



# Seaful

## Seaful Fundraising Pack

♥ Welcome ♥

Thank you for choosing to support Seaful. And welcome to your volunteer fundraising pack!

Every penny you raise will go towards helping others nurture their own ocean connections.

[www.seaful.org.uk](http://www.seaful.org.uk)

Registered Charity  
England and Wales 1192638, Scotland SC0509676



## About Seaful

Seaful is a UK charity dedicated to connecting people to the ocean, nurturing communities and empowering stewardship of blue spaces.

## Our Vision

A world where people create meaningful connections with the ocean and understand its role in all our lives. A world where we all support our ocean to thrive, for the health of individuals, communities and nature.

## Our Mission

- ✧ To deepen connections to the ocean and waterways through transformational experiences, in particular for under-represented individuals and communities.
- ✧ To encourage time in nature.
- ✧ To inspire awe, understanding and appreciation of the ocean.
- ✧ To educate others about the ocean's habitats and conservation.
- ✧ To foster environmental stewardship, empowering Ocean Citizenship.

**You can use our vision and mission to help explain what Seaful does to others during your fundraising campaign.**



## What Your Fundraising Supports



Even a small donation can make a big difference. Here's how different amounts can help us nurture ocean connections for individuals and whole communities.

**£30** - Funds a paddleboard session, giving someone a life-changing ocean experience.

**£50** - Provides snorkelling gear and facilitation so one person can safely explore the underwater world.

**£100** - Contributes to marine conservation education, teaching people to care for our oceans.

**£500** - Sponsors a podcast episode, spreading ocean voices far and wide.

**£1,000** - Sponsors a paddleboard and safety kit, giving young people access to ocean experiences.

**£1,500** - Funds a group snorkel trip to a marine protected area.

**£5,000** - Launches a new project location, connecting communities with the ocean.

**£10,000** - Funds a marine conservation film, educating and inspiring audiences everywhere.



## How to Get Started



If you're ready to start fundraising, there are just four simple steps to follow...

### Step 1: Choose Your Challenge

Pick something that excites you – a beach clean, paddle, swim, hike, or even a creative challenge.

Set yourself a fundraising goal and share why you're supporting Seaful.

*"I'm raising £500 to help Seaful connect more people to the ocean through paddleboarding sessions."*

Top tip: Keep it simple! Try to explain why you're doing your challenge in one sentence – it makes it easier to remember and easier to share with others.

### Step 2: Set Up Your JustGiving Page

The easiest way to fundraise online is with a JustGiving page. It's quick and easy to set one up:

[www.justgiving.com](http://www.justgiving.com)

Click 'Start Fundraising'.

Choose your fundraising type (challenge, celebration, event).

Personalise your page – tell your story, add photos and set a target.

Share your page far and wide – social media, WhatsApp, email, everywhere! JustGiving will autogenerate a fundraising QR code for your page.

Top tip: Don't skip the personalisation part. This is your chance to show everyone why you love the ocean so much and to create emotional buy-in for your challenge.

### Step 3: Spread the Word

Now it's time to shout about what you're doing. Don't be shy! Share updates, photos and progress – people love to follow your journey!

Use social media hashtags like *#Seaful #VitaminSeaProject #SeafulFundraising* to join our community online.

*Top tip: Repeatedly share about your challenge on social media. One post isn't enough. Post regularly to build momentum and make sure as many people as possible know about your challenge.*

### Step 4: Paying In Funds

If you've raised money offline (e.g. cash or bank transfer), you can send this to Seaful through a direct bank transfer to our account named '**Seaful**'.

The account details are:

Sort code: 08-92-99

Account number: 67401299

If you require a receipt please email [hello@seaful.org.uk](mailto:hello@seaful.org.uk).

*Top tip: Make sure you put your name as the reference on the payment so we know who to thank for the donation!*

## Fundraising Checklist

Use this handy checklist to get the most out of your fundraising event. The earlier you start sharing what you're doing and why, the more likely you are to build up a following before your event.

### **6–8 weeks before**

- Choose your idea or event
- Set your fundraising goal
- Get in touch with Seaful if you need permission (for logo/media use)
- Create your JustGiving page

### **3–4 weeks before**

- Promote your fundraiser
- Ask friends/family/colleagues to share
- Contact local media if relevant

### **1 week before**

- Double-check logistics and safety plans
- Schedule your final promotional posts

### **After your event**

- Say thank you to everyone
- Share how much you raised
- Send in your funds
- Tag Seaful online so we can celebrate with you!

*Top tip: Keep the conversation going throughout. Respond to comments and answer any questions people leave on your social posts or JustGiving page.*

## 💬 Real Fundraiser Story 💬

Hear from the fantastic Gemma, who took on an epic Seaful fundraising challenge...

*“I took part in an ‘English Channel Relay’ swim – swimming in one-hour stints to cross approximately 22 miles of open water between England and France.*

*The skipper had to call it off just four miles from the French shore, as the tide was taking us towards restricted waters in Calais, meaning we couldn’t carry on.*

*Yes, we’re incredibly sad, frustrated, and feeling every emotion under the sun.*

*BUT I know I gave this everything. I couldn’t have trained harder or committed more. This is the most I’ve ever given to anything in my life, and I’m proud of how far I got.*



**You sometimes can’t beat the tide but I raised £5000 for Seaful!**

Having so many friends and family donate for Seaful and send me the most incredible messages of encouragement was amazing. Being part of that has been such a privilege and one of the best parts of this whole experience .”

— Gemma, North Devon

## Ocean-Connected Challenges

Beach Clean Challenge – Gather friends, pick a local beach and get sponsored per bag of litter you collect.

Vitamin Sea Dips – A dip-a-day (or week!) challenge in the sea, rivers, or lakes. Pick a set time period for this one (like one month). It can help to buddy up to keep your commitment going.

Paddle Power – Take on a paddleboard distance challenge or group SUP relay. This is more fun with friends too! Plus you'll likely reach more people if you're all sharing about the challenge or event.

## Team & Workplace Fun

5K for the Sea – Run, walk, cycle or paddle 5K as a group.

Cake sale – Hold a bake sale or ocean-themed bake-off.

Blue Day at Work – Everyone wears blue and donates £2 to Seaful.

## At Home or with Friends

Dinner for the Deep – Host a dinner party and ask guests to donate instead of bringing wine. You could even set an ocean-themed dress code if you want to go all out!

Ocean Quiz Night – Create a fun quiz on sea life and ocean facts. This is a great way to educate others about our ocean environments while having a lot of fun.

Birthday Fundraiser – Ask for donations instead of gifts this year – it's much better than another pair of socks 😊

## The Small Print: Simple Fundraising Terms & Conditions

**Representation** – You're fundraising in aid of Seaful, not on behalf of Seaful.

**Logo Use** – Please ask permission before using the Seaful logo. We can provide a 'Fundraising in aid of Seaful' version.

**Safety** – You're responsible for your event's safety. Follow local laws and get insurance if needed.

**Money Handling** – All funds should be sent to Seaful as soon as possible after your event.

**Expenses** – Don't deduct personal costs from donations unless agreed in writing with us.

**Liability** – Seaful cannot accept liability for loss, damage, or injury connected to your event.

### ? FAQs ?

#### Do I need permission for my event?

Only if you're using our logo, running a large public event, or contacting the media.

#### Can I fundraise offline?

Yes – just email us to arrange payment after your event.

#### Do I need insurance?

If your event involves the public or outdoor activities, we strongly recommend it.

#### Can my employer match donations?

Yes! Ask if your company runs a matched giving scheme

### Contact Us

For questions, resources, or to tell us about your fundraiser:

Email: [hello@seaful.org.uk](mailto:hello@seaful.org.uk)

Website: [www.seaful.org.uk](http://www.seaful.org.uk)

Socials: @SeafulCharity

We'd love to hear what you're planning and cheer you on along the way.

 **Thank You** 