£100 pp), which covers all costs and each team has a fundraising target of £1,000 (£250 pp). For every Challenge Only team that hits their minimum fundraising target, Snow-Camp raises £1,000. Again, a fantastic amount which can be considerably increased with Gift-Aid.

## **Full AJ Bell Alpine Challenge Package Registration Costs vs Participant Costs**

Some people feel that we should set the registration higher so more of the costs are covered by the participant at the outset, and more of the fundraising goes directly to the charity. It's a tricky one, but we want the event to be accessible, and we don't want people to be put off by a higher registration fee. Paying £350 means you as a participant know you are getting an amazing deal in terms of what the event offers – but on the other hand, you do have to commit to raise a further £750 each to hit your team target. For many this is as much a challenge as the Challenge itself. We feel that if you are willing to put the effort in to do the fundraising and at the same time tell your friends, relatives and colleagues about Snow-Camp's work then we should give something back by making the registration reasonable and covering the remainder of your costs. We think this is a fair and has worked well in the past.

**However**, if you do want to be able to say to your sponsors that **every penny of their support** is going to help inner city young people, you are welcome to pay the additional £200 (after your £350 registration fee) into your team fundraising page at the outset, and you can be sure then that this is the case.

## **Fundraising Pages**

When you register, Snow-Camp will set your team up with a bespoke Team Fundraising Page that you can send round to all your friends, relatives and colleagues and tell them what you are doing (Individual fundraising pages for each team member are available on request). Snow-Camp will use the totals on your fundraising page to follow your progress towards your target, off-line donations need to be recorded on your pages so they can be taken into account. It's all very easy, and we are sure many of you are familiar with online fundraising pages – full details of your page will be sent out by email once your team is registered.

## **Registration**

Each team of 4 registers by using the online registration form and paying their registration fee via the registration form: <https://snowcamp.wufoo.eu/forms/pipv2p90754mpq/>

It is very safe and simple, but if you do have any questions please do get in touch with [julia@snow-camp.org.uk](mailto:julia@snow-camp.org.uk).

## **Fundraising Awards**

Every team that achieves their minimum fundraising target will receive thank you medals, at the event! There will also be Gold, Silver and Bronze trophies presented to the Top 3 fundraising teams.

**Good luck and thank you from everyone at Snow-Camp for all your effort!**