

# JK

## JAMES KETCHELL

CHALLENGE | ACHIEVE | INSPIRE

### The Greenland Challenge

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Information Pack for Secondary School Students, University Students,  
Scouts and public fundraisers.

*SECONDARY SCHOOL STUDENTS & SCOUTS - Please make sure you ask your parents' permission to help James. It would be best to ask your Parent(s) or Teacher to help you with your fundraising.*

### What James is doing

In May 2022 the adventurer James Ketchell will be skiing in a small team across Greenland. It will be a tough endeavour with temperature's regularly falling to -20c. James is travelling unsupported which means he has to pull all his kit behind him in a 'pulk', which at the beginning of the expedition will weigh almost 100kg. Greenland is the largest island on earth, it is 2900 kilo-meters long and 1,100 kilo-meters wide.

The mission is to take young people on a virtual field trip sharing the journey via a tracking link so schools can track James' progress. He will even be calling schools from a satellite phone answering questions as he goes.

James is also raising money and awareness for his chosen charity [www.kindledspirit.org.uk](http://www.kindledspirit.org.uk)

More can be found about James at [www.jamesketchell.net](http://www.jamesketchell.net)



## Who are Kindled Spirit?

Sadly, across the world we have seen an increase in abuse against vulnerable young women, this can take the form of domestic abuse and exploitation. The impact on the women is immense, leading to physical and mental health issues. Kindled Spirit dedicates its work to support vulnerable young women. We currently exclusively partner with Kshamata, a charity based in Mumbai, India. Together we support the young women through positive **ENGAGEMENT, EDUCATION** leading to life-changing **EMPOWERMENT**. The 'end game' is to provide an environment where the women can re-build their lives and go on to be integrated into society and live a truly independent life, brimming with confidence and self-esteem.

More can be found about Kindled Spirit at  
[www.kindledspirit.org.uk](http://www.kindledspirit.org.uk)

## Social Media

We would like to tell people about the fundraising activities that you are undertaking, but we have a responsibility to ensure you and your parents (depending on age) are OK with that.

### Under 18s

Even though Facebook and Instagram have a minimum age of 13 we would still like to obtain permission in some form to use the photos on our website and other social media channels. Therefore, with your parents' permission photos can be sent via your school / scout office email address.

## How to Give Money

There are 2 different ways to give money;

Firstly go to:

[www.justgiving.com/campaign/greenland-challenge](http://www.justgiving.com/campaign/greenland-challenge)

1. Collect all your money and give to your parent or teacher who must then donate the amount to James' fundraising page on JustGiving or older students can donate directly using their

## Please Help James Raise Funds - What Can You Do?

There are many ways you can help James raise money, here are a few ideas;

- Sponsored events
- Raffle a donated prize
- Team challenges
- Cake sales
- Jumble sale or 'nearly new' uniform sale

Please encourage your friends and family to take part, the more people who get involved the more funds we will raise.

When you do your challenge, wear something **ORANGE** to represent the Greenland challenge.

### Over 18s

Older students can share directly on their social media platforms. We are on:



So please 'Like' and 'Follow' us on these channels.

By sending the photo(s) to [Info@kindledspirit.org.uk](mailto:Info@kindledspirit.org.uk) you are agreeing to the photo(s) being used on our website or our social media channels.

*PLEASE DO NOT SEND PHOTO(S) IF YOU DO NOT WISH THE PHOTO TO BE SHARED.*

credit/debit card. To do this, go to the James's page, link above and click the **GIVE NOW** button and follow the instructions.

OR

2. Set-up your own fundraising page and link it to James' fundraising page by going to James's page, link above and clicking on the **START FUNDRAISING** button and follow the instructions, the money you raise will be automatically added to his total.

# On behalf of James and Kindled Spirit a big thank you!!



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**Contact us:**

**Email:** [info@kindledspirit.org.uk](mailto:info@kindledspirit.org.uk)  
[www.kindledspirit.org.uk](http://www.kindledspirit.org.uk)

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## Photo Gallery - The support centre in Mumbai



James visiting the centre in Mumbai



English Lessons



Sewing Lessons



Jewellery Making



Dance Therapy



Fashion Show Award



Art Therapy



The Team in India