



sea-changers

# Sea-Changers' Fundraising Pack



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Registered Charity England and Wales No. 1142119 Scotland No. SCO43922

# Want to change the seas?

So you'd like to take on a challenge to raise funds for Sea-Changers? Great! Sail, Hike, Run, Bake, Quiz - there are so many ways you can fundraise for us.

Firstly, let us say a huge thank you. The grants we award to projects enable local people to care for, and raise awareness about, the UK's wonderful coasts and seas, and we couldn't do it without people like you.

So now you need to decide what you want to do. You might want to:

Hold a coffee morning and sell your best baked goods

Run a 10k (or walk a 5k or race a marathon!)

Host an online quiz (maybe with a marine theme?)

Shave your head (or dye your hair blue)

Take on the Three Peaks

Host a community beach clean

Clear out your wardrobe and sell items on eBay, Vinted, Depop, Facebook Marketplace, or a car boot sale

Jump into an ocean swim

Ask for donations in lieu of birthday presents

Sail round the world (for the truly ambitious!)

No activity is too small or too grand to support Sea-Changers and our essential grants programmes.

After you have decided how you will raise the funds you need to set up your [Just Giving](#) profile and choose Sea-Changers from the causes to support. You will then have a unique personal page to share about your activity. Your supporters can securely donate by card or PayPal and boost their donations with GiftAid. It is that simple and funds are directly transferred to Sea-Changers.



# Be Ambitious

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Set an ambitious, but realistic target. You can look at some of our past supporters for inspiration.

- If you commit to raise at least £250, we will send you a T-shirt of your choice so you can wear the Sea-Changers name with pride and spread the word.
- If you commit to raise at least £500, we will send you a jumper/sweatshirt/hoodie of your choice from our fantastic [Teemill Shop!](#)

Share on social media and tag us in your posts! We will happily promote your fundraiser in our newsletter and social media channels.

- Facebook (<https://www.facebook.com/seachangersorg>)
- Instagram (<https://www.instagram.com/beaseachanger/>)
- LinkedIn (<https://www.linkedin.com/company/sea-changers/>)

When you are setting up your [JustGiving page](#) and social media posts, remember to make it personal! Talk about why Sea-Changers' work is important to **you**, and your community. Include photos, particularly if they have a marine focus. Be sure to include examples of the projects Sea-Changers funds. Ask us for examples or visit our [project page](#) to seek out the ones that interest you!

Tell people in your local community about what you're doing for Sea-Changers and why. You might send your JustGiving link to your neighbourhood WhatsApp chat, write a post on your Facebook interest-group pages, or submit a piece for your local paper. Check our [project map](#) out to see if Sea-Changers has funded a project in your area - a local connection can really get people interested.

If your fundraiser is ongoing, keep your JustGiving page updated with photos and posts. Be sure you have the consent of people in photographs before sharing on social media or with us.

Send each of your supporters a big thank you. We'd love for your supporters to start following our work too, so when people donate, or attend your activity, encourage them to sign up to our newsletter and follow Sea-Changers on social media.



# What will your money achieve?

The beauty of Sea-Changers' grants is that a small amount of money goes a long way. Our Small Grants programme awards amounts of £500 or under, whereas our Main Grants are £500-£2500. So, whatever you raise, you know it's going to support grassroots marine conservation projects. You can check out some of the 500+ projects we've funded over the years [here](#).

We are a small, entirely volunteer-run charity, and this makes it difficult for us to provide you with lots of ongoing support. However, if you have questions about the process, or suggestions of how you can raise funds for Sea-Changers, please get in touch and we are really happy to arrange a chat.

Thank you so much for fundraising for Sea-Changers. We really do appreciate it and look forward to hearing more about what you are planning to do.

Best wishes

The Sea-Changers Team



# And Finally...

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And finally, here's some of the important stuff we need to tell you as a Sea-Changers fundraiser :

- If you kindly choose to raise money for Sea-Changers, you are not permitted to imply that you represent Sea-Changers or that your event is run by Sea-Changers. Your event/activity must not harm Sea-Changers' reputation.
- You must follow all local laws and ensure your event is run safely, and if you are running an event yourself should carry out a risk assessment. Sea-Changers cannot assume any liability for any connected loss, injury or damage. If insurance is necessary, this must be arranged independently of Sea-Changers.
- If licences are required (such as for providing entertainment or selling food), please contact your local council for details. If holding an event, or otherwise collecting money, at a private property, ensure the owner grants full permission. Specific rules apply to holding raffles and tombolas, so please ensure you are familiar with these.
- Any/all costs or expenses relating to your event or activity are your personal responsibility. If you raise funds in cash, this should be kept in a secure place and transferred to Sea-Changers as soon as practical.
- You must have Sea-Changers' approval to utilise the Sea-Changers' logo or other materials. Please contact us.
- Sea-Changers may use any video or photos of your event/activity which you share with us on Sea-Changers social media.