

YOUR HELP COULD SAVE LIVES

Thank you for deciding to raise money for the RNLI. As a charity we rely entirely on the generosity and dedication of wonderful people like you.

Your support ensures we can maintain our 24/7 lifesaving service around the coasts of the UK and Republic of Ireland, now and in the future. In fact, our volunteer lifeboat crews and our lifeguards couldn't do their vital work without people like you running marathons, baking cakes, holding events and coming up with ingenious ways to raise funds.

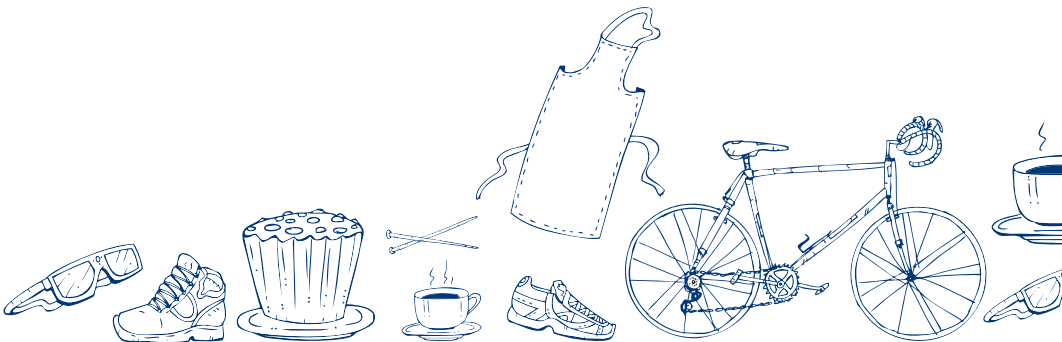
However you're supporting our lifesavers, we will be with you every step of the way. We can give you legal advice, fundraising tips and help with publicity.

Every penny you raise will help us to achieve our vision of ending the preventable loss of life at sea.

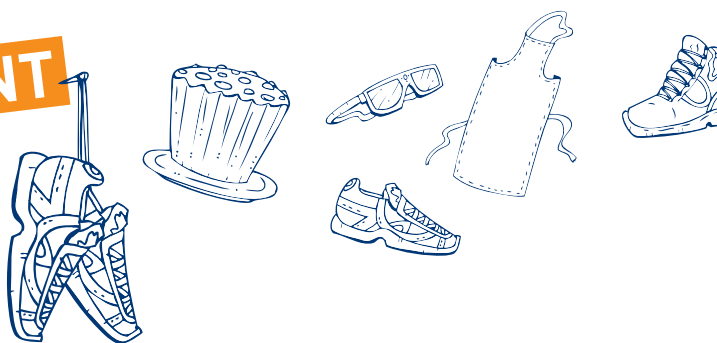
From all of us at the RNLI: you are a legend – thank you.

ABOUT THE RNLI

- The charity that saves lives at sea, established in 1824
- 237 lifeboat stations
- 225 lifeguarded beaches
- 19,000 miles of coastline covered by our lifeboats
- 95% of RNLI people are volunteers



YOUR EVENT



FROM MUFFINS TO MARATHONS

Whether it's a cake sale or a sponsored run, we can help you reach your fundraising goal. If you're looking for some more ideas, here's a bit of inspiration ...

BAKE SALES

TIP: Why not channel your inner Mary Berry and give your bake sale a theme? RNLI-themed bakes always go down a treat – try decorating your cakes in lifeboat orange or lifeguard yellow. Remember to label anything with nuts, alcohol or animal products.

COFFEE MORNINGS AND AFTERNOON TEA PARTIES

TIP: Give your event a vintage or regional theme, influencing the décor, dress code and menu. If you're serving food, visit food.gov.uk (UK) or fsai.ie (Ireland) for hygiene tips and regulations.

KARAOKE, GIGS AND QUIZ NIGHTS

TIP: Remember to sell tickets on the door and have collection buckets dotted around to encourage extra donations. You might also need a licence and insurance for a music event, especially if it's late, on hired premises or involves alcohol. See RNLI.org/fundraising for the relevant legal information.





RAFFLES, AUCTIONS AND TOMBOLAS

TIP: Try asking friends, family and local businesses to donate prizes to help support your event. Remember to contact the RNLi Community Support Team before holding your event, and consider gambling restrictions as part of your planning.

RUNS, SWIMS, CYCLES AND TREKS

TIP: Completing a Herculean task or challenge – like swimming the Channel or running a marathon – is a great way to generate publicity and get sponsored.

If you're organising an event check if you need insurance and ensure that all participants are fit and prepared for the challenge.

GOOD LUCK

However you choose to support us, you're well on the way to fundraising success.

If you need any help, please get in touch using the details on the back page.

If you don't have time to run your own event, go to [RNLi.org/events](https://www.rnli.org/events) to see what activities you can join in with in your local area.

PROMOTING YOUR EVENT



BLOG IT

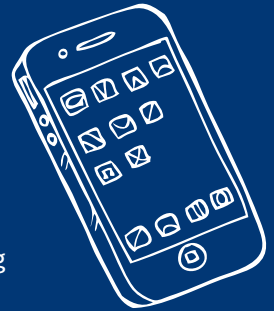
Writing a blog is a great way to chart your progress and share links to videos or press coverage. Blogger, Wordpress and Tumblr are all free and easy to use.

TWEET IT

Share your event photos on Twitter – don't forget to mention @RNLI.

SHARE IT

Promote your fundraising page by sharing it on Facebook, along with photos showing your progress. We'd love to see your photos too so share them with us at [Facebook.com/RNLI](https://www.facebook.com/RNLI).



PUBLICISE IT

Contact your local newspaper or radio station, who might promote your event. (TIP: Sending in a photo of yourself training or fundraising can boost your chances of being noticed and mentioned by the local press.)



LET US HELP YOU

We can supply you with posters to customise with your event details, and a social media toolkit to promote it online. Our contact details are on the back page so please get in touch.

COLLECTING, HANDLING AND SUBMITTING MONEY

The best way to collect sponsorship is by setting up a page online and sharing the link with your friends, family and colleagues. To get started, try:

- JustGiving (justgiving.com) or Virgin Money Giving (virginmoneygiving.com).
- Everyday Hero (MyCharity.ie) in the Republic of Ireland



SHARE IT ONLINE

Encourage your friends and family to support you by sharing your fundraising page on social media. Your fellow RNLI supporters also love to see event photos, watch videos and hear how you're getting on – so don't forget to add a link to your fundraising page. Tweet us @RNLI, go to Facebook.com/RNLI or add #RNLI to your Instagram photos.



MAXIMISE YOUR TOTAL

Encourage people to Gift Aid their donation. If your donors are UK taxpayers, the value of their donation increases by 25% under the Gift Aid scheme, at no extra cost to them or us. That's an extra 25p on every pound donated.



Why not ask your employer if they'll match or part-match whatever you raise?

HANDLING MONEY

Please keep accurate records of all funds received or pledged, plus a record of all activities you carried out to raise that money (just in case we need to see them).

PAYING THE MONEY TO THE RNLI

Please make any cheques from you and your supporters payable to the RNLI. Please pay everything you've raised within 8 weeks of your event, and remember to send us any sponsorship forms you've used.

To submit cash, get in touch and we'll guide you through the process.

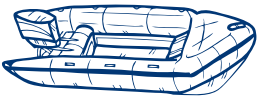
THANK YOU FROM THE RNLI

The money you raise could train, equip and kit our volunteer lifesavers. It will keep them safe and allow them to rescue those in danger, in the most challenging sea conditions imaginable. Your donation could fund ...



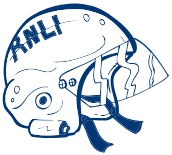
RNLI WELLIES £45/€58

High performance boots with superb grip, reinforced shanks and steel toecaps to protect our lifeboat crew members against injury.



D CLASS INSHORE LIFEBOAT £48,000/€62,000

Highly manoeuvrable, these fast rescue craft are perfect for rescues close to shore, near cliffs and rocks, and even in caves.



HELMET £198/€255

Protects lifeboat crew members from the worst conditions the sea can throw at them. It can be fitted with vital communication equipment so those onboard can keep in touch – even during a howling storm.



TWO RED AND YELLOW FLAGS £17/€22

Lifeguards use these to indicate safe swimming areas on the beaches they patrol. Always swim between the red and yellow flags.



OTHER WAYS TO SUPPORT US

If you'd like to show your commitment to saving lives at sea another way, you could ...

LEAVE A GIFT IN YOUR WILL

Six out of ten lifeboat launches are only made possible thanks to people remembering the RNLI in their Wills. A gift in your Will, big or small, will provide vital support for our lifesaving work into the future.

See [RNLI.org/legacy](https://www.rnli.org/legacy)

SET UP A TRIBUTE FUND

Remembering a loved one with a Forever by the Sea Tribute Fund is a personal way to celebrate their life. Share photos and fond memories with family and friends, or set up a fundraising event in their honour.

See [RNLI.org/InMemory](https://www.rnli.org/InMemory)

VOLUNTEER

Your unique skills will make an impact across a huge variety of roles, including lifeboat or shore crew, Education Team member, shop or museum volunteer, or community fundraiser.

See [RNLI.org/VolRoles](https://www.rnli.org/VolRoles).



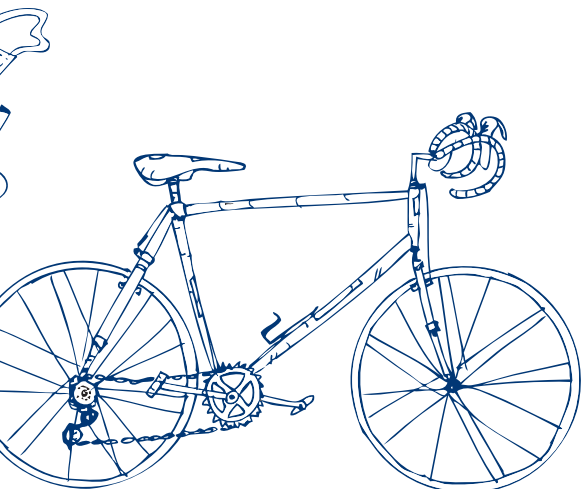
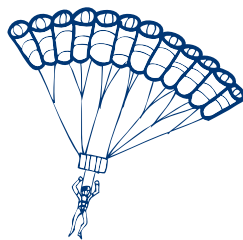
THE LEGAL BIT

Yes: we know this stuff's not much fun compared to your exciting event plans, but charity fundraising is regulated by law. You can also read our full guide to legal information for fundraisers online at RNLI.org/fundraising.

Here's a handy tick list of things you must check if you need before your event goes ahead:

- ✓ **PERMISSION** from the person, company or authority on whose land you're conducting your event.
- ✓ **PERMITS** or licences, in accordance with your local authority's regulations.
- ✓ **RISK ASSESSMENTS** – and have you told participants about any hazards or health requirements?
- ✓ **INSURANCE** for your event and its participants.
- ✓ **MEDICAL INFORMATION** for each participant, including an emergency contact and enough trained first aiders for the size of your event.

We're happy to give you all the support and advice you need – just contact the Community Support Team (details on the back page).



GET IN TOUCH



We're sincerely grateful for all the effort you're putting in to support our brave volunteer lifesavers, and we want to support you in return. So, if you have any questions or queries, or you want some advice about your event or activity, please get in touch:

Community Support Team

0300 300 9908 (UK) or 1800 844 439 (RoI)
fundraising@rnli.org.uk

Events Team (for London Marathon runners)

0300 300 9995 (UK) or 01895 18 50 (RoI)
events@rnli.org.uk

RNLI Headquarters, West Quay Road
Poole, Dorset, BH15 1HZ | RNLI.org



Lifeboats

The RNLI is the charity that saves lives at sea

Royal National Lifeboat Institution, a charity registered in England and Wales (209603) and Scotland (SC037736). Registered charity number 20003326 in the Republic of Ireland

