



## **Big City Mountaineers Adventure for Someone**

### **Overview**

This document is designed to give you an overview of what the Adventure for Someone program through Big City Mountaineers (BCM) is all about and how your brand will benefit by helping others enjoy the outdoors.

### **Adventure for Someone**

This program is an opportunity to build a custom giveback campaign that fits your lifestyle. Whether that is a daily walk outside with colleagues, a snowshoeing trip with friends, a weekend paddle with your network or a solo expedition to the tallest peak, Adventure for Someone gives you or your organization the flexibility to build a fundraising campaign that makes the most sense for you and aligns with your passions.

### **How you can support**

An Adventure for Someone fundraising campaign is easy to set up and manage in just four steps:

1. Choose your adventure
2. Set a fundraising goal
3. Rally your friends, colleagues and network
4. Start your adventure

BCM offers an easy online platform to create a campaign landing page, that can be shared with your company or network to encourage participation and support. In addition to the platform and accompanying resources, all donations come straight to BCM which eliminates the need to manage donations.

There are no minimum fundraising amounts, and all levels of supports are wonderful and welcome. Adventure for Someone is all about combining your passion for spending time outside with a giveback campaign to help break down barriers for youth to spend time outdoors.

### **How supporting Adventure for Someone benefits your brand**

An Adventure for Someone giveback campaign not only supports access to the outdoors for youth across the country, but it is also a valuable tool for building camaraderie and engagement amongst your team. Starting an Adventure for Someone giveback campaign within your organization builds a meaningful connection to your company's mission, core values and creates a purpose beyond day-to-day work for your employees to have a sense of ownership over.

An Adventure for Someone campaign is a great opportunity for employee bonding, teambuilding and creates meaningful engagement through helping others.

### **Case studies**

Here are a few examples of how other companies have established an Adventure for Someone giveback campaign within their organization and have grown it over the years.

#### Thermacell

- Started in 2017 with a five-person team mountain climb.
- In 2018, shifted the campaign to focus on bike riding, making it more accessible to a broad group of employees.
- In 2019, the campaign grew to 23 participants raising funds through Adventure for Someone.
- By focusing on creating an adventure with a popular and accessible activity, the Thermacell team has been able to raise between \$10,000 and \$30,000 each year. This annual event now includes a company matching program and a personal contribution from the CEO.

#### National Renewable Energy Laboratory (NREL)

- A group of employees created their first Adventure for Someone campaign in 2018, shortly after starting an office climbing club.
- The NREL Climbing Club is planning a second Adventure for Someone campaign in 2021.
- Both challenges focus on a climb-a-thon type challenge where participants raise donations based on pitches climbed.
- In 2018, 15 participants raised nearly \$3,000.

To learn more and see how other organizations and individuals have built their Adventure for Someone campaigns, please visit: <https://www.bigcitymountaineers.org/fundraise/adventure-for-someone>

### **About Big City Mountaineers**

Big City Mountaineers breaks down barriers to outdoor access for youth from disinvested communities by providing experiences that are free of charge, fully outfitted, and professionally guided. By thoughtfully addressing these social, psychological, and material barriers, we create opportunities for youth to uncover their own sources of strength, resilience, confidence, serenity, and joy. We believe deeply in the transformative power of developing a personal connection with nature. To learn more, please visit <https://bigcitymountaineers.org/>