

JUMPING ON BOARD WITH SAS



YOUR FUNDRAISING GUIDE



IF YOU'RE READING THIS, YOU ARE PROBABLY THINKING ABOUT DOING SOMETHING TO PROTECT OUR OCEANS.

WHETHER YOU'RE LOOKING FOR INSPIRATION OR YOU ALREADY HAVE AN IDEA, WE'RE HERE TO HELP!

WE ALWAYS LOVE TO HEAR FROM YOU SO LET US KNOW WHAT YOU ARE PLANNING BY EMAILING

FUNDRAISING@SAS.ORG.UK



ORGANISING BEACH CLEANS



Photo Richie Graham

WHAT WE DO

Here at Surfers Against Sewage we're just crazy about the sea – just like you! We were set up by a group of people who were sick of seeing the ocean they love being polluted by everything from sewage to plastic.

Based on the rugged North Cornish coast, our projects cover all 19,491 miles of UK coastline.

MONITORING WATER QUALITY



CAMPAGNING FOR THE CONSERVATION AND PROTECTION OF OCEANS

RUNNING EDUCATIONAL TALKS

LOBBYING GOVERNMENT AND INDUSTRY

REPORTING POLLUTION

We're not just surfers and we're definitely not just about sewage. We love our oceans and want to see them better protected and thriving in the future, for everyone.



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BETTER SAFE THAN SORRY

JUMP ON BOARD



Thank you so much for deciding to fundraise for Surfers Against Sewage – it's people like you doing epic things that raise awareness and the vital funds we need to protect our coastlines.

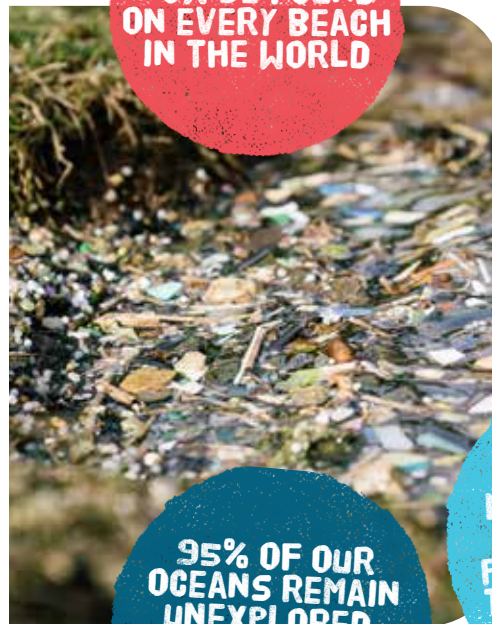
BY SUPPORTING SAS YOU'RE HELPING US CLEAN OUR SEAS ONE PIECE OF PLASTIC AT A TIME.

LET'S GET GOING!

This pack contains everything you need to get you started. It's bursting with fundraising tips and ideas.



PLASTIC CAN NOW BE FOUND ON EVERY BEACH IN THE WORLD



DID YOU KNOW?



EVERYDAY AROUND 8 MILLION PIECES OF PLASTIC POLLUTION FIND THEIR WAY INTO OUR OCEANS

95% OF OUR OCEANS REMAIN UNEXPLORED. ARE WE KILLING WHAT WE'VE YET TO DISCOVER?

ONE MARINE MAMMAL OR SEA BIRD DIES EVERY 30 SECONDS DUE TO PLASTIC POLLUTION

SCIENTISTS HAVE DISCOVERED MICROPLASTICS EMBEDDED DEEP IN THE ARCTIC ICE.

PLASTICS MAKE UP MOST OF MARINE DEBRIS.



WHERE WILL YOUR MONEY GO?



£30

COULD PAY FOR A SCHOOL BEACH CLEAN, REMOVING LITTER AND EDUCATING THE YOUNGER GENERATION.

£50

COULD PROVIDE A BEACH CLEAN LEADER WITH A KIT FOR ALL THEIR FUTURE COASTAL CLEANS.

£60

COULD HELP PAY FOR THE TRAINING AND EQUIPMENT OF OUR VOLUNTEER REGIONAL REPS.



£100

COULD HELP US DELIVER A PLASTIC FREE SCHOOLS EDUCATIONAL WORKSHOP.



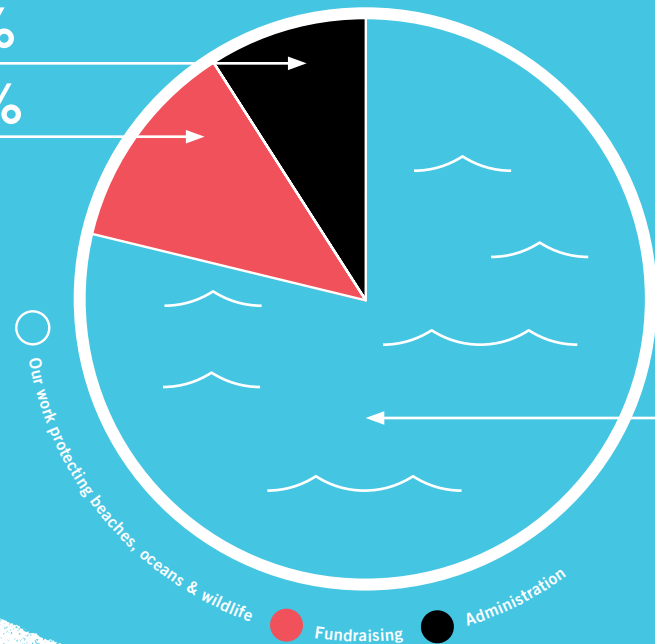
£500

COULD PROVIDE AN SAS BEACH CLEAN BOX TO A UK COMMUNITY.

11%

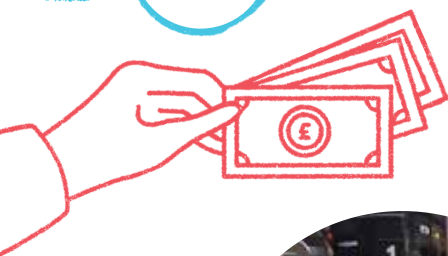
13%

76%



FUNDRAISING IDEAS

Fundraising should be fun so make sure you pick the right challenge for you. If you're still undecided, here are some of our favourite ideas.



STILL LOOKING FOR INSPIRATION?

Get in touch with us on fundraising@sas.org.uk and we'll be happy to help!



FUNDRAISING STORIES

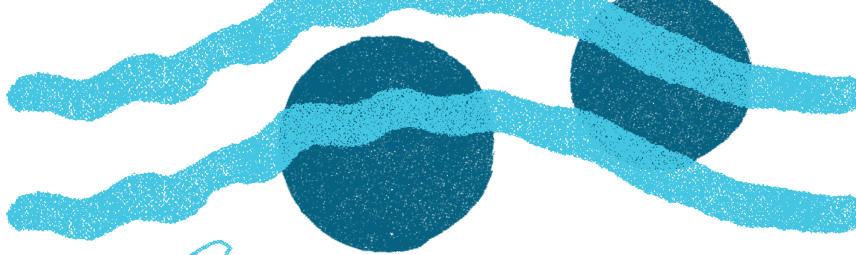
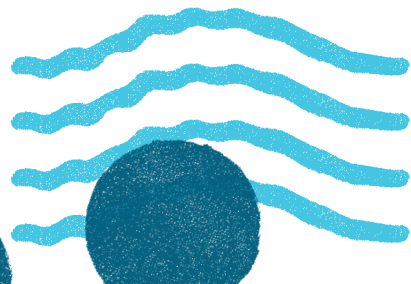
Lucy, can you give us an insight into planning and undertaking the English Channel Swim?

“ My job meant I had to be very determined to stick to my training – sometimes I was up at 03.45am and in the water, even fitting in swims after a 12 hour night shift. You just have to work with what you have. The swim itself was a bit of a rollercoaster – there were hours when I hated it and hours when I loved it; never once did I think about getting out though. If you can show your passion and belief in this cause, it becomes contagious and people are more willing to get involved financially or practically by picking up litter on the beaches and using less plastic. ”



Eoghan, how much did you raise for SAS, and how?

“ In the end, everyone came together to raise £930 for SAS – which I was very pleased with. Initially, I had set the target at £500. But, when I started fundraising I was really surprised with just how many people had either heard of SAS already or recognised the importance of the charity and what is being worked towards. People were very generous and so I tried to squeeze them for more! I raised the money through Just Giving. It’s a very easy platform to use both for setting campaigns up and for people to donate. ”



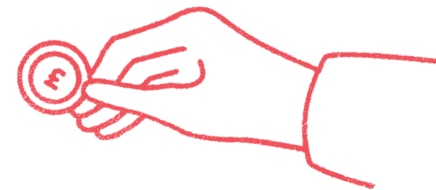
Libby, how did you choose your challenge?

“ Swimming has never felt like exercise to me – I wanted to do something challenging but that I would also enjoy. I flirted with the idea of a marathon but ultimately the idea of training for and running 26 miles filled me with dread so I started researching marathon swim events instead. ”



Phillip, what advice would you give to anyone thinking about fundraising?

“ The best advice I could give is don’t take rejection personally and never give up. I have one donor that takes literally 10s of emails before he jumps on board each year. I use email mainly but never miss the opportunity to talk to people about what you are doing at an event. It is also really worth talking to companies and reminding them that any donations are tax deductible to them – I wish I had thought of this at the beginning! ”





SHOUT ABOUT IT!



GETTING STARTED - 4 EASY STEPS



WHERE AND WHAT?

Think about if you need a venue for what you're planning – and then ask around local businesses to use their space and if you explain why they may be able to help with the financial costs.

WHEN?

Think about the best time to host your fundraiser. Does weather make a difference? Usually more people can attend weekend events, so maybe consider this!

HOW MUCH?

Set yourself a target of how much you'd like to raise – this stands as a great motivator to push you on during your fundraiser. Also, ask your employer whether they have a matched giving policy. Just a quick conversation could help double all of the money you raise!

WHO?

Communities can be amazing support networks, get in touch with local people and businesses and ask them to spread the word about your event and come along to support you!



SOCIAL MEDIA

Facebook, Instagram and Twitter are the biggest but push it on any other channels you use too. Don't forget to tag us in as well!



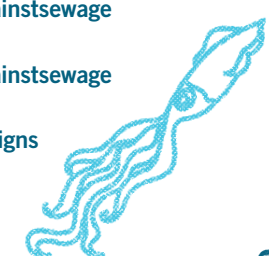
@surfersagainstsewage



@surfersagainstsewage



@sascampaigns



COMMUNITY

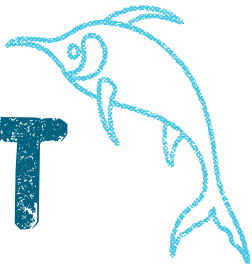
Remember to keep it local – get in touch with your local papers, radio and TV stations, bloggers and members of your town council. Write a press release letting them know what you're up to along with how they can donate. Why not also get arty and create an event poster and ask local business if you can pop it in their window?

GET MOUTHY

Word-of-mouth is a powerful force. Tell everyone you know and then some! Colleagues, friends and family are just the beginning.



AFTER THE EVENT



Phew! Well done, you just accomplished something amazing! We're extremely grateful for everyone's efforts and all donations – big or small.

REMEMBER TO THANK EVERYONE WHO GOT INVOLVED AND HELPED ALONG THE WAY.

DON'T FORGET ABOUT GIFT AID!

For every £1 a wonderful donor sponsors you, providing they are a UK tax payer, HRMC will give us an extra 25p at absolutely no cost to you or your donor! How great is that?! Remind your friends to simply tick the Gift Aid box when making a donation to your page or on your sponsorship form.

Don't forget to send us your story and any photos as we always love to see what you've been up to.

fundraising@sas.org.uk



COLLECTING SPONSORSHIP



An easy way to collect funds from your sponsors is by setting up an online giving page. We have pages on Just Giving, Virgin Money and Facebook, which you can link your event directly to.

We can also send you sponsorship forms to hand around.

If you have been given a cheque, or would like to make a payment over the phone or via bank transfer simply email fundraising@sas.org.uk



FAQ'S

If your question isn't answered below then get in touch!

fundraising@sas.org.uk

CAN I USE YOUR LOGO?

Of course you can! Just get in touch and we'll send you the logo. Please ensure that all materials state that it is in aid of SAS and include our charity number; Registered Charity in England & Wales No. 1145877

CAN I HOLD A RAFFLE?

Yes you can! Chat it through with us first but provided you sell the tickets and the draw happens on the same day, you won't need a license.



BETTER SAFE THAN SORRY!

No one likes bumps along the way so here is a few final thoughts to make sure your event runs smoothly.

Surfers Against Sewage can take no responsibility for any injuries or accidents that may take place whilst carrying out your fundraiser. If you are intending to collect money from collection buckets in public places you will need to obtain a licence from your local council. You can be fined £200 if you don't have one and this is counterproductive to your fundraising plans!

If you are planning an event including licensable activities including the sale of food and alcohol and the provision of entertainment such as music; or you are holding 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) which you can get more information about and apply via your local council. www.gov.uk/temporary-events-notice (This is much easier than it sounds!)



If you don't have a TEN and carry out an activity that you should have a license for (or allow your premises to be used for one), you can be fined £20,000, sent to prison for up to 6 months, or both. This would be an unnecessary mar on your fundraiser! It may also be prudent to carry out a risk assessment for your event to highlight anything that could go wrong and be prepared for such eventuality.

The formal bit: SAS cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. As a voluntary fundraiser you will be raising money in aid of SAS not on behalf of.

DO YOU HAVE COLLECTION BUCKETS?

We do indeed! Don't forget though that depending on where you are thinking of holding a collection, you may need a street collection license. For more guidance on this get in contact with us or visit; gov.uk/street-collection-licence

CAN I GET MATERIALS FOR FUNDRAISING?

Absolutely! Depending on what your event is we can supply you with copies of our latest magazine, postcards, and a tee to make you stand out from the crowd!





THANK YOU SO MUCH FOR SUPPORTING SAS!

We're so excited to hear all about your fundraising plans so that together we can protect more beaches, stop plastic pollution and inspire the next generation. Don't forget to keep in touch to let us know how you're getting on

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