



Photo: Genny Brown, Edition 03

**ADVENTURE
UNCOVERED**

● PATREON



Photo: Ashley Hutchinson and Greg Johnson, Edition 05

**Help democratise
adventure storytelling**

Increase our impact



Photo: Steve Bate, Edition 03

**Fund more
compelling stories**

Get rewarded

Our journey so far



We're asking the Adventure Uncovered community to help us do better, more impactful work by giving monthly financial contributions through Patreon. This document explains why we're asking, why we think you should support and how it will work.

Adventure Uncovered's mission is to help build a more inclusive, sustainable and impactful adventure culture.

We embarked on this in 2016, publishing adventure stories and journeys with a purpose. By 2017 we were organising live talks and outdoor impact events, and since 2018 have organised the only adventure film festival dedicated to films about social and environmental change. Building a unique concept that matches an appetite for change means the festival has flourished, and Adventure Uncovered has evolved into a broader space for critical but inspiring thinking and doing.

In March 2020 we launched our new approach to online publication: Editions. Editions are thematic collections of the best adventure storytelling - articles, longform features, interviews, photography, film and more - akin to a digital magazine. We also publish a regular stream of non-Edition pieces, and in 2021 will launch Trails: content series following specific adventure narratives through the year.

Together this work highlights issues, advocates for action and change and champions those leading the way - all crucial tasks if adventure, in its myriad forms, is to be a powerful force for good. But providing a space isn't enough. That space must be truly sustainable and empower the people involved.



Photo: Jini Reddy, Edition 01

Enter Patreon



Until now Adventure Uncovered has been part business, part labour of love. We've done good work, built an audience and generated some revenue, but it has been slow and organic. No bad thing, but we haven't yet paid ourselves or our contributors more than occasional, nominal amounts.

This needs to change.

We are excited to announce that in 2021 it will change, through a range of revenue streams we will be transparently reporting on throughout the year. Patreon, a platform that will allow you to support us through recurring monthly payments, will be one of these streams.



Photo: Alastair Humphreys, Edition 03



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We now feel confident that our online publication content justifies requesting a little financial support from those of our readers who agree and can afford it.

2020 highlights:

- Trail running environmentalist [Rosie Watson's](#) post-Covid rallying cry
- CEO [Jen Gurecki](#) on game-changing feminist snowsports company Coalition Snow
- Academic [Maxwell Ayamba](#) on racial inequality in outdoor participation
- Writer [Jini Reddy](#) on seeking the magical in Britain's landscapes
- Artist [Simon Faithfull](#) on treating the earth as a sculpture
- Snowboarder and artist [Meghann O'Brien](#) on the relationship between snowboarding and her Indigenous heritage.

In 2020 we published 120 pieces read by tens of thousands and featuring hundreds of adventure thinkers and new voices on vital issues.

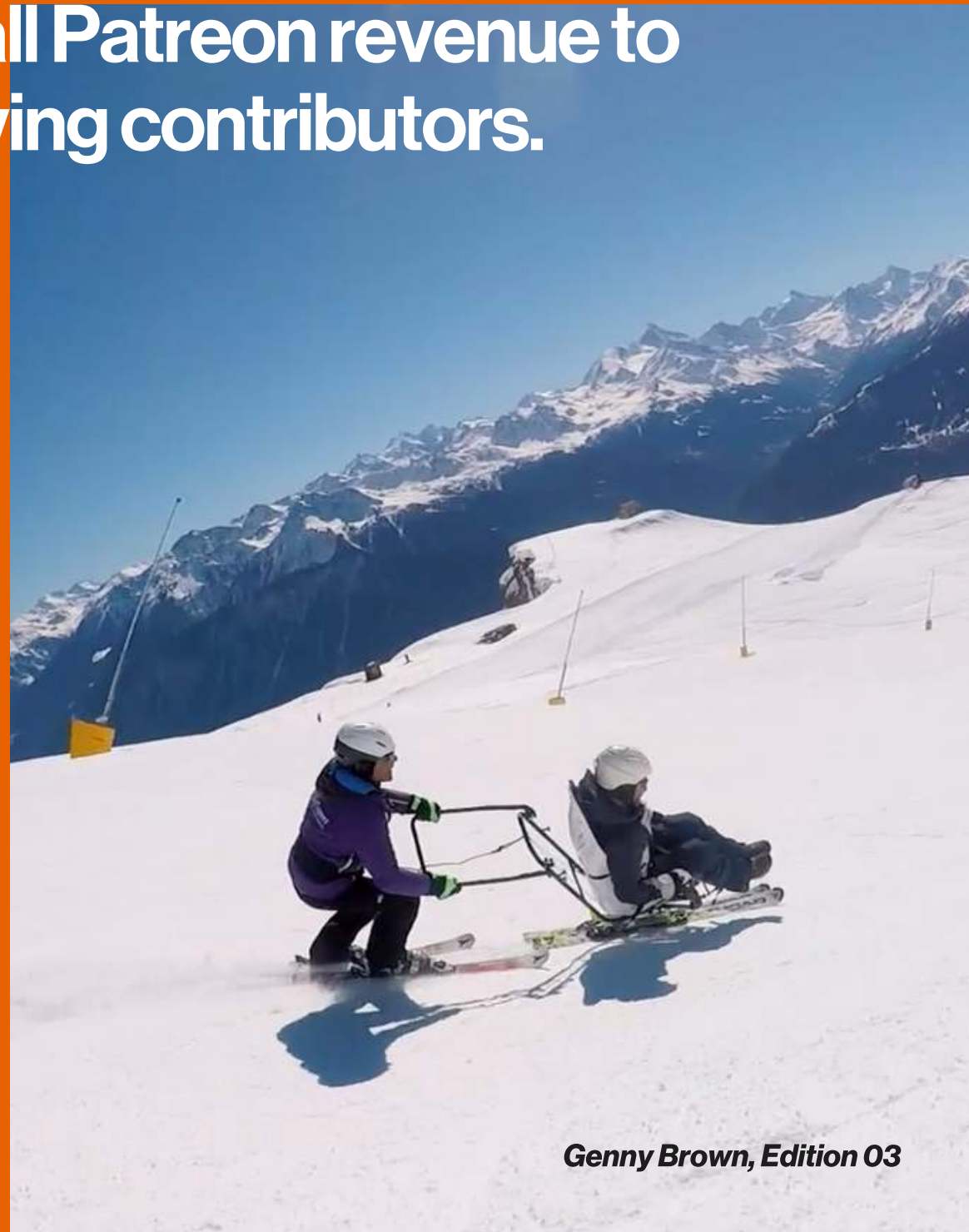
We are proud of this work, but Patreon will help us do more and do better. This is why we are asking readers for support. Don't worry: this is not a paywall, and anybody who isn't able to contribute is still welcome to enjoy all our content for free. That said, we hope you will agree there is a strong case for supporting us ...

**In 2020 we published
120 pieces read by tens
of thousands**



Photo: Kate Rawles, Edition 04

**We are committing 100%
of all Patreon revenue to
paying contributors.**



Why support Adventure Uncovered through Patreon?

Our top financial priority, among many 2021 goals, is to pay contributors fairly. This is why, as we work towards wider financial sustainability and paying ourselves fairly, we are committing 100% of all Patreon revenue to paying contributors. We won't keep a penny. We will also contribute a further £150 to each Edition ourselves, and publish records of how we used the funds...

PATREON



What are the benefits of supporting us?



Photo: Em Hartova, Edition 04

1. Democratisise adventure storytelling.

By supporting us you will be ensuring each contributor to our monthly Editions is paid fairly and their work valued properly. This will create a sustainable, empowering environment better suited to our mission to amplify marginalised voices - and not only publish those who can afford to work voluntarily.

2. Fund more compelling stories.

Paying contributors more will allow us to cover more stories, attract a wider range of voices and pour more energy into our pieces. We may eventually be able to invest in original investigations or develop our editorial team - decisions that will be guided by you. In any case your support will make our storytelling stronger, more impactful and more widely read.





Photo: Simon Faithfull, Edition 02



Photo: Alastair Humphreys, Edition 03



Photo: Dhruv Boruah, Edition 05



Photo: Michal Iwanowski, Edition 01

3. Increase our impact.

Fairer, better publishing has an impact in itself. But paying Editions contributors will also reduce the amount of content we need to produce internally, freeing up capacity to work on other projects designed to make Adventure Uncovered more inclusive, sustainable and impactful.

4. Get rewarded.

We want to reward you for helping the adventure community. So, depending on your level of support, you will receive a host of benefits - things like extra content, early bird tickets, exclusive partner discounts, strategic input and co-created content. This makes supporting us worth every penny and more. The full range of rewards is on our [Patreon page](#).

PATREON



How will Patreon actually work?

Transparency is vital to us, so we explain this in full [on our website](#). If you're interested in supporting us, the process is simple...



Photo: Andy Day, Edition 07

1. Choose a tier.

Go to Patreon and choose to support us through one of four monthly membership tiers: £2, £5, £10 or £25 per month.

2. Get rewarded.

Enjoy the host of rewards that come with your tier.

3. Enjoy the fruits of your support.

Enjoy early access to all of our Editions, packed with the vital adventure stories and voices that you have directly funded.



Membership Levels

Depending on the amount you donate each month, as a thank you for your support you will receive a host of benefits - things like extra content, early bird tickets, partner discounts, strategic input and co-created content. Supporting us will be worth every penny and more.

① Adventurer

- Early access to all Adventure Uncovered Editions
- Quarterly Patron-only Adventure Uncovered updates
- Public recognition on our website and Twitter
- Knowledge that you're directly funding new voices and ideas creating a stronger adventure culture.

£2/mth



② Voyager

- Early access to all Adventure Uncovered Editions
- Quarterly Patron-only Adventure Uncovered updates
- Public recognition on our website and Twitter
- Knowledge that you're directly funding new voices and ideas creating a stronger adventure culture.

£5/mth



③ Wanderer



- All the benefits from all previous tiers
- Discounts with an ever-growing range of Adventure Uncovered partners, all of which are brilliant and sustainable brands relevant to our mission
- Membership of the Adventure Uncovered Patron Advisory Board, which we will consult every six months for advice, ideas and feedback on our work
- Access to all of our official film selections, as well as best of the films we didn't select, three months before we release them to the public.

£10/mth

④ Swashbuckler

- All the benefits from all previous tiers
- A collaborative piece of content of your choosing published on our website, providing it meets our editorial mission
- A one-hour consultancy session with our team on a project of your choosing, followed by a short follow up down the line.

£25/mth



Support our work



Photo: Jess Kilroy, Edition 02

Our Patreon is live!

To support simply head over and select your support tier.

Be sure to read all about the rewards before deciding.

And if you have any questions, don't hesitate to drop us a line at info@adventureuncovered.com

PATREON



What kind of stories will your support help us publish in 2021?

All our stories - articles, interviews, photography, films, lists and all - show how adventure intersects with the vital social and environmental issues of our day. Beyond this, our stories aim to amplify lesser heard voices and perspectives. As was the case in 2020, each of our 2021 Editions will approach adventure through a specific theme.

Adventure Organising (March)

Our March Edition will exhibit adventure organisations of different shapes and sizes contributing to real social and environmental change, seeking the secrets to their success. To help build a better world, we must learn from our leading lights.



Photo: Easkey Britton



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Photo: Leslie Hittmeier, Edition 02



Photo: Midnight Run, Edition 03

Backyard Celebration (May)

In May we plan to celebrate local adventure: the people finding brilliant ways to explore their patch. Adventure need not be big or farflung. The most creative, inspiring and sustainable escapades often play out close to home, and we want to prove that.

The Non Adventurers (July)

Many of the most valuable perspectives on adventure don't come from adventurers, or even people into adventure sports, but thinkers from other spheres: activists, artists, workers, normal people. As a community we must be open to these perspectives, and this Edition intends to show why.

The Real Risk Takers (Sept)

Much adventure involves voluntary physical risk. But for many it involves more deep-rooted danger. In September we will highlight people adventuring in the face of potentially grave social and political consequences, out of survival as much as leisure. These are the real risk takers.

You Decide! (November)

We'll be asking our Patreons to vote on the theme of our November Edition in July, so get thinking!

PATREON



How we will use your money?

For a full explanation of how we allocate funds and how we spend Patreon revenue on an ongoing basis, you can keep track on our website [here](#).



Photo: Børge Ousland, Edition 05



Photo: Dan Yates, Edition 05



Thank You.