

EMPLOYEE FUNDRAISING PACK

THANK YOU FOR SUPPORTING SEAFARERS
AND THEIR FAMILIES IN NEED.



sailors-society.org


Sailors'
Society

WELCOME TO THE TEAM



Thank you for joining team Sailors' Society and supporting us with your fundraising. With your generous help, we're able to reach out to more than 115,000 seafarers and their families in need each year.

Seafarers leave their homes and loved ones for up to a year at a time to bring us 90 per cent of the goods we use every day - our phones, our cars, our food and our medicine.

They miss births and Christmases, first steps and funerals.

The isolation, shift work, and anxiety about family back home can take a harsh toll on their mental health. And the dangers they face can be huge - violent storms, accidents, even pirate attacks.

Many seafarers are from the world's most deprived communities and see the job as a path out of poverty.

International maritime charity Sailors' Society has been supporting seafarers and their families for more than 200 years. Our global network of chaplains and ship visitors work in 87 ports around the world, giving the seafarers they meet free Wi-Fi to call home as well as lifts to the doctor or shops, welfare support and a listening ear when they need it.

Our pioneering Wellness at Sea training and support programme empowers seafarers to stay physically and mentally fit for the pressures they face every day.

And when crisis hits, our 24-7 Crisis Response Network is here for seafarers with trauma care and financial support.

We also run projects in seafaring communities around the world, running initiatives to meet local needs, from healthcare and education to disaster response.

The following pages will give you tips and advice on how your teams can make the most of their fundraising. It contains lots of ideas, from the silly to the challenging, and simple ways to ensure you can raise as much as possible.

We hope you enjoy fundraising for Sailors' Society. If you need any further information or support please do not hesitate to contact the fundraising team on **+44 (0)23 8051 5950** or email us at **events@sailors-society.org**

Thank you!

Sailors' Society

MORE THAN 1.6 MILLION
SEAFARERS TRANSPORT
90 PER CENT OF THE
GOODS WE RELY ON
EVERY DAY

OUR WORK



Our mission is to meet the welfare and wellbeing needs of seafarers, their families and communities, wherever they may be. Here are some examples of the fantastic programmes we are able to provide because of support like yours:

THE SEA CHANGE FUND

Our Sea Change Fund ensures that seafarers and their families have the financial support they need when crisis hits.

Sickness, unemployment and bereavement have left rising numbers of seafaring families, who are often from deprived areas of the world to start with, struggling to put food on the table.

We launched our Sea Change Fund to help answer the calls for help, so seafarers and their families who need urgent financial assistance to pay for food, medical bills, schooling or a roof over their head can get support quickly.

SAILORS' SOCIETY

SeaChange Fund

"Seafarers have endured a challenging couple of years, often full of fear and uncertainty and far away from loved ones. We owe them a great debt."

"Our Sea Change Fund is there to support our keyworkers of the sea when times are tough or a crisis hits."

CEO Sara Baade

MOBILE MEDICAL UNITS

Working at sea is a major source of employment in India, but once seafarers retire they can become impoverished and struggle to access basic medical healthcare for themselves and their dependants.

Our mobile medical units provide retired and active seafarers and their families with free check-ups and basic medical services through converted vans fitted with medical equipment.

In 2021, the Mobile Medical Unit in Chennai carried out 854 consultations with 844 people using the pharmacy and 94 using laboratory services.

Our new Mobile Medical Unit in Yenepoya began operation in summer 2022.



"Many times, I used to skip the medicines as I could not afford to buy them regularly. Now I can access the free medical service offered by Sailors' Society."

OUR WORK



PORT WELFARE

Our global network of port chaplains and ship visitors offers a helping hand and a listening ear to the seafarers we meet.

We reach thousands of seafarers, of all faiths or none, every week all across the world, offering practical, spiritual and emotional support.

We provide free Wi-Fi on board ship so that they can speak to loved ones and transport to local shops or to the doctor.

We help crew get the things they need – whether it's warm clothes, medicine or a giant bar of chocolate!

We help lonely seafarers when the many months spent far from home feel too much and they're feeling low or simply just need someone to talk to.



OUR CHAPLAINS HAVE DIRECT CONTACT WITH ALMOST
200,000
SEAFARERS PER YEAR



PROVIDING HOPE ACROSS THE WORLD

SAILORS' SOCIETY WORKS IN 21 COUNTRIES



OUR WORK:	
Port chaplaincy	Global
Covid Care Kit distribution	India and Philippines
Wellness at Sea	Global
Ship Connect	Global
Crisis Response Network	Global
Mobile Medical Units	India
Jakarta Medical Clinic	Indonesia
Community Outreach	Russia, India and Philippines
School Build	Myanmar and Philippines
Library and school ferry boats	Philippines

SAILORS' SOCIETY FUNDED
A LIBRARY ON A BOAT TO
VISIT REMOTE SEAFARING
COMMUNITIES IN THE
PHILIPPINES.



GET OUT THERE!

Here are some fundraising ideas to get you started.



HOLD A PARTY

Get creative and throw a themed party such as masquerade, Glam Rock, made up super heroes – the choice is endless. Sell tickets and include pay-to-play party games.



HUNT OR BE HUNTED

Organise a pay-to-play scavenger hunt, preparing a list of items or tasks your participants need to gather or complete, with a prize for the first to complete. These can be done virtually or in person.



BE SOCIAL

Be the centre of attention and tell everyone your amazing story using the many social media channels (Facebook, Instagram, Twitter, LinkedIn, WhatsApp) to show all your connections what a super star you are. Remember to tag @SailorsSociety in!

#TeamSailorsSociety



AUCTION OF YOUR LIFE

Organise your co-workers to donate amazing prizes to be auctioned off in the office or online – 'be a chauffeur or bake a cake for a special occasion. Be your personal admin for the day!' If they can't donate their time then they must give you their most prized possessions for auction.



COVID19

Please adhere to any current Covid guidelines. The health and safety of all participants is of paramount importance.



GET OUT THERE!

More fundraising ideas to get you started...



HAVEN'T A CLUE?

Gather your friends, family and colleagues for a night to remember! Hold a quiz night in a local venue - there can only be one winner!



FANCY THAT!

Wear something outrageous and encourage colleagues to do the same for a small donation to join the fun.



HOLD A RAFFLE

Contact local businesses for prizes with a public draw. Sell raffle tickets at every opportunity - don't forget the window cleaner!



BAKE IT TASTY

Whip up a storm with your friends baking delicious treats for local offices, pubs, anywhere you can think of. Why not arrange a cake contest to see who bakes the best cakes?



WHOSE TURN IS IT ANYWAY?

Let the competition commence! Grab some friends, take a seat and play your favourite games for an evening of pay-to-play fun.



SET UP A PAGE

Ready to start fundraising - then go to <https://sailorsociety.enthuse.com> to set up your own fundraising page, then use your page to share your amazing story using social media to show all your connections just what a superstar you are.



CO-ORDINATE THE CASH

SETTING UP YOUR PAGE

There are many great fundraising sites to help your teams reach their goals, we use Enthuse. Simply go to this link if you are fundraising on our behalf <https://sailorssociety.enthuse.com/fundraising/start#!/> or sign up to one of our events through the registration page. If you need a hand or if you'd like a bespoke company page set up for your staff, just get in touch with our team - we're here to help!

Here are our top tips to creating a successful page:

1. **Picture perfect** – uploading photos is a great way of telling your story and showing your progress. Keep updating your page with new photos to showcase your journey.
2. **Visible goals** – setting a target helps motivate you, but also encourages and shows supporters how you are getting closer to your goal. It may just encourage them to give that little bit more.
3. **The impact** – share inspirational stories about our work and how it impacts the lives of seafarers and their communities.
4. **Once upon a time** – an engaging story can make all the difference, so use your donation page to tell your story. Let your supporters know what this journey means to you and how much effort you're putting in.

1. **FORM** – designed and inserted

2. **GIFT AID** – click the link to add gift aid. This entitles each charity to have an extra 25p more for every £1 generously donated. Every little bit really does count!

3. **MATCH FUNDRAISING** – check in with your organisation. Some companies will match the funds you have raised to encourage employees to contribute to charities which in turn will help boost your overall donations – it's a win-win situation!

GET YOUR WORDS RIGHT

There are ways to approach organisations when asking them to sponsor you. Here is some guidance to get you started.

The Challenge - give an overview of the challenge you're undertaking, include details and dates of the challenge, they may even like to promote your fundraising.

Why - get across why the cause is important to you, providing an overview of Sailors' Society's work. We can provide you with marketing materials to help.

Ask - the organisation to support you by:
1. Sponsoring you
2. Sharing your journey and fundraising link

3. Donating prizes if holding a raffle
4. Providing assistance, equipment or gifts to help the challenge (eg a running vest or training gear for a marathon)

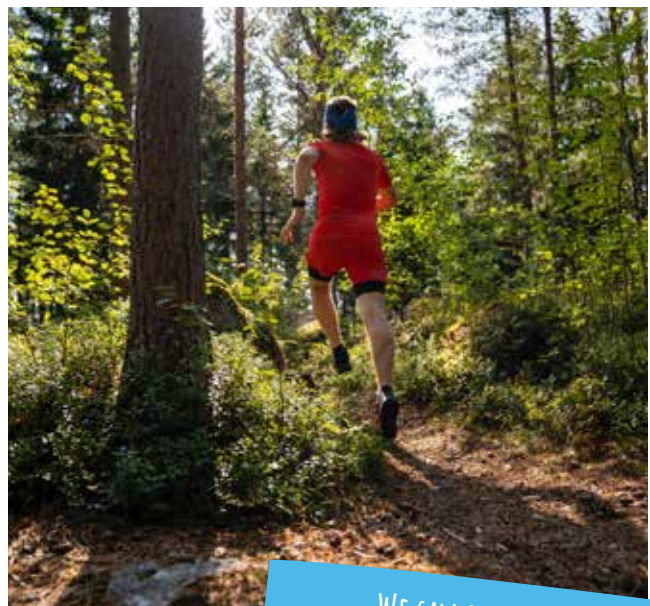
ORGANISED EVENTS



If you'd rather join an organised event then arrange your own, that's no problem.

We have a series of challenge events, including the London Marathon and overseas challenges, for you to tick off your bucket list and raise vital funds at the same time. We are sure we will have something to get you reaching for your trainers or walking boots.

Visit our website at sailors-society.org/events or email events@sailors-society.org to find out more.



WE SAW A RISE OF
850%
IN WELFARE GRANT REQUESTS
IN THE FIRST 18 MONTHS OF
THE PANDEMIC.
(APRIL 2020 - OCTOBER 2021)



CAN'T FIND WHAT YOU ARE LOOKING FOR?

Speak to our experienced team today about the opportunities we have for bespoke events. We can work together with you to fulfil your needs, whether that be to meet corporate social responsibility (CSR) goals or to engage your staff and bring teams together through charitable activities.

EMPLOYEE ENGAGEMENT

There are numerous opportunities to engage and empower your employees, including through fundraising activities, matched giving, payroll giving and rounding schemes, participation in events etc. Engagement with employees can boost morale and motivate, provide development opportunities and increase skills, help productivity and staff retention.

CHARITY OF CHOICE

Choosing Sailors' Society as a charity of choice is a way of uniting your employees, and can also provide an opportunity to engage with customers and suppliers. We will work in partnership with you to support fundraising activities, offering places on our challenge events, providing resources and communications support, and other ways to make this a successful mutually beneficial partnership.

SPEAK TO OUR TEAM

Tel: +44(0)23 8051 5950

Email: partnerships@sailors-society.org

CUSTOMER ENGAGEMENT

We can work with you in a range of ways to help profile you as a corporately responsible company and promote your brand. We can help create meaningful customer engagement events with you e.g. gala dinners, events, receptions.

We work with our partners to help showcase your commitment to protect and promote seafarers' welfare, and your CSR credentials. With our experienced team, we can develop meaningful partnerships.

By supporting us, we can help provide you with:

- enhanced brand awareness
- improved employee wellbeing and motivation opportunities to build stronger relationships with your key stakeholders
- bespoke events
- reports to highlight and recognise the impact from your donations
- content for your website and other communication channels
- Sailors' Society speakers for events
- employee engagement, for example event volunteering.



Be the centre of attention and tell everyone your amazing story using the many social media channels (Facebook, Instagram, Twitter, LinkedIn, WhatsApp) to show all your connections what a super star you are.

Whatever way you decide to support Sailors' Society with your fundraising, we would love you to tell others about your efforts and the work it is supporting.

And the best way to do this is by social media and regular posting.

Don't forget to tag us **@SailorsSociety**. That way we can share in your journey and pass that onto our partners, supporters as well as our network of chaplains and many of the seafarers you are helping to support.

Here are some top tips for successful posting:

- **Make it visual.** Include photos or short videos. Top tip: Use the selfie function on your phone, or better still get a friend to film or take pictures of you.
- **Keep it dynamic.** Group shots are great, but make sure you are doing something.
- **Grab the headlines.** The first line of your post will always grab attention so be creative (but not offensive).
- **Keep it short.** It is always better to post more often with less information.

IN 2021, SAILORS' SOCIETY REACHED MORE THAN 115,000 SEAFARERS THROUGH SHIP VISITING

- **Keep posting.** Aim to post at least once a week. Show your progress and provide a countdown.
- **Don't forget the main event.** If you are going to be too busy, have someone else lined up to help with posting on the day.
- **Don't forget to tell people why.** You are fundraising for Sailors' Society, so it is always worth adding in some facts about us every time you post.

Here are some facts you could use...

- Sailors' Society transforms the lives of seafarers and their families at home, in port and at sea through the delivery of chaplaincy, education and the relief of poverty and distress.
- Sailors' Society provides practical, emotional and spiritual welfare support to the world's 1.6m seafarers, regardless of background or faith.
- Sailors' Society chaplains and ship visitors have a presence in 87 global ports, with wider projects and services covering 21 countries.



INSURANCE

Sailors' Society holds public liability insurance in case of injury during an event organised by us. If you are organising your own event please speak to your personal insurer to make sure you are suitably covered.

UNDER 18S

All under 18s taking part in a Sailors' Society event need to be supervised by an adult.

HEALTH AND SAFETY

If you're organising your own event we recommend completing a risk assessment form that demonstrates you have taken care to consider all the risks involved. For guidance on how to complete a risk assessment visit the Health and Safety Executive website. Please also consider risks to Sailors' Society's reputation.

LICENCES

There are legal requirements when organising raffles, lotteries and prize draws.

All lottery tickets must be sold at the location, during the event. The result of the lottery can be declared at the event or after it has finished. Make it clear to participants when the result of the lottery will be announced.

Are you planning to sell alcohol, play live or recorded music, or provide entertainment in any form? You might need a licence.

Check out licences on the Government's website. Don't worry, a 'Temporary Events Notice' (TEN) is relatively easy to obtain via your local authority and costs around £20.

COLLECTING CASH

When collecting money you should make sure that:

- All collection boxes are regularly opened and the contents counted
- At least two people are involved in handling and recording the money received.
- Collection boxes should be kept securely and locked away after hours.
- Pay it to us in a quick and timely manner.



Thank you for supporting Sailors' Society.
Please contact us if you have any questions or
need any help with your fundraising. We look
forward to hearing from you.

events@sailors-society.org

+44 (0)23 8051 5950

sailors-society.org

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Registered Charity No. 237778. Registered Company No. 86942.
Sailors' Society Scotland. Charity registered in Scotland no. SC041887. Registered Company No. SC387850.