



THE ENTREPRENEUR

Competing to change lives

2010

What is The Entrepreneur?

A Business Against Poverty fundraising initiative inspired by The Apprentice TV reality show, encouraging businesses to prove their entrepreneurial skills in a competitive situation. Companies are challenged to compete against other businesses to raise as much money as possible, from just one event. Fundraising challenges will run during the summer months and the project will culminate at the Black and White Ball in November where the winning business team will be announced and awarded the top prize of The Entrepreneur trophy, a spread in The Bath Chronicle business section and a place on an Awareness Trip with our charity, Robin Hood Ministries' Romania to visit their project, where they will see with their own eyes the difference that they have made through their fundraising.

Sponsors

This project is kindly supported by:
Bailbrook House Hotel
Edge Marketing
The Bath Chronicle
studiohope

How will your business benefit?

Participating in The Entrepreneur will bring a mix of both "hard" business benefits such as PR opportunities, free publicity and the chance to win prizes, and equally important "soft" benefits such as employee teamwork and motivation, as well as an enhanced reputation for corporate social responsibility. Let's take a look in more detail...

PR

As a participating business, you can benefit from free publicity in the Bath Chronicle and Wiltshire Times, helping build awareness of your business and its commitment to corporate social responsibility.

Your business profile and details of your unique fundraising challenge will be publicised in the Bath Chronicle and The Wiltshire Times. The winning business will also benefit from a spread in The Bath Chronicle as part of the prize.

Your business will also be given free exposure on the Business Against Poverty website & online group and on the Robin Hood Ministries webpage & newsletters.



Child Sponsorship

Romania, Tanzania, India, Nepal, Malawi and Haiti

Radio Coverage

Regular press releases to contacts at local radio stations, Bath FM and Heart FM, covering the Bath area will be made to promote your businesses involvement in this unique charitable challenge.

Corporate Social Responsibility

The market may still be volatile but the one thing that has been demonstrated time and time again is the value of having a Corporate Social Responsibility (CSR) ethos. The bottom line is: customers increasingly admire businesses who demonstrate that they care about the wider community, and who aspire to be a force for good. Entering a team in The Entrepreneur event is an effective way to show that commitment; it shows your business cares, is taking action and wants to make a difference. Taking CSR seriously is a good business strategy and can only enhance your reputation amongst your various audiences – be they clients, the press, your competitors, staff or suppliers.

Employee Motivation

It is well known that a company's attitude to Corporate Social Responsibility can be a strong element in reinforcing staff satisfaction and motivation – after all, most of us want to work for organisations that demonstrate a concern for the wider social issues faced by the world outside their own business. In a similar way to The Apprentice, The Entrepreneur

fundraising programme provides an ideal platform for showcasing the leadership and teamwork skills of our businessmen and women in a competitive environment. However, it is of course much more than this. It is a chance for your business and your staff to make a massive difference to the lives of impoverished and disadvantaged people around the world – and to witness that difference first hand. The Entrepreneur will bring out your employees' natural competitive spirit and channel it towards life-changing programmes...a fantastic source of motivation and employee pride at a time of recessionary gloom!

Prizes!

The winner of The Entrepreneur will be announced and will receive their prizes at the Black and White Ball in November where the final winner will be decided. The team crowned winners of The Entrepreneur 2010 will be awarded the top prize of The Entrepreneur trophy, a free spread in the Bath Chronicle and one place on an Awareness Trip.

- **The Bath Chronicle**

A dedicated article for your business in the Business section. The article will include your business profile and details of your involvement in The Entrepreneur.

- **Awareness Trip**

This will be a five-day trip to Iasi



Feeding the Poor

Romania

in North-East Romania to see first hand some of the people who benefit from the work of the charity Robin Hood Ministries. The trip will include spending time at the Way of Joy Centre with the founder and the project workers as well as visiting the city and rural areas where The Way of Joy Centre's work takes place. You will have the chance to meet families and children whose lives have been changed by the work of Robin Hood Ministries' in their efforts and continuing fight to release some of the most deprived people of our world from poverty.

How does it work?

The Entrepreneur offers companies the opportunity to enter one or more teams into either one of the three organised challenges mentioned below or, for the more creative, run an event of their own choice.

Companies enter a team who take part in a fundraising challenge, coordinated and organised by one of our partner companies or facilitate an event of their choice for Robin Hood Ministries. Each challenge requires a minimum level of sponsorship which is detailed below. Teams will compete against each other within their challenges to reach the final of The Entrepreneur in October 2010.

Challenge One – Parachute Jump

Coordinated with our partner company, Skyline Events, teams of 5 people can tandem skydive from 10,000ft, this is the highest jump that can be performed with just one day's training as you are strapped to a qualified instructor for the jump. Called a skydive because for the first 5,000 feet you will freefall! Teams can choose a date and location that is suitable for them. Minimum sponsorship level is £395.00 per person (£1975 per team)

Challenge Two – White Water Rafting

The second challenge coordinated by our partner company Skyline Events, teams of 6-8 people take an exhilarating ride down some of the countries most exciting rivers, all in the name of fundraising! Teams will be accompanied by a qualified instructor at all times and all equipment will be provided. Each team is able to choose a date and location most suitable to them. Minimum sponsorship level is £1000.00 per team.

Challenge Three – GPS Challenge

For the more logical and strategic minded, the GPS challenge is based in Bristol city centre. Coordinated by our partner company, Sheer Adventure this challenge will get your team of 5 people competing in a high-tech treasure hunt. Each team is given a GPS unit (with vital coordinates programmed in) and clues. Using these,



Children's Home

Nepal

the teams must solve puzzles, find answers and new coordinates. Minimum sponsorship level is £1000.00 per team.

Challenge Four – Open Event

For the more creative minded! A team of up to 5 people organise their own event, and pretty much anything goes, use your imagination to come up with something different and original or maybe you could use an existing business event and add a fundraising element. Read on for some ideas. Minimum sponsorship level/funds raised is £1000.00 per team/event.

The Entrepreneur final will be held in November in the form of a Black and White Ball with evening entertainment where the winning team will be announced. Tickets for this dinner are priced at £50pp or £400per table and are on sale from either Business Against Poverty and Robin Hood Ministries. For more information and to book your table, please contact:
michelle@businessagainstopoverty.com
or val@robinhoodministries.org
or call 01225 712048.

How does the 'Open Event' work?

Fundraising Ideas

This section details just a few ideas of the kinds of fundraising events you could organise if you choose to accept challenge four. These are only suggestions and any additional inspiring elements you can add to these events will help you raise more money and beat the other teams!

Each event idea is listed with some outline and a brief guide on how to begin organising the event and is graded for effort to organise (grade 1 being the easiest and 10 being the most challenging). You will soon notice that the more effort you put into organising your event, the more money you will make and the better chance you have of getting your hands on that top prize!

Cake Sale

Get together with you team members and spend a day baking cakes to sell at work the following week. You could even run a raffle at the same time. Top Tip: Take it a step further and combine a cake sale with a mufti day in your offices or hold a garden party at your home.

Effort Level: 3



Last Chance Project

Giving hope to the homeless

Romania

Race Night

Watch films of pre-recorded horse races (or snails, or cars, or animated characters!) and get guests to bet on the races. Maximise funds by getting prizes sponsored or providing food and drink or keep it simple with just the races. Top Tip: A charismatic host will really make this evening enjoyable for all. You can buy packages ready to go with instructions! Effort Level: 7

Fun Golf Day

For the less serious golfers a fun day at your local pitch and putt can be organised with very little golfing know how. Get in touch with your local golf club and get them on board, organise a day when families can join in. Top Tip: Maximise potential funds raised by finishing the day off with a group meal or BBQ Effort Level: 5/6

Auction

Raid your cupboards, attics and garages for any hidden gems and search through your companies contacts to see who may be able to donate some quality auction items. Although it's tempting to go creative, remember that people will only bid for an item if they actually want it! Top Tip: Give the evening a boost by providing wine and nibbles or a sit down meal if you are feeling super organised! Effort Level: 8

What help is available?

Business Against Poverty will be just a telephone call away at all stages of The Entrepreneur. If you have a question about your challenge, how to get the most out of the PR opportunities or just need some moral support, the B>P team will be on hand. Downloadable posters and leaflets will be emailed to teams to use to promote their events and raise awareness of their involvement in The Entrepreneur. Support from local media allows your fundraising event to be promoted to a wide audience. Whilst we are delighted to be able to help with fundraising ideas and support along the way, B>P are unable to provide any financial support for the running of fundraising events. We recognise, of course, that funds donated will be net of the costs of running the event. Please make sure in your planning you take into consideration any costs that you will incur.

How do I get involved?

If you would like to become involved in this exciting opportunity, please complete the enclosed registration form and contact michelle@businessagainstpoverity.com who will be able to guide you through the process of challenge registration and event organisation. All enquiries and registrations will be acknowledged by email and correspondence sent to your chosen team leader.

A couple of important tips...

Note on sponsored events

If you choose to take part in challenges one, two or three or run your own event that is sponsored, make sure that you give your sponsors the chance to gift aid their donations, for every pound donated, we are able to claim back 28p from the government and we will count this towards your total raised!

Justgiving

This is an online fundraising resource for charity fundraisers and event organisers, taking the hassle out of fundraising by enabling you to collect donations in an easy and effective way. Make your own unique fundraising page for your event; email all your friends, family and colleagues to let them know what you are doing and asking for their support. Anyone can donate online on your page, even if they live on the other side of the world! The funds will come directly to our charity, Robin Hood Ministries and you have none of the hassle of chasing sponsors! Even the gift aid is sorted for you! To set up your page, visit <https://secure.justgiving.com/robinhoodministries>. (If you take part in challenge one or two, please let us know that you will be using Justgiving as we may need to pay you back some of the sponsorship to cover the cost of your chosen challenge).

PR opportunities

Over the period of The Entrepreneur, your business will benefit from:

- Updates in The Bath Chronicle on businesses participating in The Entrepreneur
- Your business promoted on the Business Against Poverty website & online group
- Your business promoted on the Robin Hood Ministries webpage & newsletters
- Updates released to local radio stations, Bath FM and Heart FM on businesses participating in The Entrepreneur

A-Z Fundraising Ideas

Auction
Ball
Car wash
Dinner4Good
Exhibition
Fun day
Golf day
Heads & Tails auction
International dinner party
Jumble sale
Karaoke night
Leg waxing
Mufti day
No Smoking week
Open gardens
Plant sale
Quiz night
Race night
Sponsored sports
Talent show
Underwear out
Variety show
Wii party
Xtreme sports
Yes day
Zany events (custard / bean bath, onion peeling competition, etc)

Sponsors

This project is kindly supported by the following businesses.

Bailbrook House Hotel

18th century mansion on the outskirts of Bath set in 20 acres of gardens with 78 guest bedrooms and 9 conference rooms, the ideal venue for personal and business use.

Telephone: 01225 855100

Email: bailbrook@hilwoodresorts.com

Website: www.bailbrookhouse.co.uk

Edge Marketing (Member of B>P)

Offering a range of marketing services to help you find your competitive edge and grow your business.

Telephone: 01249 463500

Email: info@edgemarketing.co.uk

Website: www.edgemarketing.co.uk

The Bath Chronicle

At the heart of all things local. The weekly paper for Bath and surrounding areas.

Telephone: 01225 332332

Email: news@bathchron.co.uk

Website: www.thisisbath.co.uk

Studiohope (Member of B>P)

A leading design agency with a holistic approach to help create, develop and manage your brand.

Telephone: 01225 336060

Email: mcmaster@studiohope.co.uk

Website: www.studiohope.co.uk

The Rules

These rules and any other rules (“Competition Rules”) specified by Business Against Poverty (the “Company”) apply to The Entrepreneur fundraising event (the “Competition”) which is run by or on behalf of the Company or Robin Hood Ministries (the “Charity”). By taking part in the Competition, you agree to be bound by the Competition Rules and by the decisions of the Company which are final in all matters relating to the Competition. The Company reserves the right to disqualify any entrant and/or winner in its absolute discretion for any reason and without notice in accordance with the Competition rules.

1. All entries must be received at the place specified during the period in which the Competition is open and late entries will not be accepted. Proof of posting (if relevant) shall not be deemed proof of delivery. No responsibility can be accepted for entries which are lost, delayed, misdirected or corrupted during delivery to the place specified for any reason whatsoever.

2. Entries for each Competitor may be submitted by a sole trader, partnership or company (registered in England and Wales and not via any agency or similar). Each team must designate one member as the team leader. A Competitor can enter more than one team in the Competition.

3. Prizes may be provided by a third party sponsors of the Competition. The Company reserves the right in its sole discretion to substitute any prize with a prize of comparable value. There is only one place available on an Awareness Trip and participants must recognise that the Company and the Charity is not a travel agent and does not offer itself as a tour operator or travel agent. The Company and Charity requires that all trip participants take out their own insurance which covers them for all risks that may be associated with such a trip as well as signing the standard disclaimer and accepts no liability in respect of any actions or issues arising from the trip.

4. The winning entry will be that which has met the entry criteria. The Company or the Charity does not offer or provide any financial support for taking part in the Competition and does not take any financial responsibility for those companies who have entered. There will be only one winning team. Judges decision is final when awarding the winning team.

5. By entering the Competition you:
a. grant the Company, the Charity any third parties appointed by the Company or Charity for the purpose of organising and/or managing the Competition and the Competition sponsor(s) permission to use your name and likeness for the purpose of organising and/or managing

the Competition, for announcing the winner of the Competition and for related promotional purposes; and

b. grant the Company, Charity and any Competition sponsor(s) the right to use your company information to send you information about their respective products and services which may be of interest to you. If you do not wish to receive this information, please follow the instructions given on the entrance form;

c. accept that all entries will become the property of the Company or Charity upon receipt and will not be returned. You will retain all rights you have in the copyright and other intellectual property rights comprising the Competition entry but, by entering the Competition, you grant the Company and its licensees the right free of charge to republish your Competition entry;

d. waive any moral rights or similar rights you have in your Competition entry whether such rights arise pursuant to the Copyright, Designs and Patent Act 1988 (the "Act") or equivalent legislation anywhere in the world; and

e. warrant to the Company and Charity that the Competition entry does not defame, cause injury to or invade the privacy of or otherwise infringe or violate any statutory, common law, regulatory or intellectual property rights of any third party and is mindful and sympathetic to the moral and ethical stance of the Charity;

f. commit to raise the minimum fundraising targets (as outlined in the information pack) net of costs which must be passed, in full, onto the Company or the Charity directly by 1st October 2010. Funds and publicity raised by entering the competition must not benefit any other charitable causes.

6. If you are a winner of the Competition:

a. the receipt by you of any prize is conditional upon you complying with any and all applicable laws, rules and regulations including, without limitation, the Competition Rules and Terms & Conditions ;

b. you acknowledge and agree that neither the Company or any Competition sponsor(s) or any of their employees, agents or subcontractors shall have any liability to you whatsoever in connection with your use and/ or possession of your prize, provided that nothing in these Competition Rules shall exclude or limit the liability of any party for personal injury or death caused by negligence or for anything else which cannot be excluded or limited by law.