



Addressing 'free holiday' misconceptions and explaining exactly 'what Cats Protection gets from this type of challenge'.

International challenges are not 'free holidays' for the participants, they are a huge and important way for people to support charities and more specifically Cats Protection.

Many international challenges include a community project as well as the physical challenge allowing participants in addition to give something back to the local community in a sustainable and responsible way. We choose our international challenges carefully, ensuring that the big cat challenges feature a significant challenge coupled with a big cat project, we choose all our international challenge suppliers based on a careful selection process.

For Cats Protection, attracting new audiences and a younger demographic of supporter is vital to enable us to continue our work for the cats and kittens in the UK. Challenges and projects such as this one allow us to do just that, while also appealing to our current supporters and members.

The big cat challenges raise in excess of £50,000 for local volunteer branches and centres and Cats Protection as a whole. Each international challenge raises around £3,000-£4,000 per person. Many of the volunteer branches and centres do fantastic work with cats and kittens in their area but may not have the capacity to raise funds and awareness. Having someone local to them raising funds, by taking part in this challenge and awareness around their work means they can plan to do even more and hopefully gain more volunteers to help as the profile of their branch increases.

All our participants pay a registration fee which contributes to their tour costs and various airport surcharges, insurance costs and cover their own personal expenses on the trip. Many people would not have the means to pay the full balance themselves meaning they would be unable to take part and as such Cats Protection would not receive the funds or support that this type of challenge gives us.

By offering a sponsorship fundraising option, participants of all backgrounds can do something life-changing while raising funds for a charity. This might not be possible if the only option was self-funding. Fundraising itself is a big commitment, with all the big cat and international challenges, participants are dedicating themselves to nearly 18 months of fundraising, being an ambassador for the work of Cats Protection not to mention training physically and mentally for their challenge and trip itself.

It may also allay concerns to know that a % of the funds paid to challenge suppliers is usually paid to each in country voluntary project as a fee for the volunteers attending the project.

