



BUDGETING AND FUNDRAISING GUIDE

THIMUN Youth Network/Assembly is a youth-run programme of THIMUN Foundation, a non-profit organisation that holds a Roster Consultative Status with the Economic and Social Council of the United Nations as a Non-Governmental Organisation. Due to its nature, it does not offer any scholarships or grants to individuals. However, there are many corporations and organisations that will be willing to give you financial support. This document is prepared to help you with understanding the costs you will incur by applying to our conference and helping you in your pursuit to find a sponsor.

BUDGET

You should make the costs section of your budget first. Here are a few items you should include in your budget:

- Travel related costs.
- Visa and passport fees.
- Registration fee for the Youth Assembly.
- Accommodation
- Meals during the conference.

When creating your budget, make sure to reduce the costs as much as you can. This can be done by purchasing plane tickets online through groups such as Easyjet, Sky Scanner, Rynair or another similar online company. Other ways to cut costs are to stay in hotels recommended by the Executive Committee. Updates on accommodation will be placed on the website regularly.

Travel is not just the airfare. Trains to and from the airport are relatively inexpensive, but are another expense to consider. While in The Hague, tram fares are prepaid so any other expenses with inter-city transport are minimal.

Meals during the conference are at your own expense – however all lunches are included in your participation fee. Most dinners are spent with other members of TYA and large groups can sometimes attract discounts. Breakfasts are often included in hotel packages.

It's also a good idea to include possible sources of revenues (grants, sponsorships, etc.) in your budget to make sure it breaks even. In addition, list all the people you, your parents, extended family, friends, teachers and others know who could help you. Talk to them and ask who they know – people in corporations, government and other organisations. Do research on large businesses in your area or country that may be interested in your participation at TYA. You should not limit yourself to large corporations as there are government departments and organisations that would be willing or would have the financial structure to contribute financially to your attendance at TYA.

PUBLICISE YOUR PARTICIPATION

Publicity is an undervalued tool. If you or your delegation has a presence in the local community's newspapers or even your school's newspaper, you are that much more likely to obtain funding. Sponsors like to support groups that are well-known in their communities and have a good reputation with the public, and this starts with good publicity. You may for example contact your school's Model UN club, as the Youth Assembly is run through a MUN-related network. If your school has a strong alumni association, get in touch with them to see if there are any past graduates that may help you. Even if their own firms are unable to support you, they will have a wealth of contacts at other firms and may even be interested in supporting your delegation themselves. When you contact newspapers of any sort, make sure to list your previous accomplishments as well as emphasising the leadership, project management, and team-building skills that TYA fosters. [revise – unaware of new format]

DRAFT YOUR SPONSORSHIP DOCUMENTS

There are a number of details that should go in documents you will submit to your possible sponsors. These include a description of the Youth Assembly, your past activities, some additional information on your qualifications, and a breakdown of costs based on your budget. In addition to these traditional ones, make sure to include benefits you can offer to sponsors (publicity etc.). When talking about the Youth Assembly, you may want to emphasise the following as they are influential in getting corporations and other organisations to sponsor you:

- THIMUN Youth Assembly is an international conference with participants from more than 40 different countries.
- THIMUN Youth Assembly is a think-tank conference that only admits 60-100 highly qualified and esteemed participants through a very selective application system.
- THIMUN Foundation, the parent body of Youth Assembly, is an NGO recognised by the UN and THIMUN Youth Network sends delegations to many international UN conferences.
- The UN's former Secretary-General, Kofi Annan, addressed THIMUN and the Youth Assembly in 2001 as a keynote speaker.

Sponsorship also is reliant on timeframes and economic climates. If corporate and government budgets are heading into deficit, there is little chance of gaining sponsorship so other avenues need to be investigated. There is always money available; you just need to know where to look, how to get it and how long it will take to get it.

The success to attaining funding is knowing your focus group of possible financiers and by casting the net wide, incredibly wide and by not stopping until you have achieved your goal. Attendance at such conferences, commissions, summits such as TYA and UNCSD are incredible achievements and so too are the benefits that can flow from them. By showing that your attendance can assist your funding group or will be beneficial even in a superficial way, financial assistance is much easier to attain.

CONTACT POSSIBLE SPONSORS

There are a number of organisations you can get in touch with. Some examples are:

University/College: Many schools are interested in academic and social development of their students and conferences like TYA offer a great opportunity in this regard. Furthermore, it is an international platform that will enable your school to promote itself and obtain international recognition. Talking to

your school's MUN club or headmaster may open the doors for you. In many cases, applying your degree to your attendance at a TYN function can open a university's financial coffers.

Also, high calibre universities around the world love to show off their students. By having students who attend UNCSD, TYA and other world forums, they are able to promote their ability to fulfil the 'outside of classroom learning' that can make their university a cut above the rest.

National Governments: Government sponsorship is the hardest to attain. It takes the longest to process and needs precision wording if it is to match policy. Initially, almost all government departments will say that there is no funding available even if funding matches the set guidelines. It is best to have a Member of Parliament or another government representative act on your behalf as their inquiries are almost always fast tracked and responses will be more in-depth.

Your National Airline: Contact your national airline. Ask to speak to the Head of Public Relations or Corporate Affairs. See where the nearest place is they can fly you to through their network. Provide them with the necessary documentation regarding your participation. If they are not prepared to give you a ticket, ask for the biggest discount they can give you.

Corporations: Many corporations have community funds to support young people. Find companies who have sponsored causes relevant to your committee of choice at TYA. At larger corporations, it may be unclear as to whom you should approach. If you have a contact at the firm, send them the materials and ask them for help. Some corporations have formal sponsorship documents and procedures in addition to relevant websites while others might just direct you to a manager.

Remember that you should not limit yourself to monetary donations only. Companies may provide you with donations in form of plane tickets, or accommodation, or other relevant contributions. Be persistent when approaching corporations. After sending your documents, you should follow up with them. It is often beneficial to send a letter, fax and email and then follow up a week later with a phone call. Always try to arrange a personal meeting.

The most important component of a corporate sponsorship brochure is where you detail what you have to offer your sponsor. You can also mention the sponsor in future press releases and interviews. Remember that while large companies may seek promotion at the conference, a local store will care about publicity at your school/university and region. Tailor a set of benefits and reach out to as many different groups as you can. Make sure you write separate applications for small and large companies, you want to appear to be focusing on that particular company, not to be mass-producing generic letters. Ensure that everything in your letter applies to that specific organisation/company! However, remember that attending TYA is about your participation – not about pushing policy agendas for corporations or distributing pens. Corporate donations are often satisfied with the philanthropy and possible media that flows on from sponsorships.

Embassies and UN agencies: In developing countries, many embassies and UN agencies have discretionary funds that they can spend on your participation in events like these.

Charities: Do some research and find out which people support local charity events. In addition, it's a good idea to look for charity organizations such as Rotary and Lions clubs for grants as they are often willing to support youth attending such international forums.

Foundation Grants: Check for local organisations that sponsor worthy causes at your region. There also might be some international foundations covering your region. You may use <http://www.fundsnetsservices.com/internat.htm> and <http://www.srainternational.org/newweb/grantsweb> to seek international sponsors. While approaching foundations, highlight how worthy your cause is rather than focusing on how you will

promote their organisation. On how to approach foundations, you may check: <http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>.

It is important to use your contacts. If there is someone you know that is well connected, ask them for assistance. They may know somebody within an organisation that may know somebody who controls the purse-strings who can then tell you who to talk to and what to say. Leave no stone unturned and cast the net wide.

FOR ADDITION INFORMATION, DO NOT HESITATE TO EMAIL

INFO@YOUTHASSEMBLY.ORG