



Paul Sartori Foundation Success Story



paulsartori
FOUNDATION

Registered Charity No 513079

Trek the Himalayas NEPAL



FACTBOX



CHALLENGE NAME	Trek the Himalayas
TYPE	Trek
DURATION	11 days
NO. IN GROUP	37
AGE GROUP	28 - 54



CHALLENGE OVERVIEW

This magnificent trip combined of spectacular scenery and fascinating culture. It took place in the Himalayan Annapurna's, home to some of the highest peaks in the world.

Our challenge took the challenge group from the frenetic, fascinating city of Kathmandu north to Pokhara and the start of the trek. The route passed through thick rhododendron forest and mountainside villages, perched up above picturesque rice terraces, providing a real glimpse of local life.

The trail continued up out of the tree line over 3000m, where awe-inspiring views of the great peaks and glaciers of the Himalayas awaited, including the famous 'fish-tail' mountain of Machupucchare. This was a tough challenge, but one where the groups efforts were rewarded with some of the most magnificent mountain panoramas in the world!



Why did Paul Sartori decide to embark on running their own Bespoke Fundraising Challenge?

Organising a bespoke challenge gave the Foundation the capacity to co-ordinate the whole event from start to finish with support, help and advice from Discover Adventure. For our charity, the personal local contact is vital to build a strong team to cope with and maximise fundraising, PR in a small County. Building relationships before the event enables the participants to get the best experience from the start.

How do you go about choosing which challenge to do? Do you involve your fundraisers in this decision?

The Himalayan trek was a first for the Paul Sartori Foundation. Our brief was for something different, cultural, off the beaten track, which offered the opportunity to mix with local people. The challenge DA produced did everything we asked for and more.

We decided to do our next challenge, a cycle, during the Himalayan trek as our participants were keen to do another challenge! Helen, a Trek leader, mentioned the Ho Chi Minh to Angkor Wat Cycle and the excitement was sparked immediately!

Cycling is big in Pembrokeshire so that alone was a good enough reason!

Why did you choose Discover Adventure for your Himalayas Trek and upcoming Vietnam to Cambodia Cycle?

Discover Adventure (DA) was recommended to us by a DA Doctor. We had direct knowledge and a relationship with the DA team before we even started. The Himalayan Trek was such a massive success, from start to finish: administration, telephone support, documentation, information, local guides, stewards and the crew were second to none. Managing 38 people of all abilities, not only physically, but also, organisational abilities, IT, communication, travel experience was phenomenal.

What are the three key elements that made your challenge promotional plan so successful?

1. The fact we're a **local charity** and have a tight-knit supporter network – this enabled us to leverage **localised messages that spread quickly via word of mouth**.
2. The challenge was different, **off the beaten track** and not a common tourist trail plus, the **Annapurna region is stunning!**
3. Ensuring that our challenge is one that will **suit all abilities** – which is a must for generating numbers amongst our supporter network.

The Outcomes



How did you support your fundraisers regarding gaining sponsorship and keeping them engaged during the long lead up to the challenge?

We personally support them and where possible attend as many events as we can. We have banners, collection buckets, leaflets and if anyone is struggling we will organise an event for them to give their funds a little boost

What did your Trek the Himalayas challenge generate by way of fundraising?

TOTAL FUNDRAISING
£80,000

What do you value about running your challenges through Discover Adventure?

The pre-challenge support from DA is fantastic, nothing is ever too much trouble, no matter how silly my questions or how many times a day I call or e-mail. Participants can call directly and always get a friendly, efficient, helpful response. The Trek leaders are phenomenal to the point that our Trek the Himalayas challenge participants probably wouldn't have gone on to do our Vietnam to Cambodia cycle challenge if it wasn't for Helen, Vic and Dave (and that isn't an exaggeration!) They absolutely embraced our team, got involved with us, but at the same time remained professional and always had their eye on making sure we were safe.

Discover Adventure have such a great team. You can tell that they are all so enthusiastic about what you do and care about the participants having the time of their life. The Himalayan trek actually changed some team member's lives and it was an absolute privilege to be involved and see. The friendships and bonds created were great and many are still friends and go out together today as well as continue to support the charity.

If anyone has any doubt about using Discover Adventure, I would have no hesitation in recommending them. I could also find 37 other people who would say exactly the same thing.



We believe that going above and beyond to make a difference to the life of another, and fulfilling a lifetime goal, are things that everyone should have the opportunity to do.

Challenge events enable your fundraisers to feel a sense of exhilaration, achievement and fulfilment.

We're here to help you deliver that, so in turn your organisation can support more people and projects each year from funds raised through challenges.

Keen to discuss your own plans?

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