



INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE  
2018

**SESSION 7B**  
FUNDING TRAINEES –  
THREE DIFFERENT APPROACHES





**Sail Training International**

## **FUNDING TRAINEES**

**Low Budget - High Numbers  
Experiences learnt from past events**

**A 3 ways perspective of funding trainees:  
the vessel operator, the NSTO, the event.**



**APORVELA**

**Rui Santos**

**International Sail Training and Tall Ships  
Conference**

**Sevilla - 1<sup>st</sup> of December 2018**

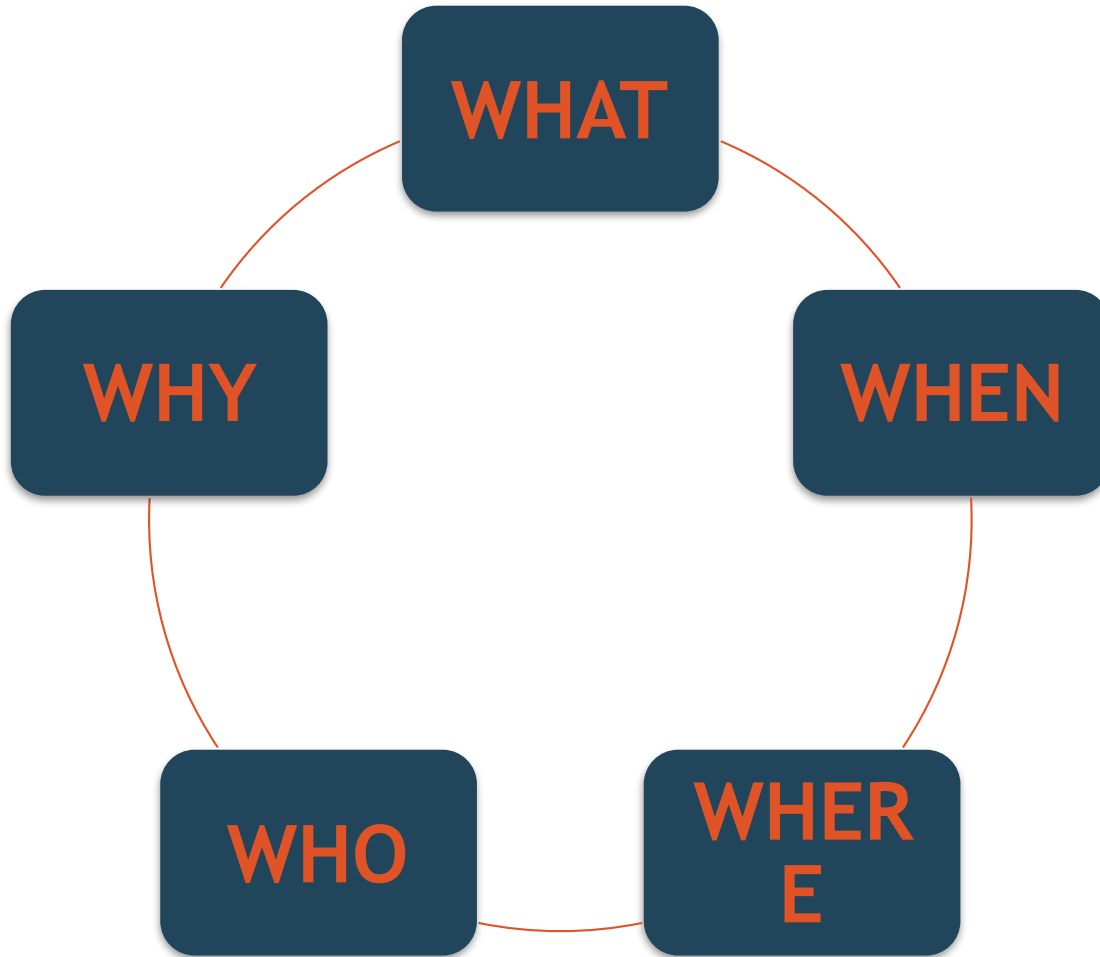
APORVELA - NSTO  
ORGANIZING EVENTS  
RUNNING A SAIL TRAINING  
PROGRAM  
RUNNING A SHIP

A DIFFERENT APPROACH FROM  
PORTS OR CITIES



## HOUSTON, WE HAVE A PROBLEM:

- Starting on a really low (and diminishing) budget and the difficulty to “sell and promote” the experience when your stakeholders see only adventure and fun.
- Facing the fact that portuguese youth cannot cope with prices of northern european countries and the travel costs to get to the events.
- Facing the fact that the portuguese economy is getting better but marketing and social responsibility budgets have diminished a lot.
- Companies are now looking for “value for money” and “return of investment”, rather than than long-term commitments.



# Five Ws

## Funding Trainees

*but it's so peaceful here...*



# THINKING OUTSIDE THE BOX

# MAKE IT SIMPLE - BUSINESS UNIT INSIDE PROJECT



## SOLVING THE PROBLEM:

- Going through the idea that partnerships are key to finance, insure, market, recruit trainees.
- We recruit and fund a lot of trainees through companies, local councils, youth organizations that support part of the costs if not all. We usually ask a Tall Ships Races sponsor and partner or a local council to include some funds to support trainees.
- Thinking outside the box with alternative projects: if we cannot support trainees, we'll look for diverse funding schemes such as Erasmus+, grants for at risk youth or non-formal education.
- It's not "just" adventure and fun - it is also soft skills learning, youth empowerment, language skills, technical skills.



## **GOALS**

Goal setting can be health hazardous. We always set three goals: The worst case scenario, the most likely achievable, the dream goal. For funding, we stick with the middle goal.

## **PROJECT PLANNING**

Set up a feasible plan for your 3 goals. Ensure a team dedicated to project. Start a calendar.

## **BUDGETING**

Talk to ships - you have them here; make sure to “excel” what you want.

## **MARKETING**

Easier than ever with social media? Not quite... but do spend a little or a lot!

## **PARTNERSHIPS**

We partner with companies, sponsors, local councils, youth organizations. They provide trainees, we provide training, mentoring and transportation.

## **CROSS-SELLING**

While engaging with partners we try to sell other products like transportation, insurance, mentoring, clothing, etc.

## **UP-SELLING**

After engaging with the partner, we sometimes try to sell higher class experiences like youth exchanges or longer voyages.

## **BURSARIES**

Make use of Oman and other STI bursary schemes. Advise prospective trainees on how to apply. Talk about other fundraising opportunities.

## **NSTO'S**

Your national sail training organisation will help you to connect trainees, mentors, ships and sponsors. Make the best use of your national sail training organisation - they'll love to assist you! And they are HERE in Sevilla!

## **Youth in Action Exchanges**

Make the most use of Youth in Action Exchanges. Not only they are fun, safe and mentored but also your trainees will spend less money and get plane fares refunded.

## **Right ship - right trainee?**

Make sure to connect with your trainees to feel what is expected from them, their relationship with prospective sponsors and to help starting a fundraising campaign. Don't forget parents and family are paying for this.



FULL TIME JOB - TEAM?  
PLAN AHEAD OF SCHEDULE  
NEW SOURCES OF INCOME  
GRANT WRITING  
MARKETING  
FINANCE  
REPORT



**WE ALWAYS ASK FOR A CONTRIBUTION FROM THE TRAINEES  
TWO EXCEPTIONS: MENTORS / TRAINEES OUT OF INSTITUTIONS**

Trainee Budget: 20000 €  
Number of Trainees: 243  
Team: 1  
Partners: Ilhavo; Lusitânia;  
Scouts from Azores  
2 Youth in Action Exchanges  
10 at risk youth

Trainee Budget: 35433 €  
Number of Trainees: 379  
CiC Trainees: 70  
Team: 2  
Partners: Ciência Viva; Nautical  
Academy; Almada, Sines, Ilhavo,  
Figueira da Foz, Seixal town councils  
Lusitânia  
5 Youth in Action Exchanges



**THE TALL SHIPS RACES**  
Presented by Szczecin  
Organised by Sail Training International



## The Outcomes:

- The portuguese population is more aware and we can lower the budget for communication and lessen the burden on human resources.
- Companies are more willing to send or support trainees now that we have a proven track record.
- Youth is more willing to co-finance and to start their own fundraising campaigns with our support.
- After na event, people start planning for the next, including financing.
- Aporvela receives more trainees and volunteers.

**OBRIGADO - GRACIAS - THANK YOU**

**ANY QUESTION?**



If you need advice on funding trainees please send me an email:

[rui.santos@aporvela.pt](mailto:rui.santos@aporvela.pt)

[www.aporvela.pt](http://www.aporvela.pt)





# FUNDING OF TRAINEES

*Kirsten Bisgaard Kirchner*

**Esbjerg, Denmark**

**Host Port City 2018**



# TALL SHIPS RACES + 150 YEARS ANN.



Young people  
Education  
Job in offshore (maritime)  
industry



# 150 YEARS – 150 TRAINEES



# RECRUITMENT

- Visit at boarding schools
- Visits at high schools
- Visit at universities
- Information meeting at student's cultural house
- Brochures at libraries, sport facilities, scout clubs, maritime clubs, etc.
- Facebook - 450.000 saw the first video



# SUCCEES VIA FORMER TRAINEES



# SUCCESES VIA FORMER TRAINEES

28 years old

- 2014: Loa



25 years old

2016: Morgenster



# 900 TRAINEES FROM HOST PORTS



The Host Ports of the Tall Ships Races 2018 (Sunderland, Esbjerg, Stavanger and Harlingen) gave **900** young people a lifetime experience as trainees this summer.

From them Host Port Esbjerg sent **150 trainees** on leg 1 from Sunderland to Esbjerg





# DEPARTURE FROM ESBJERG





# FUNDING OF 150 TRAINEES

**1. Trainees paid a part themselves (99)**

rest of the expenses was paid by a national foundation (A)

**2. Trainees found individual sponsors who paid (31)**

“Sailors Club”

**3. Foundations (B+C) paid all expenses (15)**

vulnerable youngsters

**4. Barter deal paid all expenses (5)**

in return for practical work for the event



# 1. TRAINEES PAID A PART THEMSELVES

- 350 applicants in total
- **99** trainees were selected (gender, age and origin)
- each trainee paid EUR 270
- the remaining expenses were paid by a national foundation



# 2. INDIVIDUAL SPONSORS PAID

## SAILORS' CLUB SPONSORAT

Din virksomhed kan blive en del af Sailors' Club ved at tegne et sponsorat på 10.000 kr.

På den måde støtter virksomheden op om The Tall Ships Races 2018 og hjælper med at sende 150 unge mennesker med på tur i fra Danmark til Esbjerg.

Medlemskab af Sailors' Club giver net til at pege på en ung medhjælper, som garanteres en plads ombord.

## De får desuden:

- MR-arrangement for 3 personer ombord på et stib torsdag den 19. juli 2018.
- Rettighed til at benytte det officielle Sailors' Club logo.
- Delfirmalogo i et oplag på de sociale medier i regi af The Tall Ships Races Esbjerg 2018, hvor Sailors' Club taltes.
- Firmslogo på alle branding minimum tre steder på Esbjerg havn.
- Firmsnavnet synligt i anrensning i ugeavisen Esbjerg, hvor Sailors' Club promoveres.
- Firmslogo af hjemmesiden [sailorsclub.dk](http://sailorsclub.dk) under et særligt afsnit om Sailors' Club.
- Et diplom som synliggøres på medlemskab af Sailors' Club.

## Kontakt:

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## 2. INDIVIDUAL SPONSORS PAID

### Benefit for sponsor:

- Send a young man or woman sailing and give him or her a life time experience
- Use of sailors club logo in the company's own branding
- Invitation for VIP arrangement on tall ship Sørlandet
- Company's logo exposed in social media, local newspapers and at least 3 different places in the event area



## 2. INDIVIDUAL SPONSORS PAID

**31** trainees found their own sponsors who paid all the expenses

Esvagt - safety and support at sea - 7 trainees



# MIKKEL – FIRST DAY





# MIKKEL – LAST DAY

Winner of  
Torbay Cup  
prize



# 3. NATIONAL FOUNDATIONS (B+C) PAID

- A group of 15 vulnerable youngster with a difficult background
- Followed by 3 adult mentors
- National and local foundation
- Sailed with Eendracht Sørlandet and Vega Gamleby

*Best time  
of my life*



## 4. BARTER DEAL PAID

- 5 trainees were funded via a barter deal with a local school
- The school did some practical work for the event in return for sending 5 trainees with one of the tall ships



# QUESTIONS?





**THE  
TALL  
SHIPS  
RACES  
2018**



**'NEW HORIZONS'**

**WELCOME**

**A.MINTJES HARLINGEN SAIL  
TSRH 2018**

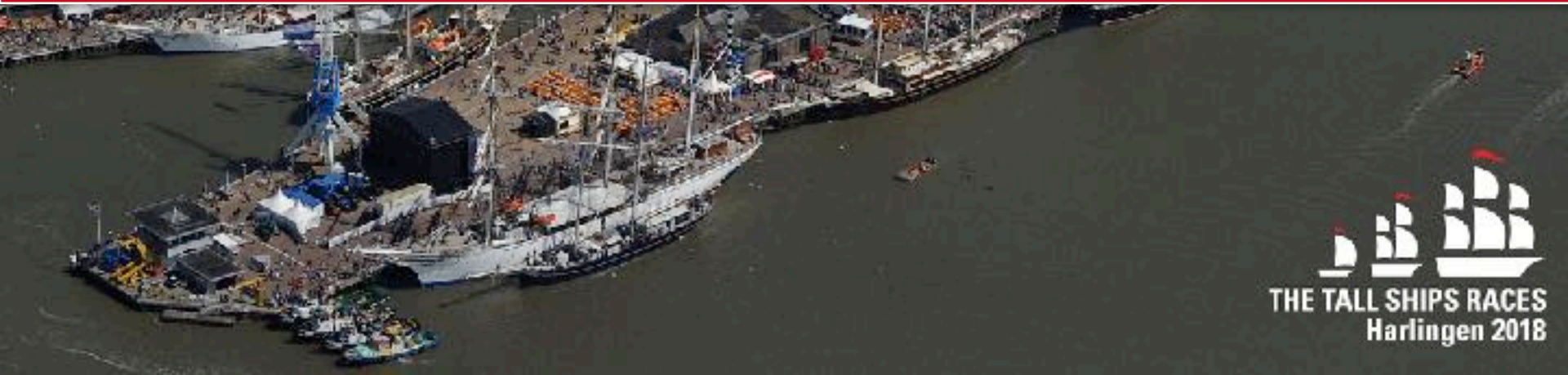


**THE TALL SHIPS RACES  
Harlingen 2018**  
organised by Sail Training International

**THE  
TALL  
SHIPS  
RACES  
2018**



# TSR 2018 Trainee Recruitment and Funding



  
**THE TALL SHIPS RACES**  
Harlingen 2018

THE  
TALL  
SHIPS  
RACES  
2018



# 'NEW HORIZONS'

NEW ROUTES



THE TALL SHIPS RACES  
Harlingen 2018



THE  
TALL  
SHIPS  
RACES  
2018

# Organisatio n



THE TALL SHIPS RACES  
Harlingen 2018

# Volonteer s



THE  
TALL  
SHIPS  
RACES  
2018

TRAINEES



THE TALL SHIPS RACES  
Harlingen 2018

# Trainees

- Target 350 trainees
- Start campaign april 2017
- 1 Board member responsible
- Button website : I need help / I take care of everything
- Fixed price 1149 Euro/ 1650 Euro for sponsors
- Cooperation with Monique Touw Windseeker
- Selection and training days at the Maritime Academy



# Trainees

- Coaches via Volunteers program
- Funding by FTSC, companies and service clubs ( Lions and Rotary)
- Training Day on board Christian Radich
- Recruitment via Social Media



# Visiting Secondary and Vocational institutes



# Lions Rally 15



THE  
TALL  
SHIPS  
RACES  
2018

# Media attention







# Media attention



# Trainees Results 2018

- Total 345 trainees
- 150 trainees in funding program
- No costs for the organisation



# Trainees



# Trainees



# Crew Parade



# Price giving



**THE  
TALL  
SHIPS  
RACES  
2018**



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**THE TALL SHIPS RACES  
Harlingen 2018**



# “Eendracht”



THE  
TALL  
SHIPS  
RACES  
2018

# Future Trainees

## Sail inzicht 2 t/m 13

- 1800 students of Primary and Secondary education involved

Juni



THE  
TALL  
SHIPS  
RACES  
2018

## Sail InZicht

Een maritiem programma voor iedereen!

2 t/m 13 juli 2018  
Entrepotgebouw, Harlingen



**THE  
TALL  
SHIPS  
RACES  
2018**



**SEE YOU IN 2022**

# THE TALL SHIPS RACES 2018

**THANK YOU**  
[INFO@HARLINGENSAIL.COM](mailto:INFO@HARLINGENSAIL.COM)

  
**THE TALL SHIPS RACES**  
Harlingen 2018  
organised by Tall Ships Racecourse



LEEUWARDER COURANT  
*Frída*



provinsje Fryslân  
provincie Fryslân



British  Marine



Streekút de Noarder



