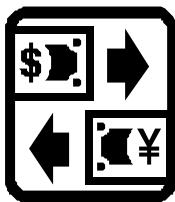




9 Fundraising

Generally, one of problems which organisers of visits abroad face is finding ways of off-setting the costs of the visit. In general terms, visits abroad are perceived to be more expensive than a standard camp in the UK. With the presence of an increasing number of low cost airlines, this may not necessarily be the case and, with adequate forward preparation, travel costs may even be less than those incurred in the UK.

Nevertheless, there will be occasions when the trip will be significantly more expensive. For that reason, planning needs to include a proper assessment of the budget and everyone needs to be aware of the 'worse-case scenario' when no external funding is available and all the costs have to be divided between the participants. Plans for visits abroad should be realistic. Making assumptions of high levels of fundraising can lead to a budget deficit and radical curtailment of the plans may have to take place. Most funding agencies will not provide grants to make up for bad budgeting.



Of course, standard fundraising can be used to offset some costs. The important point is to ensure that such fundraising provides value for money. Good schemes ensure that those contributing to a fundraiser feel that they have received a good deal. Schemes such as supermarket bag-packing can raise large amounts of money – especially when there has been adequate preparation of the young people concerned – appearing in uniform, knowing what goods to keep separate, being polite, not asking for money, being available throughout the period that has been agreed, the young people knowing why they are collecting, saying thank-you etc.

Applications to grant making bodies need to be carefully handled. Some pointers:

Does the body actually fund overseas trips? It might seem obvious, but some bodies will not fund things which happen outside the UK. Indeed some do not fund projects outside the immediate area of their operation. So, find out about the objectives that such funding bodies have before wasting time in sending applications which fall outside the remit of that body.

Does the body fund work with young people and, if so, is there a specific age range in which they are interested? Again, a fairly obvious question. Many agencies will fund young people for overseas trip, but only where a majority of participants are of a particular age range. Most international agencies acknowledge that young people up to 25/26 years are 'youth'. However, many agencies feel that those under the age of 14 will not benefit to the same extent as those over 14. This relates to the type of activities and interaction which is common to the programme undertaken by the various age ranges. Again, don't waste your time if your party does not meet the age requirements.

On both of the above points, most public libraries have the Directory of Grant Making Trusts published by the Charities' Aid Foundation (CAF) – a very large book listing 2500 of bodies which provide grants. It can be a daunting task to search through the book. However, the content is available as a CD-Rom with a search facility. Larger libraries may be able to offer this service. You can specify specific criteria such as youth, overseas, educational, cultural diversity etc and ask for a report on those organisations which meet your criteria.



The Directory of Grant Making Trusts Focus Series: Children and Youth, also published by CAF, provides a focused listing of those Trusts dealing with young people. In addition, the Directory for Social Change publishes Youth Funding Guide which offers a critical analysis of those trusts which support children and youth. Further information is available on www.fundraising.co.uk



Does the body set down specific criteria to be completed? If so, these must be followed rigorously. It is not sufficient to say that the objectives are to have a camp in another country, or that this will be a Scout camp. A clearly defined programme must be seen to meet the objectives set by the funding body. If you cannot fulfil the criteria, then don't apply.

Does the body require there to be reciprocal visits to the UK? Most agencies require there to be an exchange – or, at least plans for an exchange. This applies to Connect Youth International (administering money from the European Union) and Commonwealth Youth Exchange Council (administering various monies to encourage linking with the Commonwealth). Both bodies have a well defined application and assessment process and care needs to be taken in the way that answers are worded. While the application process may not state it, there are normally limitations on the size of parties which are funded. The reasoning is that when a large party from the UK travels abroad, there is likely to be less interaction with the host community. The party will often stick together and may even be feared by local people.

Do you know why you want to travel abroad? This may seem like a silly question! If you state that it is simply to have a Scout Camp in another country, then the obvious response is that this could be done more cheaply in your home country. If you say you wish to experience the culture of the host country – how is this reflected in your programme? It will not be enough to organise one evening when you meet with young people from the host community and 'do your own thing' for the rest of the time. If the purpose of the trip is to attend a jamboree or international camp, you need to be aware that such events are perceived to provide limited opportunities for real interaction between individuals from different cultures and backgrounds. However, you could say that you are participating in an exchange visit, with part of the programme taking place as a residential experience under canvas during which the joint group will undertake a series of activities which you then list, highlighting the anticipated outcomes e.g. cooking meals together which leads to a greater understanding of the diet and health considerations in each community; attending a rock concert to explore common tastes in music resulting from globalisation of some aspects of culture; shopping for your own food to see the range available, compare costs of living and understand some of the economic constraints on young people etc.

Who has developed the idea and organisation of your trip abroad? Most organisations, not least Scouts, place much emphasis on young people being a



fundamental part of the development and implementation of ideas and plans. It is not sufficient for adults to develop the plan and young people to participate. Young people should be involved fully. Scouting's use of the patrol system is called 'peer education' in other areas of youth work. This is a highly valued concept and should be stressed at every available opportunity. Emphasise that young people formed teams to deal with the various aspects of the trip: travel, budgeting, fundraising, PR, programme etc. Ensure that you mention that this in partnership – another good word – with the host young people.

For European funding bodies, you will probably have to include a European dimension. This may be as simple as visiting the local Mayor or MEP with you host group and asking questions about the impact of the EU on the local community and comparing this with how the EU impacts on the lives of young people.

In the wider, global, context, it is good to include in the programme something which looks at least one global issue. This may be environmental, social etc. For example, many European countries have programmes of waste disposal which involves recycling. While camping, such schemes can be implemented and comparisons made between home and the host community.

Emphasise the equal opportunities approach of your visit. Provide information on the make up of both host and visiting group relating to disabilities/special needs, both genders, socially disadvantaged, different ethnic groups etc. Many funds value events and experiences which seek actively to enable less advantaged young people to be an integral part of the experience, while acknowledging the steps which have been taken to ensure an open policy. Some organisations have a very narrow view of Scouting and our equal opportunities policy needs to be stated and emphasised.



Health and safety issues are important and funders need to be aware these are being addressed. At the same time, there may be differences of approach between the host and visiting groups. In stating your approaches to issues over home hospitality, adventurous activities etc. make sure that you emphasise the agreed approach of both parties. Simply imposing the UK methods on the host group will be seen as imperialistic and insensitive. Raising the issues and coming to an agreed, practical approach will be viewed more positively. If you raise such issues and the host group has no policies, then you can emphasise that there is a sharing and learning process in place leading to better youth work. Similarly, if new approaches and methods are available from the host group, this can be a positive learning experience for the visiting group.



Use those with past experience or those with inside knowledge of the application procedures. Connect Youth International operates through a series of local committees. All have representatives of youth organisations, including Scouting, who will assess applications. Make contact with the committee in advance of applying for a grant and chat through the process with them. You will be able to find out what particular requirements the committee may have. As a large organisation, Scouting is often perceived as arrogant. Taking on-board the advice of a grants committee will help you to tailor your application to the priorities of the committee.

Funding for development projects: UK Scouting has traditionally supported community development work in other parts of the world. Sometimes, this support has been targeted at helping Scouting to grow in other countries by providing training centres, camp sites or equipment. Other projects have a community focus and have helped with skills workshops, health programmes and income generation. There needs to be a clear separation of what will be project funding and that which is to enable UK participants to travel to the host country. Individuals and trusts may be willing to fund project work but many will be less happy about funding personal expenses. It must be remembered that funds raised for a specific project have to be spent in achieving that project. Additional funds should be used to enhance the project and should not be retained for other work in the future. If the project does not go ahead, the funds should be returned to the donors.

Be aware that government agencies, such as the Department for International Development, will not provide funds for British participants to travel to the less developed world to do work which could be accomplished by local people. The Association subscribes to the Marrakech Charter which sets out the principles under which such projects should be undertaken. There should be a strong commitment to working in partnership, meeting real needs as identified by the local community and achieving sustainability for the project following a pre-agreed exit strategy. All of this should be contained in a partnership agreement which can be used to justify any applications to external funders.

The Department for International Development normally deals only with national organisations. However, if the development work to be undertaken is wide in its scope and meets the criteria of sustainability, meeting real needs, alleviating poverty etc. it may be worth consulting their website to check on the application procedures. www.dfid.gov.uk

National Lottery Grants: The National Lottery has a number of funding opportunities. However, visits abroad will not normally fall within the criteria. However, if the visit abroad is used as a training opportunity in increasing understanding based upon training before the even, there may be a possibility to apply for funding for that training. The National Lottery publishes its priorities annually and the Finance Department at Gilwell Park can provide specific advice on applying for Lottery money.





Make a good report of your visit. Make sure that you re-emphasise those learning outcomes which you included in your application. Stick to the deadlines set down by the funder and, where appropriate, encourage the young people to make a face to face report backs, rather than adults.

Useful contacts:

Connect Youth International www.connectyouthinternational.com

Commonwealth Youth Exchange Council mail@cyec.demon.co.uk

Department for International Development www.dfid.gov.uk

Fundraising website www.fundraising.co.uk

A briefing paper, BP260006 – Fundraising and Grant-Aid for Exchanges and Visits Abroad – can be downloaded from Scoutbase or ordered from the Scout Information Centre.