



A 4 PAGE GUIDE TO CHANGE YOUR OPINION

Sail Training offers you a unique challenge and adventure against one of the worlds greatest elements, the sea. For thousands of years men and women from all over the world have taken to the sea for their livelihood, for leisure or just for the satisfaction of knowing that they have overcome the challenges that the sea has thrown at them.

The UK is an island, that's coastlines are bounded by some of the most famous stretches of water in the world, and as a nation we have a rich maritime history that stretches right back to the days of Nelson and beyond. This strong association with the sea is still evident today. Did you know there are over 50 organisations in the UK offering you the chance to go and become part of this rich history and go and sample the adventure of standing up to Mother Nature? These sail training organisations exist to offer you a life changing adventure.

*"In Sail Training we don't believe in the word can't"*

In Sail Training we don't believe in the word can't, especially when it is used when talking about money. No matter what your background or financial position there are opportunities available to you and there is a sail training voyage for you.

This factsheet aims to give you a guide to how to go about funding your sail training voyage. Whether it be partaking in small scale activities or applying to companies and organisations for grants and bursaries.

This information has been put together by the Sail Training Youth Committee (STYC); a group of young people who have been in your very situation within the past 5 to 10 years. We know the perceived difficulties, the hoops you need to jump through and the eventual benefits of fundraising for a Sail Training voyage.

This is your one step guide to get you on your very own life changing adventure.

*" It was one of the most exhilarating, enjoyable and yet demanding experiences of my life. We gelled into a team immediately and the sense of camaraderie lasted the entire week."*

**Elle from Dorset**



Sail trainer learning how to steer

Getting Started

Five key points that are essential to successful fundraising:

1. ORGANISATION - Set yourself a target; this gives you the motivation and a focus to reach that goal.
2. MOTIVATION - Let your enthusiasm rub off on others. Make them remember that they are helping to change other peoples lives.
3. CONTACTS - Make use of who you know. Venture out and write to businesses, especially in your local area. Make use of media; local and even national (if you don't ask you don't get!) Try organisations who get involved with individuals' projects and tend to donate money. Contact your local library as they often hold a book of local organisations who are willing to help with sponsorship.
4. PERSISTANCE - Don't be afraid to follow up applications with letters and phone calls. You may face problems, so don't give up at the first hurdle, be prepared to overcome them and carry on.
5. CONFIDENCE - Ask for what you want and aim higher as you often receive a bit of a downfall.

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Cadet bag packing in a local supermarket

## Small Scale Fundraising

Sponsorship is a very popular way of fundraising. Sponsorship basically means that a sponsor agrees to pay money to someone if they do something.

The best sponsorship activities involve something which will place you outside of your comfort zone. Your sponsors are more likely to donate generously for something that challenges you.

Here are some ideas to get you thinking.....

### Minor Fundraising Events:

These tend to be events which are fairly quick and simple to organise. Really, imagination is the only limit for what you could be sponsored for. Examples are sponsored:

- Walk, run, swim, cycle
- Haircut
- Read-a-thon
- Silence
- Baked Bean / custard bath
- Ergometer rowing

*Sometimes the greatest challenge can be time. If you can work together with others then why not test yourselves by completing an activity over an extended period of time, for example a 24 hour football match, or maybe give yourself a time limit to complete a challenge within. Usually the greater the challenge, the greater the sponsorship.*

### Major Fundraising Events

Annual events can be a great way to raise money. Examples of these include the London Marathon and the Three Peaks Challenge. In return for your dedication in preparing for the big day sponsors may well give generously. Many of these events have an over 18s age limit but the following are open to those who are younger:

- London to Brighton bike ride
- Great Walk
- Great Run
- Great Cycle

These events take dedication and a lot of preparation but may raise you more money



Young people taking part in a fundraising fun run.

## Group Fundraising events

You could ask permission to run an event at school or club – you could even try getting your leaders or teachers to get involved to earn extra money.

Examples of these events could include:

- Cake Sale
- Supermarket Bag Packing
- Car Wash
- Non-uniform days or Themed Clothed days
- Talent Show
- Raffle
- Boot Sale
- A competition with an entry fee for spectators

*For some fundraising events it is only really acceptable to earn money for personal voyage fees if a percentage of your proceeds are donated to a charity, for instance the Sail Training charity with whom you wish to sail.*

### Advertising your event

Whatever fundraising you choose to do make sure you advertise it well, particularly for larger scale events. This has got easier with the rise of social networking sites. Why not set up a Facebook group or post it on Twitter to raise interest in what you're doing.

## Sail Training Organisation Bursaries

One of the best ways to get funding for your voyage is through bursaries that are offered by sail training operators. Sail Training operators want to get you sailing and most set aside an amount of money that they allocate to deserving young people that will give money off part or even the whole of your voyage!

So how do you get your hands on this money!?

Well it's actually very simple. While the method of application varies between different operators what they want to know is very similar, they want you to show that you are deserving of receiving the bursary.

What to write in your application

- Explain WHY you want to go on a sail training voyage
- Explain WHY you chose that sail training operator

· Explain HOW this experience will change you

If you have been on a sail training voyage before, many operators offer bursary funding for your next voyage if you write your story of that voyage. How great is that, you may get another voyage for free just by recounting the fun and exciting time that you had before.

The best way to find out how your sail training operator organises their bursaries is to contact them directly. A list of websites and e-mail addresses can be found at [www.uksailtraining.org.uk](http://www.uksailtraining.org.uk)

REMEMBER DON'T BE SHY, THESE PEOPLE WANT YOU TO GO SAILING AND HELP YOU AS MUCH AS THEY CAN. THEY WANT YOUR E-MAIL AND WILL GIVE YOU AS MUCH HELP WITH YOUR APPLICATION AS THEY CAN.

IF YOU DON'T ASK YOU WON'T GET!!



Trainee bracing himself at the helm

## Charitable Trusts

These are organisations that you can approach who may be able to help you with your fundraising, either by paying a one off grant, or giving you the contacts and help to run a sponsorship event.

Often in return they will ask you to write a short report, or give a brief presentation about your experiences onboard. This is a small price to pay for the help and support they give you!

Before approaching a Trust, it is a good idea to look at their website first and learn a bit about them – it will show you are keen, and can help you target your application at what they are interested in. Some trusts have an application form, and others require you to write to them, in both cases, the following tips may be of help:

- Practice what you want to say on a photocopy of the form – it looks better when there are no mistakes on the real form!
- Remember that the people who are reading the application do not know you – put everything that you think is important on the page!
- Get someone to check over your application before you send it off. However, make sure it sounds like you, and not a parent or teacher has written it... be yourself!
- Organisations are often more willing to give money if you show you have tried to raise money yourself – consider a sponsored event as well!
- Make letters personal. Contact the trust and find out who to address your letter to.

## Potential Trusts to Approach

The RNVR Youth Sail Training Trust provides finance for underprivileged young people, under 25 to experience challenging waterborne activities.

To find out more contact the Trust Secretary, The RNVR Youth Sail Training Trust, Willington, Beds, MK44 3QT or telephone 01234 831796.

There are many government initiatives that aim to provide funding for young people that

wish to pursue adventurous activities. To find a suitable funding opportunity for you go to: <http://www.direct.gov.uk/en/YoungPeople/Youthfunds/index.htm>

Rotary International is one of the largest international humanitarian service organisations in the world. One of its key projects is the organisation of youth exchanges. The Rotary Club has developed a key interest in sail training and

offers funding opportunities for young people to go sailing.

To find out more go to: [www.rotary.org](http://www.rotary.org)

More information can be found on the [www.uksailtraining.org.uk](http://www.uksailtraining.org.uk) website, which is being updated over the coming months.

*“You too can make your dreams come true”*

**Dame Ellen MacArthur - Round the World Yachtswoman**



A group of young sail trainers



**We're on the Web!**

[www.uksailtraining.org.uk](http://www.uksailtraining.org.uk)  
 =>Get Involved => Youth Committee

or e-mail us at  
[styc@uksailtraining.co.uk](mailto:styc@uksailtraining.co.uk)

Did you know that no matter where you live in the UK you are no more than 45 miles away from the sea? No matter where you live, there is a sail training organisation and a sail training vessel for you, whether it is round the world racing boats around the remote islands of western Scotland or sailing traditional tall ships along the bustling south coast of England.

To start your adventure and find the right voyage for you go to:

[www.uksailtraining.org.uk](http://www.uksailtraining.org.uk)

The Sail Training Youth Committee (STYC) is here to help you find the voyage that best fits your needs. Our members are of similar age to you and first got involved in sail training by reading a factsheet just like this one. We are there to represent you, please ask us any questions you have. Remember that we were in your situation only a couple of years ago and know those helpful hints to get your sail training adventure off to a flying start.

*Do something special  
 this summer; do Sail  
 Training.*

**A Fundraising Success Story**

Laura decided in 2002 that she wanted to pursue an adventure of a lifetime on the square rigged vessels of the Jubilee Sailing Trust. This is her fundraising story:

*"Back in 2002 I sailed my first voyage with the Jubilee Sailing Trust. I was 17 with no money of my own and parents who couldn't really afford the cost of the voyage fee. So, I set about raising the money.*

*My voyage cost £600, so my target was £900 (remember aim high). I participated in the JST Youth Leadership@Sea Scheme, which gave me £300, but the bulk of my money came from writing to businesses and the local press."*

Laura got a big response from her letters to local businesses and press and it was the start of an association with sail training that

has gone on for 8 years, with Laura now being heavily involved in the Sail Training Youth Committee and helping to produce this fact-sheet to assist the next up and coming bunch of sail trainers.



Sailing on into the night

