



**Apostleship  
of the Sea**

Supporting Seafarers Worldwide

# Apostleship of the Sea

## Your Guide To Fundraising For Apostleship of the Sea



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*Apostleship of the Sea is a Registered Charity No. 1069833 (registered with the Charity Commission) and a Company Limited by Guarantee No. 3320318 (registered in England).  
Registered Office: Herald House, 15 Lamb's Passage, London EC1Y 8LE*

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## COMMUNITY FUNDRAISING

Apostleship of the Sea survives on the generosity of individuals who give their time and money to support the organisation. Apostleship of the Sea currently raises its money through individual donations charitable trusts and maritime businesses.

Many supporters give valuable time and energy to take part in hundreds of imaginative events, raising thousands of pounds for our work. This generosity ensures we can continue our vital work, reaching out to seafarers as our brothers and sisters in need.

Events can be a fun and effective way of raising valuable funds for our work and raising awareness about the work of Apostleship of the Sea and the conditions that seafarers face today. Without fundraising Apostleship of the Sea simply would not exist. There are thousands of events to take part in or even organise one yourself. We have included a list of ideas at the end of this pack but you may well have many ideas of your own.

Henri Nouwen, a leading spiritual writer, once said "I want to say that fund raising, if you think about it from the perspective of the Gospel, is not a response to a crisis. Fund raising is first of all, a form of ministry. It is a way of announcing your vision, and inviting other people into your vision with the resources available to them." (September 16<sup>th</sup>, 1992)



### KEEP IT LEGAL

You may be keen to start fundraising but, before you start when it comes to fundraising events and activities that involve the general public, there are some legal requirements that you need to think about. **You are responsible for ensuring that any event you organise in aid of Apostleship of the Sea complies with the law and is run safely. Apostleship of the Sea cannot and does not accept liability for events run in its name.** But please do not worry as this guide should help you with the planning of your event and also depending on the event, the following people will all be able to offer you advice on setting up your event: local council, police, trading standards and The Council for Voluntary Action. They can offer advice on licensing, trading standards and health and safety issues. If you intend to hold your event in a public place e.g. a park or a road then you will need to talk to the police. The internet is also a great source of information.

If you organise an event/activity that involves the public in any way, you will need to ensure you have Public Liability Insurance. Check with the owners of your venue as you will find they often have it already.



## **Collecting Money**

You will need a licence from your local authority or if in London the Metropolitan Police, to collect money on the streets, in a public place or from house- to-house (you should apply for the licence one month beforehand). It is illegal to collect funds in this way without a licence. There are special rules about having ID badges and sealed collection containers- all donations should be placed in a sealed container, clearly labelled with the purpose of the collection. If you are collecting money on private property for example in a supermarket or pub then you need to obtain the permission from the owner. You need to be over 16 to be a collector and a badge must be worn where it can be clearly seen while collecting.

## **A Note about Raffles and Lotteries**

There are strict and complex laws relating to raffles and lotteries. Apostleship of the Sea has a separate fact sheet outlining the rules and regulations, please contact us for a copy of this. Also Please refer to The Institute of Fundraising their website is very helpful – [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk). Another useful website is the Directory of Social Change [www.dsc.org.uk](http://www.dsc.org.uk) .

## **Food and Drink**

Please be aware of food safety laws if you are planning on selling food at your event. A license needs to be obtained to sell alcohol at an event, unless the venue already has a license. To obtain a temporary license contact the Licensing Justice at your local Magistrates Court at least one month before the event. There is a very good website ([www.eatwell.gov.uk](http://www.eatwell.gov.uk)) which gives further information on preparing, displaying, storing and cooking food.

## **Publicity/Branding**

We would encourage you to use the varied range of Apostleship of the Sea publicity materials rather than creating your own materials. In the appendix you will find an Apostleship of the Sea fact sheet and the following can all be ordered from National Office:

As a fundraising volunteer we will help you with the resources you will need for a successful event. There are a range of leaflets and booklets available and below are just some of the resources available. Please contact the Volunteer Coordinator on 0207 012 8602 for any of the following:

- Apostleship of the Sea posters for example to make a display
- Apostleship of the Sea prayer cards – a variety are available
- Liturgy Booklet
- General Information leaflets
- Information about running a shoe box appeal or collecting clothing etc for seafarers
- Faith based resources





If you do need to create some publicity materials you must make it clear that you are fundraising in aid of Apostleship of the Sea and the following must be on all materials: *Apostleship of the Sea Great Britain is a wholly independent Registered Charity No. 1069833 (registered with the Charity Commission) and a Company Limited by Guarantee No. 3320318 (registered in England). Registered Office: Herald House, Lamb's Passage, London EC1Y 8LE Please also forward us any copies of any publicity materials you design before they are sent to print.*

**Additional Text to Include:**

- All fundraising/publicity materials you produce must make it clear that you are fundraising in aid of Apostleship of the Sea, and that you do not represent Apostleship of the Sea.
- All profits/proceeds will go to Apostleship of the Sea

**Logo**

When producing publicity materials for your event please get in touch with us so we can supply you with a copy of our logo, the Apostleship of the Sea logo must be on all publicity materials.

**Press Releases**

If you intend to do a press release about your event please contact Marina our Direct Marketing Manager in the National Office on 020 7012 8608. It is important that you inform us about your fundraising activity as we may be able to help publicise it as well.

You may also consider other ways to advertise your event e.g. local radio, parish newsletters and diocesan websites.

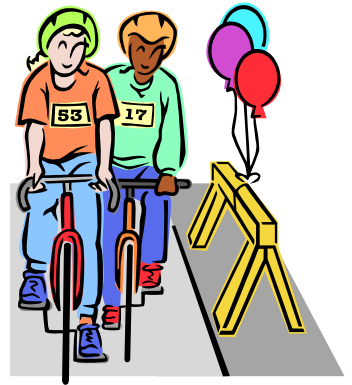


## EVENTS

There are many events that you could hold to help raise funds for Apostleship of the Sea and it is important to remember that with each event everyone is safe and enjoying themselves. **Please remember that Apostleship of the Sea cannot accept responsibility for any accidents.**

A small sample of events can be found below but if you look in the appendix you will find lots more.

- Coffee morning (why not use fair trade products)
- Auction
- Carol singing
- Cake sale
- Quiz
- Jazz night
- Football tournament
- Cycle race



## Sponsored Events

Have you ever wanted to achieve a particular goal or take part in a challenge? Looking for some motivation? Why not get people to sponsor you? Below are just some events that take place around the UK every year.

Sports based sponsored events:

- The Hydro Active 5km Women's Challenge
- BUPA Great North or Great South run
- London Marathon
- Lowe Alpine Mountain Marathon (June)
- Original Mountain Marathon (October)
- The Three Peaks Challenge
- Lands End to John O'Groats cycling
- London to Brighton Cycle race
- Triathlon
- Swim-a-thon
- Cycling or walking pilgrimage (e.g. to Compostella)
- Row-a-thon
- Sponsored walk
- British 10K Run

Non sports based sponsored events:

- Parachute jump
- Bungee jump
- Sponsored spell

We have created an Apostleship of the Sea sponsorship form which can be found at the back of this pack. Please contact us if you would like some more.



## Before the Event

- Choose something you know your target audience will be interested in. How many people do you hope will attend?
- Produce a **fundraising event plan**; give everyone involved a copy with names, dates and agreed responsibilities clearly marked - spreading the work across group members and friends and making the most of skills
- Think of contacts who could be of use
- Try to add extra fundraising activities at your event - raffles, competitions, refreshments, etc.
- **Dates.** Make sure you give yourself enough time to organise something. Ensure it does not compete with something locally or nationally e.g. the World Cup! Think about holding your event on a significant day e.g. Sea Sunday or during Fairtrade Week.
- **Speakers.** Are you hoping for a speaker from Apostleship of the Sea for your event? If so please contact the National Office as soon as possible so this can be arranged. If a speaker from Apostleship of the Sea is unable to attend you can use the Apostleship of the Sea fact sheet (page 17) to inform people about Apostleship of the Sea.
- **A venue.** Select a venue for your event and seek permission to use it. Make sure it will fit the number of people that you anticipate will come. For example: parish hall, parish gardens, and even someone's front room. Check it has the required licenses (late opening/sale of alcohol, performance license.)
- **Consider** fire safety- contact your local Fire Station
- **Publicise your event.** Send out invitations or publicise it using posters or flyers. Events that are publicised with good notice are more likely to get a good attendance. You could ask people to register or reply so you know roughly how many people will be attending.
- **Budget** – draw one up. See if local businesses can help by providing equipment, raffle prizes etc.
- **Safety.** Your venue may ask for a risk assessment. This sounds very official, but all you need to do is write down what you perceive to be the risks of the event, and detail how you would address them for further information visit [www.hse.gov.uk/risk/practice.htm](http://www.hse.gov.uk/risk/practice.htm) and click on the “five steps” to risk management section.
- **Children-** Ensure that your event is properly and adequately supervised where children are included this means, proper adult supervision, checking that the child's parents/guardians have given consent for their child to take part and carrying out appropriate CRB (Criminal Record Bureau) background checks if adults are to have unsupervised access with children.
- **Catering.** Do you want to serve refreshments? You can ask for donations to cover the costs.
- Making your venue feel welcoming. Decorate the walls with Apostleship of the Sea posters and leaflets. Lay out the chairs and display Apostleship of the Sea information leaflets around the place. Could someone greet the guests as they arrive?



## On the Day

- Phone numbers. Have a list of phone numbers of everyone involved in the event, in case something goes wrong. Make sure that you take it with you.
- Catering. Can you get someone to help you with this? Make sure you allow plenty of time to get the food ready and remember to consider food hygiene and safety laws. Take a look at the Food Hygiene website for further information [www.food.gov.uk](http://www.food.gov.uk)
- First Aid: Do you have a first aid kit available? Is there someone who is a trained first aider? For large events contact the St Johns Ambulance to see if they can send someone along.
- Clearing up. Make sure you have a team of people to help you clean up.
- Thank you's. Please thank everyone involved in making your event a success.

## Checklist for Useful Items

- Apostleship of the Sea resources (information leaflets, posters, collecting tins)
- Sticky things (glue, blue tac, staplers)
- Tying things (string, rope)
- Writing things (pens, pencils)
- Paper
- Coffee, tea, milk, sugar, biscuits, water. If you are serving alcohol and intend to charge for it, do you have a licence? These can be obtained from your local council office.
- A digital camera to record the event
- Something to collect the money in.



## After the Event

- Return borrowed/hired equipment
- Thank everyone who helped and let them know how it went
- Collect money raised
- Write cheque/postal order payable to 'Apostleship of the Sea', along with details to: Apostleship of the Sea, Herald House, Lambs Passage, London, EC1Y 8LE. We will send you a thank-you letter for your group to display
- Please send us any photos and details of your event. We may be able to put it on our website or publish it in 'Alongside' our supporters magazine.





## Money Matters

You will need to keep proper records of income and legitimate expenses. Legitimate expenses are any costs incurred in setting up and publicising an event. Ensure you keep all receipts related to the expenses. You may claim for reasonable transport and telephone costs that you have incurred. Please be aware that you are fundraising so it is important to keep expenses to a minimum, do check with us before making any purchases/incurring costs to make sure you will be reimbursed. Please claim your expenses separately by filling in an expenses claim form and enclosing your receipts. (See page 16 for a copy of the expenses claim form).

## Handling Money

- Ensure that you get your float sorted out in good time if your event needs one. Try and get lots of change as people rarely have the exact amount.
- Make sure someone is responsible for collecting and banking the money.
- Ensure two people count the money
- Lockable cash boxes are useful even at very small events.
- If you end up with lots of cash get some coin bags from the bank to assist you with paying it in.

Our fundraisers often bank all the cash they have collected and write us a cheque for the amount raised. Please send all money in within two weeks of the event and please do not send cash in the post.

## Gift Aid

If someone signs up to Gift Aid their donations, Apostleship of the Sea can reclaim the Income Tax or Capital Gains Tax paid on their donations.

Apostleship of the Sea can claim tax back at the basic rate. This is equivalent to 22p for every £1 donated. This means that it is possible for people to increase their sponsorship/donations by almost a third at no extra cost to them. The person must pay Income Tax or Capital Gains Tax.

### *Who is a taxpayer?*

You are a UK taxpayer if:

- Tax is taken from your wages or salary before you receive your pay.
- You fill in a self assessment form each year.
- You have any taxable savings e.g. in a building society or a pension plan or an investment plan.
- If you have recently paid any Capital Gains Tax, or expect to in the near future. This could be on the sale of a property for example.

### *What about pensioners?*

Pensioners may still pay tax on a private pension plan or a savings account, or pay capital gains tax when they sell property or shares.

### *When can Gift Aid be claimed?*

If taking part in or organising a sponsored event – your sponsors can choose to Gift Aid their donations to you. Donations at an event can also be gift aided. You need



to get the persons name, surname, full residential address including postcode and they need to tick the Gift Aid box.

#### *When can't it be claimed?*

- On goods bought e.g. raffle tickets or goods from a stall.
- On the price paid for entrance tickets to an event
- If a minimum donation is required to attend an event as this is seen as an entrance fee.

### **What Do We Do With The Funds You Collect?**

After all your hard work you may wonder what happens to the money you send in. Below is a summary of where the money goes:

- Operating costs of running centres for seafarers
- Chaplaincy costs
- Vehicles for transporting seafarers for example to church or the shops
- Resources for seafarers (e.g. prayer cards, maps of local area)
- Emergency support for abandoned or ill seafarers
- Volunteer training and support
- Raising seafarers issues at international, national and local level

For a breakdown of our expenditure please request a copy of the latest annual review.

#### Points to Remember....

- ✓ Decide on your fundraising activity
- ✓ Enlist help
- ✓ Set a date, try to ensure it does not clash with another event
- ✓ Do a checklist and work out a budget
- ✓ Check any legalities including safety checks
- ✓ Publicise your event
- ✓ Enjoy and raise lots of money!

Please let the National Office know if you are holding an event. We would love to know what you are doing and can offer help and support should you need it. It may also be possible for us to get a local volunteer ship visitor or port chaplain to come along.



For resources or to tell us about an event in your area please contact us on 0207 588 8285 or e-mail [info@apostleshipofthesea.org.uk](mailto:info@apostleshipofthesea.org.uk)

**THANK YOU FOR HELPING TO RAISE FUNDS FOR APOSTLESHIP OF THE SEA**



## CHOOSING AN ACTIVITY

### A

Aerobics  
Afternoon Tea  
Arm wrestling  
Art Auction  
Art Exhibition  
Assault Course  
-athons: swimathon, skipathon  
Auction: anything including your services from window cleaning or babysitting to the highest bidder

### B

Baby Contest: guess who! Ask friends/colleagues for photos of themselves as babies: then ask people to guess who's who.  
Balloon Race  
Barbeques  
Barn Dance  
Baseball or Basketball contest  
Bible reading  
Bingo  
Book Reading  
Blindfold event  
Biscuits: from around the world: bake, sell and eat  
Booksales  
Bowling Competition  
Bric-a-Brac  
Bring & Buy Sale

### C

Cabaret Night  
Cake Decorating  
Cake Sales  
Call my Bluff  
Car Washing  
Card Night  
Cardboard Collection Box: at home or work, every penny counts  
Carnivals: get involved  
Carol Singing: in the local shopping centre  
Ceilidh  
Cheese and Wine Evening  
Choirs  
Choral Concert  
Christmas events  
Cinema night: ask your local cinema or film society  
Classical Concert  
Clubs  
Coffee Morning  
Collecting tin in shops, dentists etc.  
Collections: theatres, cinemas etc  
Comedy Evening  
Concerts



Country theme: food, decoration, literature, music and dress  
Craft Sale  
Cricket Test  
Cycling

## **D**

Dances  
Diet  
Disco Dinner: at home, ask a restaurant for a special deal  
Drama night  
Dress Down Day  
Driving Lessons

## **E**

Easter Egg Hunt: charge for entry and then watch your entrants charge!  
Employers Matched Donation: some employers do match giving  
Exotic Cookery

## **F**

Festivals and Fairs: get involved locally  
Fairtrade event: coffee, chocolate, bananas...  
Fancy Dress: party, at work, college or school  
Fantasy Football League  
Fashion Show  
Five-a-side Football  
Flower Arranging: give lessons or charge for your services

## **G**

Garage Sale  
Garden Party  
Gig  
Give it up: and be sponsored to do so  
Go-Karting  
Golfing Competition  
Guess: how many sweets in the jar, what you're eating blindfolded

## **H**

Hide and Seek  
High Tea  
Home-made sale: clothes, food, crafts

## **I**

Imagine all the different fundraising events you can do!

## **J**

Jazz Night  
Jewellery Sale: make it from anything!  
Juggling  
Jumble Sale

## **K**

Karaoke Night: pay not to take part?  
Knobbly Knees: guess whose are in the photo or run a competition



**L** Lent: give something up for Apostleship of the Sea  
Literary Evening  
Lunch for Apostleship of the Sea

**M**

Marathon  
Market sale  
Model Boats: build it and race it  
Mufti Day: teachers too (maybe they could wear school uniform)  
Murder Mystery Meal  
Music Event

**N**

No event is too small: all you need is imagination!

**O**

Open Garden  
Orienteering

**P**

Paint Balling  
Parachuting  
Party: themed, fancy dress, garden, Christmas or just have a party  
Photography: organise an exhibition or take and sell snaps at a local event  
Picnic: garden, park  
Plant Sale: to sell at events or put a sign in your front garden  
Poetry Reading  
Pub Quiz: ask your local pubs to make a donation to Apostleship of the Sea or organise a pub quiz for them

**Q**

Quasar Night  
Quiz: pub and others

**R**

Raffle: ask local business to donate the prizes  
Rag Week at university  
Readings  
Refreshments: have a stall at a local event. Place of worship etc.  
Rubber Duck Race: tag the ducks and watch them go down the river  
Rotary Club: excellent local fundraisers and full of ideas  
Running: from marathons, to fun runs

**S**

Sales  
SEA SUNDAY  
Schools: organise events at your school, or local schools  
School Sports: you don't need to be still at school, you just need a park and a whistle!  
Scrabble Evening  
Second Hand sale: books, course books, CDs etc  
Snooker Tournament, maybe at a local club  
Sponsored events: walk, silence, spell, run, bike, parachute, crawl,



## Stalls

Stop Smoking and donate what you save or get sponsored to succeed

Strawberry Tea

Street Theatre

Summer Lunch

Supermarket Collections

Swear Box: at work

Sweepstake

Swim-a-thon

## T

Taxi: drive your chums around for a reasonable charge

Tea morning: if you don't like coffee

Teach: flower arranging, swimming, driving, yoga...

Ten Pin Bowling night

Theatre/Cinema Collection

Theatre Night: put on your own production

Themed event: pick a country, an era, a decade etc

Three Legged / Egg and Spoon Races

Tombola

Treasure Hunt

Tug of War: gloves and a rope and you're all set

## U

Unwanted gifts sale: ask around, especially after major religious festivals, email all your colleagues and resell them to different colleagues

## V

Victorian Evening: dress up and have fun

## W

Walk

Water Bucket Carry: organise teams and see who's the best at racing

Weddings / Wedding anniversary parties: for if you already have everything you need

Window Cleaning

Wine and Wisdom Quiz Evening

Wine Tasting / Wine and Cheese: invite an expert and charge admission, just have fun

Workplace collection: perhaps on payday each month

Workplace sale: books, lunches..

## X

Xmas events: markets, make decorations, cards, throw a party

## Y

Youth 5 a side football tournament

## Z

Any more ideas?



# Apostleship of the Sea Sponsorship form

Name of event \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel Number: \_\_\_\_\_

Email: \_\_\_\_\_

Full Name	First line of address	Town or postcode	Total amount	Paid	Date	Tick to gift aid

**Gift Aid:** Sponsor, if you are a UK taxpayer you can increase your donation by 22p for every pound you give. In order for us to claim Gift Aid we need your full home address including the postcode. Don't forget to tick the box.

Please return all donations to: Apostleship of the Sea, Herald House, 15 Lambs Passage, London EC1Y 8LE  
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## Apostleship of the Sea Sponsorship Form Continued

Full Name	First line of address	Town or postcode	Total amount	Paid	Date	Tick to gift aid

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