



Ada P.
Group Leader



Krista G.
Group Leader

How two queens of fundraising make travel accessible to their students

As French and Spanish language teachers in Saskatchewan, Krista G. and Ada P. are big believers in cultural immersion. They've seen firsthand how educational travel expands their students' perspectives, and how specifically fundraising plays a role in taking them abroad. That's why they're super passionate about getting their students to raise money for their tours.

Fundraising not only helps get students out into the world, it's also a great way to teach them skills like goal-setting, financial literacy, and team-building. When tours are planned well in advance, it means future trip costs are offset sooner, giving students the option to make lower monthly payments overtime. Young people from varying socioeconomic backgrounds get to participate, which improves equity for all.

Krista and Ada have already booked their next trips: **Madrid, Paris and Rome** (2022 & 2023), **Athens and the Islands** (2022), **Bell'Italia** (2022), and **Paris to the Pyrenees** (2023). We sat down with them to talk about all things fundraising, from in-person tips to virtual tricks and out-of-the-box ideas that could work at your school.



On the importance of fundraising (and starting early)

Krista: Growing up, I was always fundraising, so I thought it was important to help families have the chance to travel. I think it's useful even for those who do have money. They have the time, the payments are smaller, and they can plan towards their goal.

Ada: My school is low-income, we fundraise for everything. I sign kids up in grade 9 to go travelling in grade 11 or 12. They have the option of fundraising for two or three years. It's a group effort, and it also helps me get to know them and their parents before we go.

How to fundraise

Krista: Right after students enroll in the tour, I form a fundraising committee and we meet the following week. I have a parent leader, a treasurer, and a secretary. I always ask the parent if they're good with accounting. My treasurer opens a fundraising account with a legal name so they're able to do transfers, cheques, donations. We meet monthly for 45 minutes or an hour, and we discuss fundraising ideas. We still do this virtually.

The best ways to get students excited about tour

Krista: I have a future travel poster with our travel dates in my classroom. Before the pandemic, I made business cards with all our upcoming trips. I also have a teacher Instagram account where they can see what's coming up.

Ada: We have a website with our upcoming fundraisers where we also keep all the fundraising credits, so every family sees how much money they made from each fundraiser. There are also little things we do—if we're going to France, [we recommend] the students watch *Amélie* or *Marie Antoinette*. If we're going to Venice, they should watch *The Italian Job*. It keeps them excited.

On working with school administrators

Krista: My [admins] change all the time. Some have been super supportive and have even gone on trips. I think that communication is important. I tell [my current admin], "These are how many kids I'm taking. These are how many teachers are coming with me," just so she's aware.

Ada: Lately, my admin has been awesome, and I've been able to put up posters and make announcements. With the flower delivery fundraiser we did, our principal was out there helping.

Tips for first-time Group Leaders

Krista: Talk to other teachers. Ask families which fundraisers make money. Have an agenda ready for your first fundraising meeting. Ask which fundraisers they want to do beforehand and start delegating. Have parents take ownership, because it can't always be the teacher.

What they look forward to most on their next EF tour

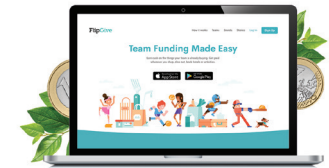
Krista: Walking down the cobblestone streets trying a crepe, churros... with the students, we'll really take every single minute in.

Ada: Walking down the streets in Paris or somewhere, having gelato. I don't think kids will take [anything] for granted anymore [after the pandemic].



Top fundraising ideas from the pros

Ready to begin your fundraising journey? Here are some of Krista and Ada's ideas, which are sure to inspire you and your community.



1. Online fundraising

Use FlipGive, an affiliate shopping site with hundreds of retailers, that lets students earn a percentage of cash sales towards their trip. They can also raise funds by sharing their personal donation page—just have them log into their EF account and choose the "Your donation page" tab.



2. Eco-fundraising

A hot fundraising idea amongst teachers is collecting recyclables to sell. Volunteer gardening, or selling plants and seeds, also benefits the earth. Plants can be advertised virtually, using the school as a pick-up point while safely physically distancing.



3. Food sales & services

Steak and pasta nights, coffee and chocolate sales, pizza and popcorn fundraisers—the ideas are endless, and many edibles can be sold virtually with delivery options. Krista and Ada have even encouraged students to sell hot dogs outside big-box stores and volunteer by serving food and cleaning up at local sports games. Bonus: these skills can easily be added to students' resumes.

Looking for more ideas?
Check out eftours.ca/fundraising



Bill B.
Group Leader

The travel philosopher: How Bill encourages students to expand their worldview

The first time Bill B. hopped onto a plane across the Atlantic, he was 30 years old. The religious education and philosophy teacher in Simcoe County took his first tour with EF to Turkey and Greece in 2006.

“I grew up in a very low-income family,” says Bill. “The most I’d ever travelled might’ve been to Cobalt, Ontario, in the van.” His life changed on that trip to Europe, when he was first bitten by the travel bug. He wanted to pass that feeling on to a younger generation.

“I was completely blown away by international travel,” he says. “On every trip, there’s always a student whose first time it is flying. I’m really sensitive to that, knowing I had that experience in my 30s.”



Bill has been going abroad with his students and community ever since. Today, he’s been on eight EF tours and has already booked three upcoming trips: **Adriatic Odyssey** for 2022 and 2024, and **Spain and Portugal** in 2023. He’s seen how travel has directly impacted his students. The trips they’ve taken with him have transformed their way of thinking, and many of them have gone on to make travel a significant part of their life.

“Travel helps people obliterate their egocentricity,” he says. “Travelled people are able to listen to diverse perspectives and worldviews.”

On tour, Bill credits EF for introducing him and his students to culture in an authentic way. Whether it’s connecting with local organizations or having a major moment in a museum like the Vatican—where a Tour Director once got him and his students a private viewing of a fresco painted by Raphael—Tour Directors make a big difference. They ensure that everything runs smoothly, from handling logistics to bringing the curriculum to life.

“There’s no other way to say it,” says Bill. “You’re in really good hands when you’re with EF... You cannot underestimate or undervalue the depth of experience and the length of time a company like EF has in all of these locations around the world.”

Tour Directors also love giving local tips. In Athens, the birthplace of Western philosophical ethics, Bill was recommended a hidden outdoor restaurant near the Acropolis. On three separate occasions, over a two-hour lunch, he and his students have had meaningful conversations centred around the question: What’s the most important thing to possess? He cherishes the robust insights he’s heard here, all while chomping down on fresh Greek salads, calamari, and fried cheese.

Over the years, Bill’s worldviews and travel priorities have changed. “Because I’ve gone [to Italy and Greece] so many times, I don’t go to see the places anymore. I literally go to watch the faces of the kids and the parents.” He knows it’s an experience they won’t forget, just like how he remembers his first trip to Europe 15 years ago.

Bill has never lost his passion for planning student travel opportunities, even during the pandemic. Now more than ever, students need something to look forward to in the real world, he says. After having taught virtually for over a year, he’s seen them struggle with mental health, which has impacted his own three children, too. He misses his teacher community, which feels like a tight-knit family at his school. Travel, says Bill, is one of the clearest beams of hope: “It’s a real sign that maybe we can open up, and have some sense of normalcy, and return to life as it should be.”

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Get your students offline and exploring the real world on our **Adriatic Odyssey** trip. See details on **pg. XX** or visit eftours.ca/itg

