

SEA LIFE TRUST

Protecting The World's Oceans

Fundraising Pack



**We couldn't do what we do without
you!**

**You are helping to protect our oceans and
important marine life, now and for the future.**

Thank you!



Who We Are

Our vision is a world where our seas are healthy, properly protected and full of diverse life!

The SEA LIFE Trust is a marine conservation charity (registered in England and Wales, number: 1175859) dedicated to protecting our seas. Through our Cornish Seal Sanctuary and Beluga Whale Sanctuary, marine conservation projects, and campaigns to inspire change, we protect our world's oceans and amazing marine life such as turtles, seals and whales, now and for the future.

We want to see plastic-free seas, sustainable fishing, effective Marine Protected Areas, and an end to over-exploitation of marine life.

We can't do this without your help!

Cornish Seal Sanctuary

Our Cornish Seal Sanctuary rescues and cares for seal pups in need of help. At the Sanctuary's seal hospital, sick or injured pups receive expert care from our experienced team so that, once they have regained full health, they can be released back to their home in the sea.

Seal pups can need help for lots of different reasons including being injured in storms, becoming separated from their mother, or getting entangled in ocean litter. In 2018, the Sanctuary celebrated its 60th anniversary; since its beginnings the Sanctuary has cared for more than 3,000 vulnerable seal pups!

Morwenna was rescued when she was just one day old; she was found alone and crying, and her mother didn't return. Her rescue was dramatic. The team had to abseil down a cliff to reach her before bringing her back to the Sanctuary. Morwenna was malnourished and distressed at the time of her rescue, but took to her rehabilitation well. Thanks to the expert care she received at the Cornish Seal Sanctuary, Morwenna was released back home into the sea.



Beluga Whale Sanctuary

Our Beluga Whale Sanctuary is a world-first! This is the first time anyone has attempted to rehome beluga whales from an aquarium environment into a natural, open water setting, and is a huge step towards a more positive future for these beautiful animals.

Our ground-breaking Sanctuary in a secluded bay off the south coast of Iceland is giving previously captive beluga whales a new life, where they can dive deep and swim freely within a more natural ocean home. The Sanctuary's first residents will be Little White and Little Grey, two amazing beluga whales currently in Changfeng Ocean World in Shanghai.

Our vision is that, alongside Little White and Little Grey, other currently captive beluga whales will benefit from the opportunity to be rehomed at the SEA LIFE TRUST Beluga Whale Sanctuary.



Global Projects and Campaigns

We work across the world to support practical local projects to protect marine wildlife and their habitats, alongside working on conservation campaigns to effect long-lasting change on a global scale.

Here are some examples of the projects we have funded:

Important Research

In Australia we have funded a research programme into the effects of plastic pollution on the sea turtle population. 80% of turtle hatchlings washed up and subsequently studied were found to have plastic in their stomachs. The plastic cannot be digested and the tiny turtles starve to death.

Education and Awareness

In Cornwall, we have funded special beach signage to help educate the public and give them tips for when they're visiting the beach. This includes important information about normal wildlife behaviours, how to identify if animals such as young seal pups are in need of help, who to call, and some handy hints for leaving our beautiful beaches as we find them.



Practical Projects

Fisheries bycatch represents one of the major threats to sea turtle populations in the Eastern Pacific. We are working with a fishery in Peru to reduce the number of sea turtles accidentally caught as bycatch during their fishing activity. By making one simple change – adding LED lights to their gillnets – turtle bycatch at this fishery has been reduced by 100%, without impacting on the target fish catch rates. Through this project alone, thousands of sea turtles could be protected!



Your fundraising makes a real difference!



£10 could buy a bottle for feeding rescued seal pups at our Cornish Seal Sanctuary

£45 could feed one of the beluga whales, Little White or Little Grey, at our Beluga Whale Sanctuary for a day

£100 could help fund an important marine conservation project, protecting animals and vital habitats now and for the future

£200 could feed the rescued seal pups in our Cornish Seal Sanctuary's seal hospital for 10 days

Look us up online:

<http://www.sealifetrust.org/>

Social Media:

<https://www.facebook.com/SEA-LIFE-Trust-236060213259573/>

<https://www.facebook.com/officialcornishsealsanctuary>

<https://twitter.com/SeaLifeTrust>

https://twitter.com/Seal_Sanctuary

<https://twitter.com/BelugaSanctuary>

<https://www.instagram.com/thecornishsealsanctuary/>

<https://www.instagram.com/belugawhalesanctuary/>

Put the 'Fun' in Fundraising!

There are lots of ways you can raise money for the SEA LIFE Trust:

- Take on a Personal Challenge
- At school
- At work
- In your community

You can do anything! Make it as fun and creative as you like!

Here are some ideas to get you started...



A: Auction / Abseil / Arts & Crafts	N: Non-Uniform Day
B: Bake Sale / Beard Shave / Beach Clean / BBQ	O: Obstacle Course
C: Coffee Morning / Cycle Ride	P: Picnic / Parachute Jump / Pet Show
D: Disco / Dog Walk	Q: Quiz Night
E: Egg and Spoon Race	R: Run / Raffle
F: Fancy Dress / Face Painting / Fete	S: Sponsored Silence / Sports Day / Skydive
G: Games Night	T: Trek / Tombola / Tea Party / Triathlon
H: Hula-Hooping Marathon	U: Under the Sea Themed Party
I: Inter-Department or Inter-Class Competition	V: Variety Show
J: Jumble Sale	W: Walk
K: Karaoke Party	X: Xbox or PlayStation or console Games Night
L: Leg wax	Y: Yoga event
M: Music Night / Marathon / Mountain Climb	Z: Zip Wire challenge

How?

- Choose a Challenge or Activity
- If you're raising money online, go to <https://www.justgiving.com/sealifemarineconservation> to set up a fundraising page.
- Start fundraising!
- Contact help@sealifetrust.com and let us know what you're doing – we love to hear about your fantastic fundraising efforts!

Getting Started

Some things you might want to consider:

- **Choose your challenge or activity**, and think about what you'd like to get out of your event – fun, personal achievement, hit a fundraising target, raise awareness of the charity.
- **What do you need to succeed?** Do you have relevant contacts, a supportive community, or willing volunteers?
- **What makes your event unique?** Tell people what's special about your event!
- **How will you raise money?** If you will fundraise online, you can set up a page here: <https://www.justgiving.com/sealifemarineconservation>

If you will raise money in cash, you can download a hard copy sponsor form from the SEA LIFE Trust website.

- **Set yourself a target of how much you'd like to raise.** Let your supporters know what you're aiming for.
- **Why is the cause important to you?** Let people know why you're passionate about supporting the SEA LIFE Trust – make them enthusiastic about helping out!
- **Keep our environment in mind** - if you're printing promotional materials for your event please try to use recycled paper and use the double-sided print option where possible. At your event, recycle any waste you can, and don't leave any litter behind.
- **Shout about your event!** Make sure you tell people what you're doing, where, when, and why.
- **After the event, let people know how've you've done** – the people who have supported you will like to know what they've helped you achieve!
- **Say thank you!** Let the people who've supported you know what a difference they have made!
- **Send us your photos!*** We love to see them!
* If you are happy to do so.

And, most importantly...

Have fun!!



After Your Event

Firstly, we want to say a big THANK YOU for all your hard work, and fantastic fundraising! You are helping to protect our oceans and incredible marine animals around the world!

We look forward to hearing all about your event!

- **Tell us how it went!** We would love to hear about your event – send us your story, and event photos – they may even make our newsletter or website! Contact us on: help@sealifetrust.com
- **Remember to thank everyone involved** – they will like to know how you got on, and what difference their help has made to your event and to the SEA LIFE Trust.
- **If you've raised donations offline, make sure you send the money to us.** Please contact us on help@sealifetrust.com for more information.
- **When we have received your donation, we will send you a certificate** as a thank you for your support and fantastic fundraising!

The Important Bits

When holding a fundraising event in aid of the SEA LIFE Trust, please remember:

- As a voluntary fundraiser you will be raising money **in aid of** the SEA LIFE Trust – you cannot indicate or imply that you represent the SEA LIFE Trust or that your activity is run by the SEA LIFE Trust.
- You are responsible for any costs or expenses relating to your fundraising activity. You can only take costs relating to your activity out of funds raised if this has been previously agreed with the SEA LIFE Trust and you have made this clear to sponsors and other donors e.g. '**Profits** will be donated to the SEA LIFE Trust'.
- You are responsible for making sure your event is run safely and legally. SEA LIFE Trust cannot accept any liability for any loss, injury or damage that may result from your event. **You may need to arrange public liability insurance for your event.**
- Carry out a risk assessment before your event or activity to ensure that everyone involved with your event – participants, helpers and spectators – stays safe. Contact St. John Ambulance if first aiders are needed.
- You need to comply with all applicable laws and obtain any licences that might be required for your event. For example, to collect donations in a public place you will need a street collection licence from your Local Authority.

- Get permission from the owner before you collect money on private property, including in shops and in pubs.
- For an event including licensable activities such as the sale of food and alcohol and the provision of entertainment such as music, or for an event with a capacity of more than 500 people at any one time (including staff), you will need to apply for a temporary events notice (TEN) – contact your local council for more information.
- You should follow good food hygiene procedures and comply with food safety regulations.
- Check the rules about holding raffles and tombolas at your event: <https://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Lotteries-at-events.aspx>
- Only use SEA LIFE Trust materials (e.g. sponsorship forms, leaflets etc.) provided to you by the SEA LIFE Trust for the authorised activity. You must not use any SEA LIFE Trust materials in connection with any other activities without first obtaining the SEA LIFE Trust’s written approval.
- You agree that you will not do anything to harm the SEA LIFE Trust’s reputation.
- Keep the money raised in a secure place and pass it onto the SEA LIFE Trust as soon as possible after your event. For information on how to make your donation to the SEA LIFE Trust, please contact help@sealifetrust.com
- If you send us any photos or video of your activity you agree that the SEA LIFE Trust may (free of charge) publish or broadcast them to publicise the work of the SEA LIFE Trust and to promote fundraising in aid of the SEA LIFE Trust.

Thank you for supporting the SEA LIFE Trust!

By raising donations and awareness of the SEA LIFE Trust, you are helping to protect our oceans and vital marine life around the world.

Without wonderful people like you, we couldn’t do what we do.

We hope this pack helps with your fundraising activity. Please do not hesitate to contact us if you need any help, support, or would like to talk about your event.

*Thank you and good luck!
From the SEA LIFE Trust team*

Contact: help@sealifetrust.com

