




TRASH FREE TRAILS

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WHY WE WANT TO WORK WITH YOU

**OUR PARTNERS ARE THE GAME CHANGERS,
THE PIONEERS. THEY'RE THE ONES WHO
ENABLE US TO TAKE GIANT STEPS FORWARDS
IN OUR MISSION.**

Before we even begin,
we'd like to say thank you.

Thank you for showing an interest.
For caring about our trails and wild
places enough to consider supporting
us further.

We describe Trash Free Trails as
small-normous. At the time of writing,
we are made up of two employees and
two dogs; but work with an incredible
community of doers, creators,
inspirers and educators to have an
impact that goes far beyond our
humble size.

It's tough to fit a whole
organisation's aspirations,
motivations and way of working into
a few pages, so let us know if you'd
like more detail on anything.

We are still a young organisation
and everything we do is a work-in-
progress. Hopefully you can see the
positives of this fluid nature –
as we do – as a means by which we
continually evolve and improve.

In short though, we have big plans for
2023 and beyond, and to fully achieve
them, we continue to need the support
of like-minded passionate, innovative
and generous organisations. We hope
you decide to join the journey.

Cheers,
Dom & Rich, Rach, Lion & Nova



WHAT IS TRASH FREE TRAILS?

Well, TFT is a community-focussed, non-profit organisation; a positive, inclusive call to arms for riders, runners and roamers alike.

We exist to protect our trails and the wild places they take us, and we're starting with SUP, or single-use pollution, aka litter.

If we are seeking reconnection, then the issue we are trying to tackle is disconnection. Not only disconnection from the environment, but from ourselves and our communities.

It is our job to provide people with the inspiration, information and tools with which to forge these connections.

Never mind spirit animals. We are modelling ourselves on fungus. Much like the mycelium of a healthy forest ecosystem, we are an interconnected community, with an impact that is significantly greater than the sum of its parts.

➤ OUR MISSION IS TO [RE]CONNECT PEOPLE WITH NATURE THROUGH THE SIMPLE YET MEANINGFUL ACT OF REMOVING SINGLE-USE POLLUTION FROM WILD PLACES

We are defined by our community.

We are what they make us.
We inspire, but we also listen.
Our voice is theirs, so here
are some members of our valued
community, explaining what Trash
Free Trails is to them...



JO SHWE

A-Team ambassador, teacher and
TrashMob Academy pioneer

“TFT isn’t just one thing and it’s
not the same thing to everybody. To
me it’s an opportunity to care for
the places I love and work with like-
minded individuals and groups. It has
led me on a journey of discovery of
who I am and helped me answer what I
want to give to the planet.

To my students it is the vehicle that
drives them to become more than they
ever believed they could be; to have a
purpose and a reason to do better.

For the community, it’s an opportunity
to come together to make new friends
and connections. To share compassion
and ideas and to join forces to keep
our wild spaces free from single
use pollution.

TFT will never be just one thing and
will never be the same thing... so what
does it mean to you?”

SAMANTHA DUGON

Professional photographer
and Trash Free Trails Advocate

“Trash Free Trails to me is, quite
simply, a home. It’s a place where
I feel welcomed by people who are
passionate about all that they do.
TFT is infectious in their enthusiasm,
creativity and devotion to a cause,
and it is because of that, I feel a
better person for being a part of the
TFT crew.”

JEZ LOFTUS

Trek Bikes, UK

“To me TFT it all about making it your
own. It starts and finishes with you.
You are the one that can choose change
and inspire others. Look closely where
you roam, absorb, expand and move it
on. TFT are that link that lets you
act alone but work together.”

EMMA PEARSON-POPE

Senior Marketing Manager UK
and Benelux, The North Face

“For me, Trash Free Trails is about
building long term partnerships
(*and friendships*) in the outdoors,
education and participation on both
a professional and personal level.”

MANON CARPENTER

Trash Free Trails A-Team ambassador
and former UCI DH World Champion

“To me, Trash Free Trails is a
combination of celebrating the places
we love, working to protect them and
bringing people of all kinds together
to do this.

I think Trash Free Trails is a brilliant
organisation that’s making all of the
above accessible and important to those
of us who love to play and recharge
outdoors. I’m very happy it exists,
and to be a part of it!”



WHY DOES TFT EXIST?

As riders, runners and roamers, we venture deeply into our wild places and we can no longer ignore what we are seeing in every city park or mountain summit that we explore.

Like our oceans and streets, our trails and wild places are becoming choked by single-use pollution.

At the same time we are witnessing the social and emotional impacts of *'environmental disconnection'*, habitat loss and even *'eco-grief'*.

The very places that millions and millions of us visit to clear our heads, feel better about the world, escape the stress and strains of life are not only being failed, they are failing to have the positive impact we seek because of our collective lack of care.

What is single-use pollution?

pollution [noun]

The presence of or introduction unto the environment of a substance which has harmful or poisonous effects.

More commonly known as litter, rubbish, trash or even plastic pollution we use the term single-use pollution, or SUP. This is because it is a more accurate description of the wrappers, cans and bottles that have only ever been designed to be used once then disposed of. So, as a phrase, SUP captures both the physical item and its effect on the environment. We believe that litter should be tackled and thought about in the same way as other environmentally damaging pollution.

For too long the mantra for those who enjoy the outdoors has been *'leave no trace'*. We want to go one step further and *'leave a positive trace'*.

The time has come for us all to embrace our responsibilities towards our trails and wild places and the communities that rely upon them, for without them, we can not exist.



WHAT WE DO

CLEAN TRAILS

For many people, the environmental and social issues facing us are so colossal that they are overwhelming. Often, this causes a kind of *'head in the sand'* or *'carry on regardless'* reaction from even the most environmentally sensitive people. In short, many of us have become depressed into inaction.

Our response is deliberately simple: break things down into *'bite-size'* chunks of achievable, impactful actions - aka Trail Cleans! DIO (*do it ourselves*), A-TEAM or HQ led, these are our bread and butter.

We firmly believe - and repeatedly demonstrate - that if we give people the tools, means and inspiration, they will give their time, energy and care in return.

Each activity is designed to act as a gateway to wider environmental awareness, action and adventure.

PURPOSEFUL ADVENTURES

We believe that purposeful adventure is the answer to disconnection; the answer to changing behaviours and ending the discarded drinks bottles and dog poo bags for good.

Purposeful adventures mean a two way relationship with the outdoors. Working with all walks of outdoors users to change their perspective of what adventure can mean, and to encourage a more caring approach.

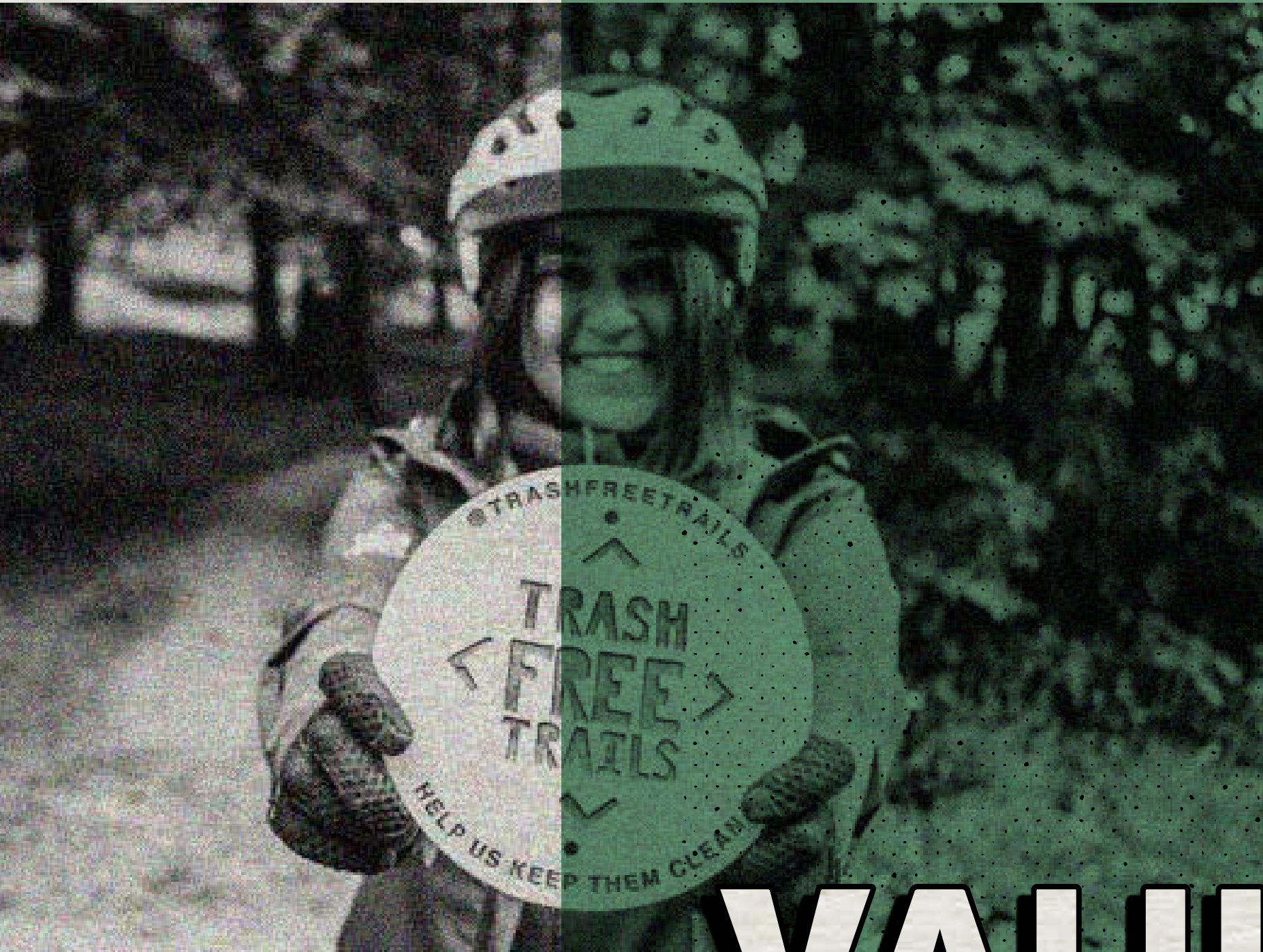
Purposeful adventures are about leaving a positive trace and our PA programme is about encouraging and empowering people to do that, intersecting with other issues like community, rewilding and climate change.

EDUCATION & UNDERSTANDING

The outdoors is under more stress than ever but if we can build a sense of connectedness amongst its new visitors at an early stage, they can be our advocates of the future. That's one of the reasons we have invested so much into our TrashMOB Academy pilot and programme.

We're aware that we have little understanding of the impact of SUP. We all intrinsically know it's *'bad'*, but there's hardly any research on it's impact on terrestrial environments.

We do know it's a complicated issue; Why do people drop litter? What are people's attitudes to litter? Why do current *'anti-litter'* campaigns have little impact? Who's responsible? What impact are we - Trash Free Trails - having? Are we achieving our goals? In 2023, we want to answer those questions.



VALUES

We;

Are riders, runners and roamers. Everyone is welcome.

Respect our volunteers above all else. The fact that they have chosen to donate their time and talent to our cause is a huge honour and responsibility.

Are nature connectors and spark makers.

Are always positive and solution focused; we will never use blame, shame, guilt or aggression as a tactic.

Believe that no single thing is '*responsible*' for the litter issue; it is a symptom of hugely complex, interconnected systems.

Celebrate every single volunteer act, however '*big*' or '*small*' it makes an incredible difference.

Commit to leaving a positive trace each time we visit our trails and wild places

Encourage and empower people to DIO (Do It Ourselves)

We can only exist through collaborations but these must be meaningful and fair. We will be fierce in our defence of this principle.

2023 Routemap

Strategic Objectives:

- 1 Empower & Enable community led environmental stewardship.
- 2 Remove the single use pollution that's out there, and reduce the amount that gets dropped on our trails.
- 3 Understand the causes & impacts of litter through citizen science, and contribute to the global aims of the 2025 plastics treaty resolution.
- 4 Use our work as an educational tool & increase levels of nature connection amongst those who need it most.
- 5 Inspire connection with the natural world & improve wellbeing through Purposeful Adventure.
- 6 Coalesce with intersecting movements & influence policy together.



WINTER SEASON			SPRING SEASON		SUMMER SEASON				AUTUMN SEASON		
Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
<p>1 w/c 2nd Our 2023 Route Map</p> <p>#JOIN THE TRASHMOB</p> <p>2 w/c 16th Our Philosophy</p> <p>DI-O TOOLKIT</p> <p>3 w/c 23rd 2022 Impact Report</p>	<p>4 w/c 6th Peri call for TFT Hubs</p> <p>5 13th-24th Internal TFT Community Event Announcements</p>	<p>6 w/c 27th TFT Approved Season Open</p> <p>7 30th-31st HQ Team Days</p> <p>8 31st-April 2nd A-Team Weekender</p>	<p>9 1st We ain't no April Fools - Why we don't clean-up for big off!</p> <p>10 w/c 10th The SoC/T Report 23</p> <p>11 16th-23rd Trash Mob Academy Earth Week</p> <p>12 22nd-23rd Earth Day SPRING CLEANS</p>	<p>13 Summer Projects Preparations</p>	<p>14 5th World Environment Day</p> <p>15 5th - 11th Trash Mob Academy: PURPOSEFUL ADVENTURES</p> <p>16 24th & 25th TFT Poland</p>	<p>17 A Summer of</p> <p>18 11th-16th TFT @ Red Bull Hardline</p>	<p>PURPOSEFUL ADVENTURES</p> <p>19 3rd-13th Trash Free World Cycling Championships</p> <p>20 16th Deposit Return Scheme comes into force in Scotland</p>	<p>21 14-15th The 3rd Annual State of Our Trails Summit</p> <p>22 16th World Clean Up Day - Trail Cleans</p> <p>23 w/c 25th Disruptions to Nature Connection Report</p>	<p>24 TBC Citizen Science Expeditions</p> <p>25 28th-31st HALLOWEEN TRAIL CLEANS</p>	<p>26 6th-12th Trash Mob Academy in the Lakes</p> <p>27 17-19th PURPOSEFUL ADVENTURES Kendal Mountain Festival</p> <p>28 w/c 20th TFT Online Pop-up shop</p> <p>29 w/c 27th TFT Approved 2024 launch</p>	<p>30 TBC Winter Citizen Science Expositions</p>

#JOIN THE TRASHMOB Wanted! Riders, Runners & Roamers - for epic journey, no wages, mud, rain, long hours of trail cleaning, safe return preferable, pride, friendship & adventure guaranteed.



2022 IMPACT + HIGHLIGHTS

7263KG
TRASH
COLLECTED

9775KM
TRAILS
CLEANED

3442
INDIVIDUAL
TRAIL CLEANS

2143
VOLUNTEERS



Singletrack
*Community Builder
Award Winner*



ENOS
*Be Active, Be Healthy,
Be Outdoors Award Winner*



**The Great
Outdoors**
*Best Campaign
Award nomination*



**Scottish MTB
Awards**
*Community Project of the
Year - Trash Free Cambu*

Coverage in Outdoor
Sports Media

**Mountain
Biking^{UK}**

Singletrack
WORLD

WO
wideopenmag.co.uk

IMB

bikebiz
at the heart of the cycle industry

Cyclist
MAGAZINE

ENDURANCE.BIZ

off-road.cc
ONE CLICK ADVENTURES

BIKEPERFECT

Media Reach

917,786,522

Newsletter subscribers

2184

Insta followers

15,144

Increase IG Followers

2698 (2%)

FB likes

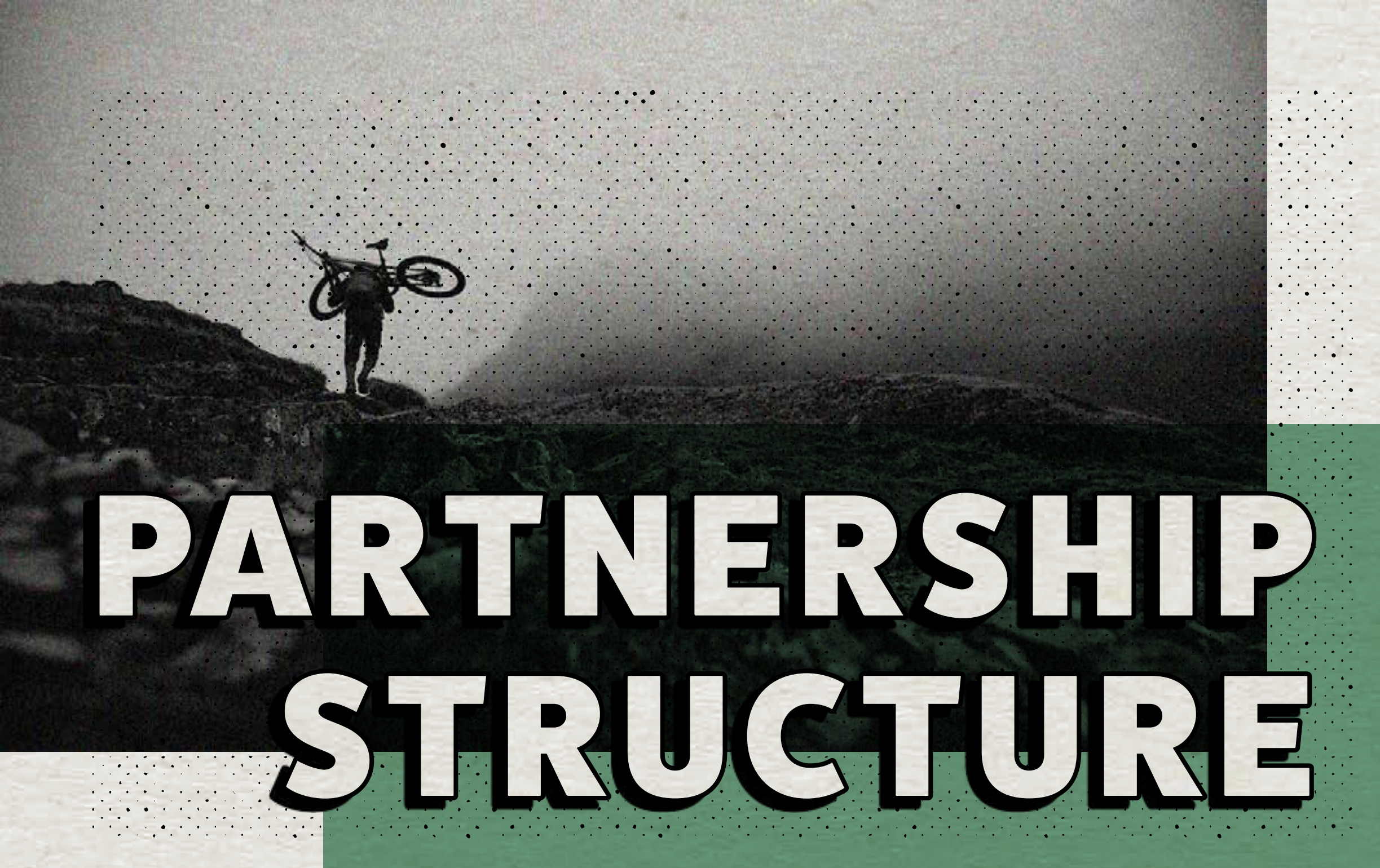
4,099

Increase FB Likes

550 (75%)

Komoot Routes

149



PARTNERSHIP STRUCTURE

As we said in our introduction, we would not be able to achieve our goals were it not for the generosity and hard work of our partners.

We have an inclusive, tiered approach to partnership, based on the level of support your

organisation is able to offer. The most important thing to us is working together with mutual trust and respect; with a focus on empowering communities to have a positive impact on their trails and wild places.

Costs are p/a

STRATEGIC PARTNER

£25,000

The foundation of our existence. You allow us to plan for the future, balance programmes of work and keep the lights on day-in day-out.

PROGRAMME PARTNER

£12,500

You support the delivery of a whole strand of work, allowing us to achieve our objectives this year, next year and beyond.

PROJECT PARTNER

Powered by: £5,000

Fuelled by: £2,500

Or dependent on scale/project
There are times when we need an extra push to get a specific project over the line. In those instances it might be appropriate to enter into an ad-hoc project partnership.

SUPPORTER

Suggested donation of ~£1,000

QUANTIFIABLE IMPACT

We understand and respect the fact that organisations who choose to partner with us will require some form of return on their investment.

We take great care to design, track and report upon our projects and overall organisational strategy in such a way as to ensure our projects have measurable impacts for both the environments and communities that we aim to protect and the individuals and organisations who help us do our work.

ROI MATRIX

PARTNERSHIP LEVEL	PARAMETERS		TFT LED DELIVERABLES		PARTNER LED DELIVERABLES	
ORGANISATIONAL	FINANCIAL DONATION	TIME FRAME	DELIVERY	COMMS	DELIVERY	COMMS
<p>STRATEGIC</p> <p>You support TFT's mission to the core, providing support on an organisational level</p>	£25000 +	<p>Multi-year</p> <p>3 year minimum, with annual rolling reviews</p>	<p>Recognition of your vital contribution to our work towards achieving our 2030 vision and mission</p> <p>Consistent presence of partnership across the organisation</p> <p>Recognition alongside Programme and Project partners on key activations</p> <p>Opportunity for event presence at any TFT organised events</p> <p>Opportunity for curation of 2 bespoke, collaborative event activations</p> <p>Inclusion in <i>'Strategic Partners Round Table'</i> - an opportunity for input on the strategic direction of our work</p> <p>Quarterly Reports on work towards our Strategic Objectives, our shared deliverables and overall impact</p>	<p>Consistent presence of partnership across all organisational communications outputs</p> <p>Co-produced storytelling activity towards partner community activation</p> <p>2 solo partnership storytelling opportunities each year</p> <p>Produce <i>'partner profiles'</i> to showcase our collaboration to the current TFT community</p> <p>Recognition across TFT communications as co-lead partners across TFT's four key programmes</p> <p>Co-create and support the setting of partnership communications strategy and targets to maximise the potential reach of communications activity</p>	<p>Involvement of regional bases, where appropriate, in TFT project moments</p> <p>Introductions to and relationships with relevant departments of your organisation maximising potential for buy in to TFT programmes</p> <p>Opportunity to invite TFT HQ to present the partnership to your wider workforce and community</p> <p>Opportunity to invite TFT to have presence at your events</p>	<p>Consistent inclusion of TFT messaging across communications channels, sharing the TFT mission, vision and values with partner community</p> <p>Support and co-produce specific largescale storytelling activity towards activating new people to join the TFT community</p> <p>Work with TFT to further partner's justice, equality, diversity and inclusion goals.</p> <p>Provide access to new audiences through partner networks, helping TFT to share their mission as far as possible</p> <p><i>[If relevant]</i> provide access to partner ambassadors to take part in and support TFT across organisational and programme communications</p>

PARTNERSHIP LEVEL	PARAMETERS		TFT LED DELIVERABLES		PARTNER LED DELIVERABLES	
PROGRAMME SPECIFIC	FINANCIAL DONATION	TIME FRAME	DELIVERY	COMMS	DELIVERY	COMMS
<p>PROGRAMME</p> <p>You support a specific TFT programme, providing support across all facets of the programme's delivery</p>	£12500 +	Annual basis	<p>Consistent presence of partnership across the programme delivery moments your brand is aligned to</p> <p>Opportunity for presence at Programme related project events your brand is aligned to</p> <p>Opportunity for curation and delivery of 1 bespoke event activation</p> <p>Quarterly Reports on work towards our Strategic Objectives, our shared deliverables and overall impact</p>	<p>Consistent presence of partnership across all programme communications</p> <p>Co-produced programme-specific storytelling activity towards community activation</p> <p>1 solo partnership storytelling opportunity each year</p>	<p>Opportunity to invite TFT to have presence at your events</p> <p>Introductions to and relationships with relevant departments of your organisation maximising potential for buy in to TFT programmes</p> <p>Opportunity to invite TFT HQ to present the partnership to your wider workforce and community</p>	<p>Consistent inclusion of TFT programme messaging across partner communication channels</p> <p>Support and co-produce programme-specific storytelling activity</p> <p>Provide access to new audiences through partner networks, helping to activate new audiences towards specific TFT programmes</p> <p><i>[If relevant]</i> provide access to partner ambassadors to take part in and support programme communications</p>
PROJECT SPECIFIC						
<p>POWERED BY</p> <p>You support a specific TFT project, providing support across the facets of the delivery of the project</p>	£5000 +	For the duration of the project	<p>Consistent presence of partnership across project specific delivery moments</p> <p>Opportunity for presence at project specific delivery moments</p> <p>Project specific impact reports</p>	<p>Consistent presence as a project partner across project communications outputs</p> <p>Opportunity for co-produced project specific storytelling activity</p>	<p>Opportunity to invite TFT HQ to deliver online talks / onboarding to maximise buy in to TFT project your brand is aligned with</p> <p>Team involvement in the project your brand is aligned with</p> <p>TFT Signage on display in physical locations where appropriate</p>	<p>Produce consistent project-specific communications for partner channels helping to promote specific project</p> <p>Provide access to new audiences through partner networks, helping to activate new people to engage with specific, supported project</p> <p><i>[If relevant]</i> provide access to partner ambassadors to take part in and support project-specific communications</p>
<p>EQUIPPED BY</p> <p>As 'Powered By'</p>	£2500 +	For the duration of the project	<p>Presence of partnership across half of project delivery moments - of your choosing</p> <p>Opportunity for presence at project specific delivery moments</p> <p>Project specific impact reports</p>	<p>Presence as a project partner on half of project communications outputs</p>	<p>Team involvement in the project your brand is aligned with</p> <p>TFT Signage on display in physical locations where appropriate</p>	<p>Produce project-specific communications for partner channels helping to promote specific project</p> <p>Provide access to new audiences through partner networks, helping to activate new people to engage with specific, supported project</p>
SUPPORTERS						
<p>SUPPORTED BY</p> <p>You support our TFT and join in with projects</p>	~ £1000	Annual basis	<p>Recognition of support via 'supported by' area on website</p> <p>Access to impact reporting structure on request</p>	<p>Produce a partnership story to introduce collaboration to current TFT community</p>		<p>Produce communications activity that incorporates TFT messaging, sharing the TFT mission, vision and values with partner community</p>



SOME USEFUL LINKS

There is so much more that we would like to tell you about... detail that we skipped over in a sentence that has taken hundreds of hours of effort and thought, achievements that we are proud of, the entire evolution of our organisation.

If you'd like to know more about us and what we do, here's some damn useful links.

[State of our Trails Report >>>](#)

[Annual Impact Report 2022 >>>](#)

[Route Map 2023 >>>](#)

Info on programmes of work:

[Trail Cleans >>>](#)

[Purposeful Adventure >>>](#)

[Education and Understanding >>>](#)

[DIO Toolkit >>>](#)

Can't find what you are looking for, or just want a chat? Then drop us a line.

dom@trashfreetrails.org

[@trashfreetrails](#)