

Your adventure. Their opportunity.

# SUMMIT FOR SOMEONE CUSTOM CHALLENGE

## Welcome guide



Big City Mountaineers is committed to instilling critical life skills in under-resourced youth through wilderness mentoring experiences. With your support and fundraising efforts through the Summit for Someone program - via your personal custom adventure challenge - more kids will have opportunities to experience the outdoors and have potentially life-changing moments.

I hope you will use this SFS custom challenge welcome guide to help you accomplish your chosen adventure and fundraising goals. If there is anything that we can do to assist you on your journey, please reach out to anyone on the Big City Mountaineers team.

I am so grateful for your support of Big City Mountaineers and your commitment to youth development in the great outdoors. May you have a wonderful experience as a challenge participant in the Summit for Someone program!

Thank you!

Bryan Martin  
Executive Director  
Big City Mountaineers



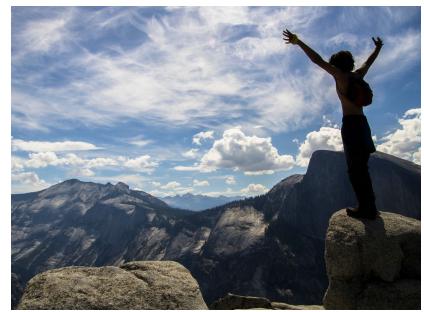
Adventure in support of  
Big City Mountaineers' youth programs



# GETTING STARTED

## WHY BIG CITY MOUNTAINEERS

As you begin to plan your training and fundraising efforts, people might ask about Big City Mountaineers and what we do. BCM instills critical life skills in under-resourced youth through wilderness mentoring experiences. By partnering with community-based youth organizations and a large team of dedicated volunteer adult mentors, BCM seeks to help over 800 young people realize their innate potential each year by improving self-esteem, sense of responsibility, group communication, and decision-making skills in a wilderness setting.



## PARALLEL CHALLENGES

It's likely that you will experience both high points and challenges throughout your Summit for Someone experience with your custom-designed challenge. This is not unlike the range of experiences that BCM youth have during their first overnight camp or week-long backcountry expedition. For every valley there is also a peak; for each moment of struggle there is also the thrill of accomplishment.

We hope that the parallels between your personal Summit for Someone adventure and those of the very youth programs that benefit from your efforts will be a consistent source of motivation and inspiration for you. Thank you for getting involved with Big City Mountaineers!



## FUNDRAISING RESOURCES

As a participant in the custom challenge Summit for Someone program, you're not just a fundraiser. You are an ambassador who is increasing awareness, education, and passion for the mission of Big City Mountaineers. Successful fundraising isn't just about money; it's a way to spread the word about BCM and the impact that your efforts will have on under-resourced youth.

All custom challenge participants choose their own fundraising goal to support BCM youth programs. We hope that you pick a goal that is both challenging and achievable - high enough to inspire your community with your efforts, and manageable enough to fit in with your other life responsibilities. We have compiled many resources for you to take advantage of along the way, most of which are easily accessible on the BCM website and listed below. Though YOU are powering this custom challenge, the BCM staff are available and eager to support your endeavor all along your journey. Thanks again!

- SFS fundraising guide
- Storytelling Library - photos, videos, testimonials, and more
- Social Media Tips

# KEY INFORMATION

## BCM: WHAT TO EXPECT FROM THE ORGANIZATION

Big City Mountaineers operates the Summit for Someone program as part of the organization's fundraising and development initiative. From scheduled, classic climbs to corporate challenges to individual custom adventures, we offer opportunities for individuals to pursue their own adventures, while helping to ensure that under-resourced youth can partake in similarly transformative experiences.

As you take on a custom Summit for Someone challenge, BCM is delighted to offer the following forms of support:

- Informal logistics planning and timeline creation for your challenge
- Fundraising ideas, tips, and general brainstorming
- Technical assistance related to your online campaign
- Guidance around campaign contribution management beyond online donations
- BCM youth program information and creative assets
- An outdoor adventure gear closet that can be leveraged in your fundraising events
- Professional guide service referrals, in some cases
- Discounted gear/equipment and promotional codes or products, as available
- Storytelling support through our digital networks

Big City Mountaineers is not, however, equipped to offer all forms of support that you may seek or need in order to complete your custom challenge. Resources that you will need to consider and furnish individually include:

- Any fees or costs associated with your challenge such as travel, accommodations, transportation, gear/equipment, professional guide services, or training
- Professional or certified guide services, including trip itinerary planning
- Insurance and/or medical and health benefits of any kind



## MANAGING YOUR FUNDRAISING CAMPAIGN

BCM utilizes an online fundraising platform called Classy to manage registered SFS challenges. This is the simplest way to connect your custom challenge with BCM and ensure that the organization receives online contributions directly.

Donations via check are also acceptable! Please follow the steps below when submitting donations to your campaign via check:

- Make checks out to "Big City Mountaineers"
- Include a note in the memo line that says "SFS - YOUR NAME"
- Mail to 710 10th St. #120, Golden, CO 80401
- Email SFS coordinator with basic details about incoming donations



## RISK & SAFETY CONSIDERATIONS

The design of the custom challenge program through Summit for Someone ensures that it is accessible and open to all who wish to participate. BCM is incredibly grateful for any efforts and energy you choose to put into your custom challenge! We also wish for each SFS participant to prioritize their own safety above all else.

Please make time to properly prepare and train for the challenge and objective that you have selected! Custom challenges that are undertaken to benefit Big City Mountaineers are not the responsibility of BCM from a risk or financial perspective.

# ENGAGED INVOLVEMENT



STORYTELLING AND THE ART OF SHARING YOUR SUMMIT FOR SOMEONE EXPERIENCE



MAKE IT PERSONAL.  
MAKE IT AUTHENTIC.  
JOIN FORCES FOR GREATER IMPACT.



## TOGETHER, WE AMPLIFY OUR SHARED MESSAGE

Summit for Someone exists to provide opportunities for outdoor enthusiasts and youth development advocates to join forces with Big City Mountaineers, with the goal of providing as many transformational wilderness mentoring experiences for under-resourced youth as possible. Though raising important funds is certainly a primary focus with SFS challenges, the opportunity to tell stories and help raise AWARENESS for this cause is very beneficial as well.

Working in conjunction with Big City Mountaineers to tell stories of outdoor adventure and the variety of positive impacts those experiences can provide is both fun and mutually supportive. When we work together in this realm, we can amplify the message of outdoor youth development and the goal of thriving youth in all communities.



### MAKE IT PERSONAL.

- Reflect on WHY you were drawn to BCM's mission and vision.
- How do you personally relate to the notions of outdoor experiences and mentorship?
- Translate these ideas into your challenge efforts, including your Classy page, social media posts, and how you talk about this experience in person with your community.



### MAKE IT AUTHENTIC.

- Utilize any of the resources that BCM can share with you, AND be sure to speak from the heart as to what is true for you.
- If you have any questions about BCM youth programs or the SFS program, please don't hesitate to call and chat!
- Come up with a plan to capture your SFS experience start to finish and tell that unfolding story in your own way.



### WORK TOGETHER.

- Consider sharing any photos, videos, personal stories, and testimonials with BCM staff throughout your SFS journey - inspire future participants!
- Coordinate communication efforts so that BCM can amplify your story while also reinforcing those of our youth programs.
- Tag BCM on social media and consider using BCM hashtags.

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