



"Climb for Climate"

21st-22nd Sept 2024

What?

Raah Foundation is excited to announce, "Climb for Climate", a fundraiser trekking event on **21st & 22nd September 2024**. This initiative is not just a physical ascent, but a powerful symbol of our collective commitment to combating climate change.

Why?

Climate change is one of the most pressing challenges of our time, impacting ecosystems, communities, and economies across the globe.

Through this event, we aim to raise awareness, mobilize resources, and inspire action towards sustainable solutions. Join us as we scale new heights for a healthier planet, proving that every step taken in the right direction can lead to monumental change. The funds raised through this event will support our ecological restoration programme - Regreen Nation.

Where?

A trek site, Myna Mountain in Nashik, Maharashtra, is part of the Western Ghats Mountain ranges, also known as the Sahyadris, that stretches 1,600 km along the Western coast of the Indian peninsula. It is one of the world-famous biodiversity hotspots and also a UNESCO World Heritage Site.



About Raah Foundation:

Raah Foundation works with some of the marginalized and indigenous communities of northern part of Western Ghats - the Sahyadri mountain range in India. They have limited resources, are more exposed to climate change and are overlooked in the social sector. Clearly the situation is extremely critical and needs a different approach and blue sky thinking.

While there is no single solution to see the real change, Raah is taking multiple small steps to help communities overcome these challenges and be resilient to ensure better adaptation. Delaying of the problem and identifying the root cause allows us to curate a sustainable solution for the communities we work with.

Raah's thematic programme areas comprise of water security, climate smart agriculture, climate action (Regreen Nation), sustainable livelihoods for women and skill training in the Palghar, Raigad and Nashik districts of Maharashtra with head office in Mumbai.



Funds to be generated: ₹ 1,00,000/-

Target Audience:

- Local Government authorities
- Corporates
- Individuals and families from every walk of life
- Environmentalists
- Trek & nature lovers
- Knowledge experts
- Influencers
- Educational institutions (relevant)

Approach/Methodology:

- Education with fun: While promoting the love for nature and fitness, participants will be educated on the climate change, its impact and the corrective measures that are being taken and need to be taken.
- Know the nature: Participants will be informed about the interesting facts of the nature that we are usually unaware of.
- 30 Plants will be planted in the participants name and will be geo tagged.
- Opportunities for participants to network
- Partnerships: Forge collaborations with individuals, Government and other organizations from diverse segments of society to lend credibility and reach a broader audience.
- Spread the word through pre-launch, launch and post-launch social media campaign.

Monitoring and evaluation:

Assessment of results and impacts of the initiative:

- **Short-term: Quantitative**

1. Funds raised
2. Number of participants

- **Short-term: Qualitative**

1. Pre-post energy & enthusiasm of the audience
2. Engagement levels of partners
3. Feel good or take away feelings

- **Long term: Quantitative**

1. Number of participants willing to associate with initiative and cause for a longer period
2. Number of partner organizations willing to associate with initiative and cause for a longer period

- **Long term: Qualitative**

1. Extent of establishing sense of credibility
2. Extent of post event interests expressed by relevant organizations or knowledge experts to contribute to cause

Sustainability:

In consideration to sustain the initiative beyond its initial implementation and impact, we plan for ongoing capacity building, partnerships, and institutional support.



Risks and Mitigation Strategies:

Sr no	Risk/Challenges	Mitigation actions
1	Participation	Overbooked: We will maintain the list, communicate and prioritize them in our next campaign Underbooked: Raah Foundation will bear the cost
2	Weather and natural disasters: Heavy rains, storms, landslides, forest fires	Team would be monitoring weather forecast on daily basis and stakeholders would be instructed accordingly. Team would also be equipped with tools and experts for any unprecedented incidents.
3	Environmental hazards: Encounter of wildlife, poisonous plants, insect bites	Participants would be informed about the possible hazards and will be instructed on the expected behaviours in the situation and during the entire trekking.
4	Logistics: Delays, cancellations, or logistical mishaps	The participants will need to inform about the situation to Raah information cell asap. The emergency contact numbers would be communicated to participant in advance.
5	Participant preparedness: Lack of adequate physical fitness, trekking experience, or equipment preparation	The participants will be briefed about pre-preparation steps by experts. With the guidance of expert, participants would practice basic level warm-up.
6	Communication and emergency response	In mountainous areas network may be an issue. The information on functional networks would be provided to participants in advance. Representative of Team-Raah would be accompanying with small groups of participants.
7	Community and cultural sensitivity: Negative impacts on community and environment	Participants would be instructed on sustainable tourism protocols to be followed in the community and during the entire trek and compliance would be monitored to minimize any negative impacts.
8	Accident by fall	Ropes at critical points, availability of first aid, paramedic, ambulance & arrangement with hospital in case of any emergency



End Note:

The Climb for Climate presents unique opportunity for individuals and organization to support the cause that strives to conserve this precious treasure of nature for future generations.


Raah Foundation truly believes, by implementing specific and targeted initiatives strategically, organizations and individuals can effectively raise awareness about climate change and inspire collective action to protect the environment for future generations.


Next Steps:

Raah Foundation requests your whole-hearted support in any of the forms mentioned below and suitable to you.

- Donation to organization
- Donation/Funds for project Regreen Nation
- Partnerships through employees as participants of the trek
- Partnerships on social media
- Partnership through print media
- Partnership for paramedic services at the site
- Others

Connect with Us:

 9136059660

 monica@raahfoundation.org



Registration Link
<https://tinyurl.com/3mku7hsw>