

CASE STUDY: Bolton Scouts e-fundraise for their Greece Trip

Written May 2020

When John Smalley, GSL at the 7th Bolton Moorland Scout Group created a 'cause' on <https://ecoracing.co>, a unique climate change and wildlife friendly fundraising platform, he was unsure of the outcome. He wanted to use the Christmas Race starting in Lapland to raise funds for his 18 strong group's summer visit to a sports camp in Loutraki, Greece.



His decision paid off as John commented, "We sold 57 virtual balloons, which for our very first time is really great. The monies will now go towards the Scout Group's fundraising target for a Summer Camp in Greece".

Ecoracing was chosen for fundraising because it's very different from typical scout events such as supermarket bag packing or car washing. It's a highly sophisticated "donation" platform where Scouts, friends and family buy virtual balloons to help fund scout projects whilst having the opportunity to win great prizes. No animals or birds are killed and there's no plastic waste contributing to climate change deterioration.

It's a fun 7day computer game where you can decorate your balloon and change flight parameters to help you win. Kids and adults alike love it and it's 100% eco-friendly as everything is real (weather etc) except the balloon. Eleanor, one of nine girls in the troop, said, "I recommend all Scouts to take part and have fun decorating their balloons"



Being Lancashire Scouts, some evenings are innovative. On the previous week to the cheque presentation, the troop had just returned from a 'Chippy Hike' which takes around 2 hours to walk between five local chip shops and sample the quality of a few chips in each one. Naturally, it's always a fully attended event!