NOW ON Earth

YOUTH ADVENTURE GRANT

Challenge '24 Fundraiser

Summit to City

Mount Triglav to Mostar

3 COUNTRIES . 3 PEAKS

Support our intrepid team in the 2024 fundraising challenge 'Summit to City', in aid of the Now on Earth Youth Adventure Grant! We'll be cycling from Mount Triglav to Mostar, crossing 3 countries and climbing 3 mountains on foot along the route.

Three countries, three summits! We're a small (but mighty!) team, preparing to undertake a self-funded, self-organised cycling and mountain climbing fundraising challenge in June this year. The NOEYAG 2024 Challenge begins with a two day summit (on foot) of Mount Triglav (2864m), the highest mountain in the Julian Alps of Slovenia, before commencing a road and gravel cycle through the mountains of Slovenia. We cycle across the border into Croatia, hopping on and off islands on the coastal route to Split, before meeting our second summit - Veliki Kabal (1339m) the highest summit on the Mosor Massif. The ride then continues across the border into Bosnia and Herzegovina, to the mountains of Blidinje Nature Park where we meet our final summit Veliki Vran (2074m), the highest peak on the Vran Massive. From there the final section of cycling takes us to the beautiful city of Mostar, crossing the 'finish line' on reaching the iconic Stari Most bridge.

The challenge is self-funded, all sponsorship will go directly to the Youth Adventure Grant, which is set up as a Crowdfunder with JustGiving.

Grant details at **www.nowonearth.com/youth-adventure-grant** - all contributions hugely appreciated!

ABOUT THE YOUTH ADVENTURE GRANT

The Now on Earth Youth Adventure Grant (NOEYAG) is aimed at supporting young adults (18-24) who wish to undertake an adventurous expedition, and small charitable organisations who take young people on outdoors adventure experiences. We believe that adventure can have a hugely positive and long-term impact on self-confidence, resilience and fulfillment. Mental health challenges, particularly in teens and young adults, are on the rise. We hope to give young people the opportunity to challenge themselves, by offering some financial support for their adventure endeavours, therefore removing a potential barrier to attempting what could be a transformational life experience. By offering expedition funding for young people in the form of small grants, we hope to make adventure more accessible to more young people.

This year we hope to raise enough funds to split the grant between the current individual/small team applicants, plus in summer 2024 offer a single special grant award of up to £2000 (dependent on how much we raise with our Summit to City Challenge), which will be open to applications from small charitable/non-profit organisations who take disadvantaged youngsters for wilderness adventures.

Our grant judges include Belinda Kirk of Explorers Connect, a leading voice promoting the benefits of adventure on wellbeing, and author of the best-selling, award-nominated book Adventure Mind: The life-changing power of choosing challenge. Belinda has pioneered inclusive expeditions for people with disabilities, and led dozens of youth development expeditions around the world.

Previous grant winners can be found on the Now on Earth website: www.nowonearth.com/grant-recipients-23/

WHY OFFER A YOUTH ADVENTURE GRANT?

We're facing an unprecedented mental health crisis. There is a significant, growing body of evidence which demonstrates that outdoors adventure and challenge are essential to our wellbeing. The adventurous elements once commonplace in children's upbringing have been gradually stripped away by health and safety measures in schools and wider society. Risk-averse approaches to parenting, understandably forged by constant exposure to negative media stories, along with fears about the climate crisis, excessive screen time and the huge pressures of social media, all contribute to poor mental health in young people.

There is an imbalance which urgently needs to be addressed. We're advocates of the #AdventureRevolution and the #AdventureMind movement. By giving young people the opportunity to challenge themselves, adventure can lead them to uncover new perspectives, develop stronger social connections, lessen anxiety, increase self-belief, and access deeper levels of resilience. We encourage our applicants to tell the story of their adventure on their return, by means of a blog post or short film which we share on the website, in order to celebrate their endeavours.

CORPORATE SPONSORSHIP PR OPPORTUNITIES

We have some great corporate sponsorship options available (detailed in this document), with some fantastic PR opportunities for your company, supporting you in meeting your Corporate Social Responsibility targets.

Most importantly, you can help to make a significant positive impact in the lives of youngsters who are awarded grants, supporting their endeavours by helping to provide the means for them to challenge themselves and grow as individuals, expanding their horizons beyond what they may have thought possible.

WHAT OUR RECIPIENTS SAY:

Feedback from some of our grant winners

"Now on Earth helped me take the craziest adventure of my life and share it with the world. As a young person, I'm restless about the state of the planet but most of the time, there's not much I can do about it. Now on Earth changed that. The grant allowed me to step up, challenge myself and do good for our Earth. Thanks!"

Elliot, NOEYAG recipient who journeyed Africa raising awareness of the plight of the Rhino.

"My name is Charlie Wakefield and I am a student, long distance runner and mountaineer from Norfolk, England. Big projects and big goals, especially in the world of mountaineering and alpinism, take a lot of planning and work behind the scenes to make happen, and often the only thing people see are the summit photos and the end result of a successful project coming to fruition. Our project was to become the first UK University team of mountaineers to summit Mont Blanc, the tallest mountain in Europe, unguided. We applied to many grant schemes and spent hours writing emails and contacting sponsors, however it was Now on Earth that took the time to meet with us and help us with funding to put our project into action. Their help got us to Mont Blanc to film a short documentary on the journey. Needless to say, without Now on Earth's support, my dream project would've likely remained a dream, and so I could not be more grateful to Chloe and their team for their backing.

Some young people are fortunate enough to have parental benefactors to fund their extreme pursuits, whilst others like me will work all summer between terms at university to try and afford the costs for one trip, and have enough savings left over to survive at university. What Now on Earth did, was enable me and the team, to focus on our project, and their support opened a door to an opportunity that many take for granted, and we would have otherwise been unable to afford. Thank you, Now on Earth, for your continued support and keep up the amazing work making the impossible, possible."

Charlie, NOEYAG recipient who attempted a summit of Mont Blanc

"Last August, I received the Now On Earth Youth Adventure Grant to relearn how to surf, after recovering from cancer and a torn ACL. I spent a week in Cornwall learning how to "pop-up" with a different foot, relearning wave theory, and getting to know Cornish surf culture. Without the support from the NOEYAG, I would never have been able to afford board rentals, housing, or transport, let alone been able to relearn the skill. Surfing has become my source of calm, and I'm so grateful to be back out there, slowly but surely."

Swathi, NOEYAG recipient who re-learned to surf following serious illness and injury.

CORPORATE PACKAGES: SPONSORING OR BECOMING A PATRON OF THE NOE YOUTH ADVENTURE GRANT

Get the inside track on our adventures! We have various opportunities for your company to get involved and support our Youth Adventure Grant and we offer some great PR in return. All of your sponsorship monies will go directly into the grant crowdfunder and on to the recipients (bar a small amount of Justgiving fees). If you don't see the right fit, please don't hesitate to get in touch!

ADVENTURE

£350
2 challenge commitment

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Company logo and bio on Now on Earth website, logo featured on Youth Adventure Grant collateral
+
Now on Earth Youth Adventure Grant collateral to include on your website/media
+
Dedicated 'thank you' post on Facebook/Instagram, Twitter and LinkedIn featuring your company bio
+
Company logo printed on 'Summit to City' kit and the next (2026) fundraiser challenge kit
+
Social Media mentions and tags throughout
+
An opportunity to display social value by supporting the Youth Adventure Grant
+
Post 'Summit to City' PR Pack + 2026 challenge fundraiser PR Pack
+
1 x Now on Earth Organic Cotton Hoodie

EXPLORE

£500
2 challenge commitment

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Company logo and bio on Now on Earth website, logo featured on Youth Adventure Grant collateral
+
Now on Earth Youth Adventure Grant collateral to include on your website/media
+
Dedicated 'thank you' post on Facebook/Instagram, Twitter and LinkedIn featuring your company bio
+
Company logo printed on 'Summit to City' kit and the next (2026) fundraiser challenge kit
+
Social Media mentions and tags throughout
+
An opportunity to display social value by supporting the Youth Adventure Grant
+
Post 'Summit to City' PR Pack + 2026 challenge fundraiser PR Pack
+
2 x Now on Earth Organic Cotton Hoodies
+
'Meet The Team' PR photos and Press Release'

EXPEDITION

£650
2 challenge commitment

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Company logo and bio on Now on Earth website, logo featured on Youth Adventure Grant collateral
+
Now on Earth Youth Adventure Grant collateral to include on your website/media
+
Dedicated 'thank you' post on Facebook/Instagram, Twitter and LinkedIn featuring your company bio
+
Company logo printed on 'Summit to City' kit and the next (2026) fundraiser challenge kit
+
Social Media mentions and tags throughout
+
An opportunity to display social value by supporting the Youth Adventure Grant
+
Post 'Summit to City' PR Pack + 2026 challenge fundraiser PR Pack
+
3 x Now on Earth Organic Cotton Hoodies
+
'Meet The Team' PR photos and Press Release
+
Creation of a tailored short video featuring the Challenge Team, highlighting how your company's Patron Sponsorship contribution has helped make it possible, for you to distribute as desired

SUMMIT

£350
One-off sponsorship

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Company logo and bio on Now on Earth website, logo featured on Youth Adventure Grant collateral
+
Now on Earth Youth Adventure Grant collateral to include on your website/media
+
Dedicated 'thank you' post on Facebook/Instagram, Twitter and LinkedIn featuring your company bio
+
Company logo printed on 'Summit to City' kit
+
Social Media mentions and tags throughout
+
An opportunity to display social value by supporting the Youth Adventure Grant
+
Post 'Summit to City' PR Pack

EMAIL: CONNECT@NOWONEARTH.COM TO SECURE YOUR PACKAGE

Any questions? Please get in touch with Chloe at connect@nowonearth.com

OUR SUPPORTERS

These amazing businesses have supported the Youth Adventure Grant in it's first year:

mavin POWERCUBE™
CONTAINERISED MODULAR DATACENTRES
+ SPECIAL CONTAINERISED SOLUTIONS

Gamma

ADVANCED DATACENTRE SYSTEMS™

genquip
innovation that works.
groundhog

SYSTEMS IN TECHNOLOGY
INNOVATIVE TECHNOLOGY SOLUTIONS

SCA

SUMMIT TO EAT